

Public Agency Packages



by the Power Broker Media Group

The Power Broker makes it easy and affordable for you to reach African American professionals, business owners, executives and every day working people in Florida's Tampa Bay region.

Our public agency packages give you year-round branding, promotions and marketing, at rates that fit most every budget.

The benefits of year-round advertising

Fresh Appeal: Keep your brand fresh with repeated or updated content.

Savings: Save 50% off retail price list; add-on orders receive the same discount as well.

Flexible Payments: Take advantage of the flexibility to pay 1) monthly; or 2) quarterly (for an added 2.5% discount).

Fit to Your Schedule: Concentrate your advertising during the times of year when you need it most, or you can space your advertising throughout the year.

Interchange Ads: Focus your ads through the channels that are right for you. For example, when buying digital packages, you can trade website ads to run more on social media promotions. An account representative will help you set a schedule. Monthly emails will remind you to let us know if your needs change.

Design Services: We can conveniently design your ads. Separate fees apply.

Free Promotions: Watch for our monthly emails to advertisers with value-added and free promotions and branding opportunities.

[See next page for sample packages]

Audience of 61,000

Our **6 Media Channels** reach a combined 61,000 people, mainly African American, throughout Florida's Tampa Bay region

- **#1 ranked** among the region's black-targeted media for e-mail subscribership
- **#1 ranked** for Facebook family size
- **#1 ranked** for magazine circulation

The same rates apply for government agencies, post-secondary educational institutions, and political campaigns.

Customize a package or choose one of these

Ask us to help you customize a year-round or short-term package for your branding, outreach, promotions & program marketing.

How to explore or start a package:

If you're ready to order: Reach Kimberley Webb, Power Broker Media Group Account Representative, at 727-637-6660 or at: kimberley@powerbrokermagazine.com.

If you'd like to explore: Review our a la carte menu of other ad options at: www.powerbrokermagazine.com/advertise or reach Kimberley Webb Account

Your Advertising Schedule

An account representative will help you set your advertising schedule; then monthly emails will remind you to let us know if your needs change, or if you would like alterations to your schedule or ad copy. Here is the schedule for our 6 media channels:

E-zine - ads run weekly on Thursdays via e-mail

Website - ads change weekly on Thursdays

Social media - promotions run 4 times weekly via Facebook & Twitter

Magazines - 6 magazines will release in 2014 (see schedule at right)

4 Options (or create your own package, using our a la carte menu of ads)

High Impact Package	# of	Retail	Package	
Full page ads in each Power Broker magazine	4	2,520	1,260	
Full page ads in each Grapevine magazine	2	756	378	Per Month:
6 four-part digital packages (eblast, website & social media)	6	2,400	1,200	
TOTALS:	12	\$ 5,677	\$ 2,838	\$ 237
Continual Branding Package	# of	Retail	Package	
One-third page ad in each Power Broker magazine	4	1,071	536	
Full page ad in each Grapevine magazine	2	756	378	Per Month:
6 three-part digital packages (eblast, website & social media)	6	1,200	600	
TOTALS:	12	\$ 3,027	\$ 1,514	\$ 126
Simple Branding Package	# of	Retail	Package	
One-quarter page ad in each Power Broker magazine	4	832	416	
Half page ad in each Grapevine magazine	2	416	208	Per Month:
4 three-part digital packages (eblast, website & social media)	4	800	400	
TOTALS:	10	\$ 2,048	\$ 1,024	\$ 85
Digital Frequency Package	# of	Retail	Package	
One-third page ad in each edition of the magazine	4	1,071	536	
Full page ad in each Grapevine	2	756	378	Per Month:
Twelve three-part digital packages	12	2,400	1,200	
TOTALS:	18	\$ 4,227	\$ 2,114	\$ 176

For other options and specials: www.powerbrokermagazine.com/advertise

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