



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

EMBRACE DIVERSITY. EMBRACE SUCCESS.



NAMIC DIVERSITY SCOOP 2011 MEDIA KIT



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Diversity Scoop is...

- A bi-weekly multicultural e-newsletter that reaches over 10,000 professionals in the telecommunications and entertainment industries.
- A destination for people who desire relevant news and stories that keep them abreast of the rapidly changing diversity landscape.
- A vehicle to test your branding message, advertise local or national events, promote on-air programming and launch marketing campaigns.
- A news resource that provides readers with the latest stories including Multicultural Marketing, Business, Research, Programming, Hollywood Updates, Events and NAMIC News.



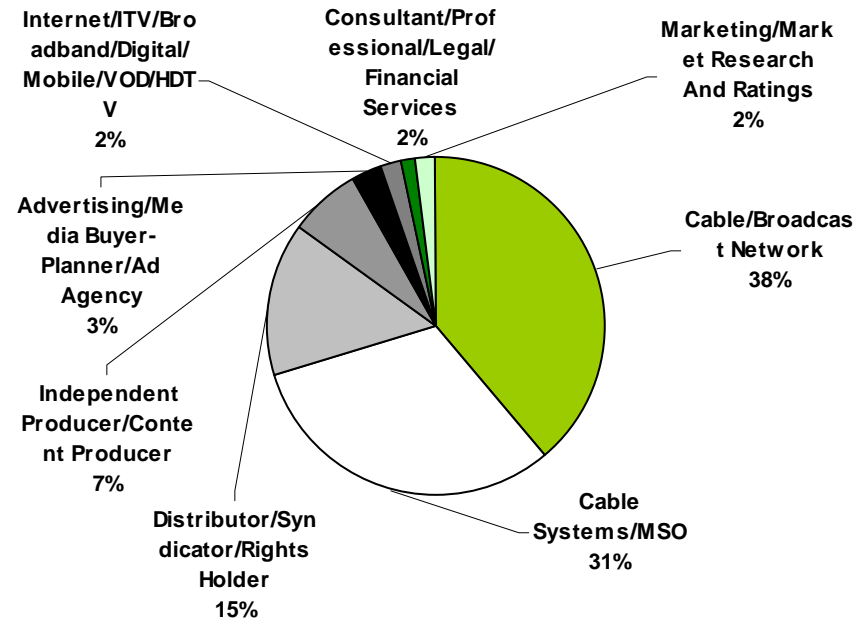
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Reader Profile

Diversity Scoop readers include the influencers and decision makers from cable MSO's, programming networks, hardware suppliers, new media companies as well as entrepreneurs. They are of every race and multiple cultures and recognize that reaching more diverse consumers will increase the bottom line.





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2011 Issue Calendar

January 19
February 2
February 16
March 2
March 16
March 30
April 13
April 27
May 11
May 25
June 8
June 22

July 13
July 27
August 10
August 31
September 14
September 28
October 12
October 26
November 9
November 23
December 7
December 21



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Advertising, Event Listing and Research Survey Opportunities

Advertising

- Banner Ads
- Text Ads
- Logos

Event Listings

- Event Description

Research Survey

- 4 Custom Questions
- Formatted Results Report

**Materials due 3 days prior to issue release. Maximum file size: 50kb.
Please send all materials to: Susan Waldman Susan.Waldman@namic.com**



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A black circular logo with the words "DIVERSITY SCOOP" in white, uppercase, sans-serif font.

Advertising, Event Listing and Research Survey Specifications

Vertical Banner Ad

- Maximum dimensions: 150w x 400h (jpeg or gif format)
- Animated graphics accepted
- Live link to advertiser's website

Horizontal Banner Ad

- Maximum dimensions: 400w x 150h (jpeg or gif format)
- Animated graphics accepted
- Live link to advertiser's website

Text Ad

- Maximum: 300 characters (jpeg, gif or text box format)
- Live link to advertiser's website

Event Listings

- Events Section
- Maximum: 300 characters
- Live link to event website

Research Survey

- 4 Custom Questions
- Question Format Options:
 - Pulldown Menu
 - Select one answer
 - Select multiple answers
 - Single checkbox
 - Multiple choice checkbox
 - Comments box
- Formatted Results Report

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Advertising Rates

| | 1 issue | 1 Month (2 issues) | 1 Quarter (6 issues) |
|--|---------------|--------------------|----------------------|
| Banner Ad (1 per issue) | \$750/issue | \$675/issue | \$550/issue |
| Text Ad (1 per issue) | \$300/issue | \$270/issue | \$225/issue |
| Section Sponsorship Logo (multiple advertisers per issue) | \$240/issue | \$220/issue | \$200/issue |
| Event Listing (multiple advertisers per issue) | \$200/issue | \$180/issue | \$150/issue |
| Research Survey | \$1,500/issue | \$1,500/issue | \$1,500/issue |

NAMIC Annual Corporate Sponsors at the Silver and Bronze levels receive 15% discount on the rate for banner ads.



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About NAMIC

NAMIC is the premier organization focusing on ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC comprises over 2,000 professionals belonging to a network of 16 chapters nationwide. Through initiatives that focus on education, advocacy, and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve.

NAMIC's mission is to educate, advocate and empower for multi-ethnic diversity in the communications industry.

www.namic.com