

Build. Empower.
Create.



*build your business. empower our communities.
create your life by design.*

AD SPECS & RATES



Black e-Commerce

Business & Lifestyle Solutions for Entrepreneurs

ADVERTISE

As an advertiser on **Blackcommerce.com**, the power of the Internet to promote your business is just one click away. More than 24 million of the country's 36 million African-Americans use the Internet. By 2010, African-American consumers are expected to spend more than \$1.1 trillion. **Blackcommerce.com** puts your company within the reach of African-American consumers across the country and creates an online marketing buzz for your growing or established business. Another way to promote your business and support other Black businesses is through our **Black Business Directory**.

ADVERTISING OPTIONS

Blackcommerce.com

has numerous advertising options that meet a variety of budget and business needs including:

- Banner Ads
- Website Advertising
- Event Advertising
- Email Marketing
- Press Releases
- Newsletter

Don't miss the opportunity to get involved in this effective and easy way to receive maximum exposure for your goods or services.

See our *Ad Rates and Specs* for more details.

PROMOTE YOUR BUSINESS USING WEBSITE BANNER ADS & EFLYERS

120 x 600



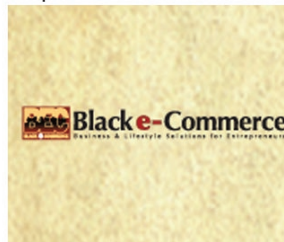
Text Ad



120 x 90



188 x 158 Vertical
(Top, Middle, Bottom)



e-Flyer



468 x 60



BLACK BUSINESS DIRECTORY

The **Black Business Directory** provides networking opportunities and empowers black owned businesses. Register now as a Seller, to list your business on **Blackcommerce.com**. Revitalize our community by patronizing black-owned businesses!



AD SPECIFICATIONS & RATES

AD SPECS & RATES

Advertise on **Black e-Commerce** for low, monthly fees when you subscribe to one of Membership subscriptions. Or for a one-time fee, you may promote your products or services to our 10,000+ email and 500,000+ media contact databases through our email marketing and press release distribution services.

AD SPECS

Skyscraper

120 x 600 pixels

Vertical (Top, Middle, Bottom)

188 x 158 pixels

e-Flyer

Small Banner Ad

120 x 90 pixels

Text Ad

Standard Horizontal

468 x 60 pixels

WEB ADVERTISING

FEATURED BUSINESS ROTATION

\$75/month

200 character maximum

STANDARD HORIZONTAL

\$500/month

468 x 60 pixels

VERTICAL TOP

\$350/month

188 x 158 pixels

VERTICAL MIDDLE

\$250/month

188 x 158 pixels

VERTICAL BOTTOM

\$100/month

188 x 158 pixels

E-FLYER

Pre-designed/Custom Design

ONE DISTRIBUTION \$75/\$225

TWO DISTRIBUTIONS \$125/\$275

THREE DISTRIBUTIONS \$175/325

PRESS RELEASE

Pre-designed/Custom Design

ONE DISTRIBUTION \$75/\$225

TWO DISTRIBUTIONS \$125/\$275

THREE DISTRIBUTIONS \$175/325

WEBSITE ADVERTISING

CLASSIFIED AD

Classified-Standard
50 Words or less

\$4.99

30 DAYS

\$9.98

60 DAYS

\$14.97

90 DAYS

\$19.96

120 DAYS

\$24.95

150 DAYS

Classified - Deluxe
100 words maximum

\$9.99

30 DAYS

\$19.98

60 DAYS

\$29.97

90 DAYS

\$39.96

120 DAYS

\$24.95

150 DAYS

NEWSLETTER ADVERTISING

EVENT ANNOUNCEMENT
\$25/MONTH

FEATURED BUSINESS ROTATION
\$100/MONTH

SKYSCRAPER BANNER AD
\$525/MONTH

SMALL BANNER AD
\$125/MONTH

TEXT AD
\$75/MONTH



EMAIL MARKETING

E-BLAST (PRE-DESIGNED/CUSTOM DESIGN)

ONE DISTRIBUTION
\$75/\$225

TWO DISTRIBUTIONS
\$125/\$275

THREE DISTRIBUTIONS
\$175/325



Black e-Commerce

Business & Lifestyle Solutions for Entrepreneurs

38984 Cheshire Drive | Northville, MI 48167 | Ph: 877-422-0BEC (0232) | www.blackecommerce.com