

*Build. Empower.*  
**Create.**



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

# SERVICES KIT



**Black e-Commerce**  
Business & Lifestyle Solutions for Entrepreneurs

# INTRODUCTION

“Build, Empower, & Create” with Black e-Commerce. We are committed to entrepreneurship and reinvestment into the African-American community.

**B**lack e-Commerce equips solopreneurs and aspiring entrepreneurs with the strategic **ONLINE** tools and resources for going into business. Existing business owners and customers can sell, advertise, and shop for numerous products and services. Networking opportunities bridge the gap between African-Americans across all geographical boundaries. Customer loyalty is cultivated nationwide by encouraging African-American consumers to virtually reinvest capital with African-American businesses. Additionally, Black e-Commerce partners with its subscription-based sellers and affiliated foundations to participate in philanthropic community-building through direct giving.



## WHY IS BLACK E-COMMERCE NEEDED?

**73 percent** of African-American Internet users do not think that enough online content speaks to their culture (AOL cyberstudy)

**To encourage** disciplined buying among the African-American community

**68 percent** of African Americans said they favored companies that benefit the African-American community (Marketing Vox survey)

On **Black e-Commerce**, you have the unique opportunity to connect with companies that solely cater to and support the African-American community.



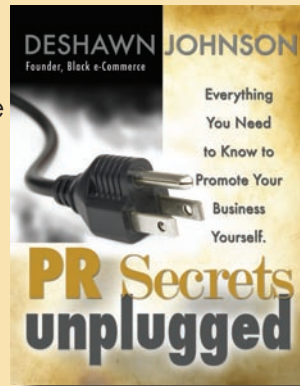
# Black e-Commerce

Business & Lifestyle Solutions  
for Entrepreneurs



## PR Secrets Unplugged

**PR Secrets Unplugged** is a Do-It-Yourself guide to make your PR efforts easier. Publicity lends credibility to your business. Landing placement in *Black Enterprise* or on a national show such as Oprah can catapult your small business into a lucrative operation. You can start pitching the media yourself with your **PR DIY** toolkit. It is available immediately as a download after purchase.



## Sell Online B2B

**Black e-Commerce** creates an environment that empowers African-Americans businesses and consumers by redirecting buying habits back into our businesses and communities. There are three methods to sell: *auction, classified or fixed price*. To **Sell Your Goods on Blackecommerce.com**, you'll first need to register and subscribe to one of the *Membership Subscriptions*.



## Coaching

Are you ready to explore some new possibilities in your life, but don't know how to get started? If you answered YES, take advantage of **Black e-Commerce's** Complimentary Coaching Session (CCS). **Black e-Commerce** also offers Small Business Startup Coaching & Advising. As your Small Business Startup Coach & Advisor, we'll guide you in building the business of your dreams.



**Recycle \$\$\$  
in Your Own  
Community  
NOW!**

## Advertise/ Promote

**Blackecommerce.com** has numerous advertising options that meet a variety of budget and business needs. Don't miss the opportunity to get involved in this effective and easy way



to receive maximum exposure for your goods or services. Another way to promote your business and support other Black businesses is through our **Black Business Directory**.

## Community/ Online Donations

Empower communities by giving back! Fundraise or support worthy causes to change the trajectory of Black America and future generations. **Nonprofits:** Share your mission with the world and fundraise for your company as an affiliate partner of **Blackecommerce.com**. **Visitors:** Join others on **Blackecommerce.com** in making a difference in communities nationwide by giving.



# SERVICES

Visit us on:



# BUY & SELL

BUY & SELL ON  
BLACK E-COMMERCE

## BUY

**Black e-Commerce** creates an environment that empowers African-American businesses and consumers by redirecting buying habits back into our businesses and communities. Blackecommerce.com offers the following **BUY AND SELL** opportunities for its members to build customer loyalty with other minority-owned businesses.

### AUCTION

Sellers may place items for auction for an allotted time, while potential buyers bid on the item. The highest bidder wins the auction and pays the seller. Every aspect of the listing and bidding is done electronically through our site.

### CLASSIFIED AD

Online classified ads allows buyers to search for products by category and expedite purchases.

### SHOP AND SAVE

**Blackecommerce.com** has partnered with top department stores, electronic companies, and travel companies to offer you a place where you can easily shop and save up to 40% on a variety of items.

### ENTERTAINMENT

**Blackecommerce.com** supports, promotes, and markets quality African-American music, film and performing arts to our online community. Support African-Americans and skip the box-office lines by purchasing your event/movie tickets online with us.

### FIXED PRICE ITEMS

Fixed price items are similar to the online auction except the price is fixed. Sellers place items at a fixed price for an allotted time and allow buyers to purchase them online.

## SELL ONLINE B2B

**Black e-Commerce** creates an environment that empowers African-Americans businesses and consumers by redirecting buying habits back into our businesses and communities. There are three methods to sell: *auction, classified or fixed price*. To **Sell Your Goods on Blackecommerce.com**, you'll first need to register and subscribe to one of the *Membership Subscriptions*.

## SELLER SUBSCRIPTION LEVELS

See website for  
more details

**\$16.67**  
monthly OR  
\$125/annual

DELUXE

**\$33.25**  
monthly OR  
\$325/annual

VIP

# 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



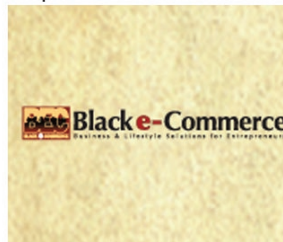
Text Ad



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!



# COACHING

Are you ready to explore some new possibilities in your life, but don't know how to get started? If you answered YES, take advantage of **Black e-Commerce's Complimentary Coaching Session (CCS)**. **Black e-Commerce** also offers *Small Business Startup Coaching & Advising*. As your *Small Business Start-up Coach & Advisor*, we'll guide you in building the business of your dreams—TODAY!

As your Small Business Startup Coach & Advisor, **Black e-Commerce** will guide you in building the business of your dreams. We are passionate about coaching the small business owner, solo-entrepreneur or mom-entrepreneur on how to start a successful and profitable business from the ground up.

## Coaching Will Help You:

- Move past limiting beliefs and inner resistance
- Explore fresh perspectives & brainstorm new solutions
- Access your inner wisdom and honor it
- Improve the clarity of your thinking
- Articulate your core values
- Learn the power of "yes" and the freedom of "no"
- Offer a brand new view of your life's greatest possibilities

## COMPLIMENTARY COACHING SESSION (CCS)

Experience the power of coaching and the profound difference it can make in your life through **Black e-Commerce's Complimentary Coaching Session**. This 45-minute session is generally conducted over the phone. A **Black e-Commerce's** certified coach will contact you to schedule Part I of the **CCS** (30 minutes). You will be required to prepare an action plan for your proposed business/personal goal and to complete other assignments to be used throughout the **CCS**.

During Part I of the **CCS**, you will be coached based on the results of your homework. Additionally, the coaching process will be explained and possible options available to you through coaching will be offered,

During the **CCS** follow-up (15-minutes, 1-2 weeks later), we will look at your results from your action plan, identify what works and make changes as needed. At the end of our two-part session you will know if the coaching sessions are right for you. There is no obligation to continue if this is not the right time to begin further coaching.

**To schedule a CCS, see our website for details.**

# CONTRIBUTE TO YOUR COMMUNITY ON BLACK E-COMMERCE

# CONTRIBUTE

**E**mpower communities by giving back! Fundraise or support worthy causes to change the trajectory of Black America and future generations. **Nonprofits:** Share your mission with the world and fundraise for your company as an affiliate partner of **Blackecommerce.com**. **Visitors:** Join others on **Blackecommerce.com** in making a difference in communities nationwide by giving.

## ONLINE DONATIONS

As part of its commitment to uplifting and revitalizing the community, **Black e-Commerce** supports philanthropic initiatives that benefit the African-American population. Honoring the African proverb, "It takes a village to raise a child," **Black e-Commerce** believes that there is strength in numbers. With your support, we will cultivate an online giving environment. Our goal is to partner with subscription-based sellers, non-profits and other prominent organizations to generate online donations for worthy causes and reputable organizations. Through **Black e-Commerce's** online giving, users have the opportunity to play a direct role in reinvesting in the community.



## The BeC Foundation

The BeC Foundation's primary focus is to bridge the digital divide in traditionally underserved communities across the country by educating children, providing computer literacy classes and donating computers to people without the financial resources to purchase them by partnering with businesses and other organizations. To carry out this mission, The **BeC Foundation** engages **Black e-Commerce's** website community members and its shoppers to empower communities by giving back.

## 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

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