

Advertising: Public promotion of businesses on the Black e-Commerce site. Involves the purchase of advertising space such as text ads, banner ads, e-blasts, event announcements and Webinars.

Auctions: A sales method that individuals and business owners can use to list, advertise, and sell their products and services to the highest bidder on Black e-Commerce.

Business Directory Listing: An organized online listing of businesses and their company profiles. The Black e-Commerce directory is used to encourage networking among consumers and other business owners.

Business Matchmaking Services: A searchable business directory database that allows business-to-business networking opportunities including national exposure, network expansion and contractual relationships.

Classified Ad: Brief, online advertisement usually organized by category (e.g., employment, housing, automotive) that lists an item being sold and includes additional information such as price and seller contact information.

Downloadable Products: Allows users to download various media types for viewing and listening. Examples include: e-books, forms, and webcasts.

E-Book: An electronic version of a book that users can download for a fee on the Black e-Commerce site.

E-Blast: E-mail marketing solution that Black e-Commerce will use to send e-mails to disseminate Website-related information to site subscribers as a way of advertising for business owners.

Featured Business Rotation: An advertising method that allows business owners to promote their businesses on the Black e-Commerce Web site home page. This method may include a company bio, a company logo, a picture, company contact information and a link to the company Web site. Featured business advertisements will be posted for the duration of one month, and businesses may elect longer rotational advertising.

Fixed-Price Items: A sales method that individuals and business owners can use to list, advertise, and sell their products and services through the Black e-Commerce as a fixed-price item.

Newsletter: Black e-Commerce will send newsletters out via e-mail to share Web site-related information to site subscribers as a way of keeping the online community connected.

Online Donations: Black e-Commerce will facilitate online contributions to participating non-profit organizations and other entities that have targeted goals to serve the African-American community and improve the quality of life for identified individuals.

Press Release: Black e-Commerce will send press releases to Website subscribers as a way of advertising for business owners.

Skyscraper Banner Ad: A tall, vertical advertisement that runs on right-hand side of Black e-Commerce home page. These ads often include a graphic and link the user to the advertiser's Website. The Ad Unit size is 120x600.

Small Vertical Banner Ad: A small, vertical advertisement that runs on right-hand side of Black e-Commerce home page. These ads often include a graphic and link the user to the advertiser's Website. The Ad Unit size is 120x90.

Standard Banner Ad: A horizontal advertisement that runs on the top or bottom of the Black e-Commerce home page. These ads often include a graphic and link the user to the advertiser's Website. The Ad Unit size is 468x60.

Text Ad: A text-only advertising method that allows business owners to promote their businesses on the Black e-Commerce Web site.

Vertical Banner Ad: A vertical advertisement that runs on the Black e-Commerce home page. These ads often include a graphic and link the user to the advertiser's Website. The Ad Unit size is 120x240.

Webcast: A pre-recorded Web-based seminar that sellers and customers can choose to post or participate in. Webcasts cover a range of topics including wealth attainment, marketing and how-to guides for business owners.