



WEBSITE ADVERTISING PROGRAM

A Unique Approach

Our Advertising Program allows companies to develop an extended presence and communicate a continuous message in a specific networking discipline of our publications. To maximize effectiveness, we promote only one advertiser for each of our networking categories. We offer long-term exclusive positioning -- not pages cluttered with multiple "here one click, gone the next" ads as found on most Web sites and e-mail publications. This gives our advertiser a much more effective means of building a relationship with and creating a meaningful impression on the top decision makers in the industry.

News & Directory Categories

Our Web site is uniquely organized to provide news and resources that are packaged for readers with specific interests. Each category is available for advertising, allowing your company to target precise networking topics. These categories include:

- » Community Outreach
- » News/ Current Affairs
- » Entertainment
- » Profiles
- » Events Calendar
- » Sickle Cell Info
- » Guest Book
- » Business Vendor Directory

What's Included in Advertising?

We have a limited number of exclusive advertising opportunities available. All ads include placement in our monthly newsletters and Web site, giving every Client the opportunity to reach both our newsletter and Web readers on a daily basis. Each sponsor also receives Premium Directory placement in our company directories and the opportunity to be placed at events.

In addition, we are committed to over-delivering to all of our sponsors. Whenever we have unsold advertising space, we will give it for free to companies that are clients at that time. We ensure that our sponsors get even more value out of their marketing relationship with Black Brits USA.com!

There are five types of unique advertising on hand:

- » Premier sponsorship
- » Advert link sponsorship
- » Category sponsorship
- » Business Vendor directory listing





PREMIER SPONSORSHIP

The exclusive Premier Sponsorship is a comprehensive direct marketing system that provides the most powerful means of communicating with our audience. It offers a high visibility presence throughout our weekly e-mail newsletters, as well as several key pages on our Web site. The Premier Sponsor's marketing message appears in:

E-mail Newsletters

- » The 468x60 banner at the top of every e-mail newsletter.

This table can contain ad banners, illustrative graphics, Web links and copy describing the company, product and conference announcements, seminars, and other marketing information determined by the sponsor. This is almost like placing your own Web page within our newsletter.

Web Site

- » The 468x60 banner at the top of the BlackBritsUSA.com home page
- » The 234x60 ad on the BlackBritsUSA.com home page.
- » The 468x60 banner at the top of one other page. Either the News, Membership, Celebs Profile, Events or the About Us page.
- » Premium Company listing in our company directory for one year.
- » Free space for your banners on BlackBritsUSA.com when we have unsold sponsorship space.

Monthly Net Rates for Premier Sponsorship

12 months	6 months	3 months
\$700.00 / month	\$750.00 / month	\$1000.00 / month

Specifications for Creatives:

- » banner size: 468 x 60; 16k max.
- » medallion size: 120 x 240; 16k max.
- » file format: GIF, JPG, SWF
- » animation: yes
- » rich media: yes
- » alternate text: 5 words or less





CATEGORY SPONSORSHIPS

News, Membership, Celebs Profile, Events, the About Us, Sickle Cell and Business Directory Sponsorships (Category Sponsorships) include placement in each e-mail newsletter and an exclusive position in subject-oriented sections of BlackBritsUSA.com. Only one company may advertise on a category at a time, giving that company a reader's undivided attention. More than 15 different categories are available for sponsorship throughout the year. A Client's corporate marketing message appears in:

E-mail Newsletters

Your company logo, message, and links to your Web site in every monthly e-mail newsletter. The message may be a 25 word communication in HTML, which can be formatted with links to various locations on your Web site.

Web Site

- » The 468x60 banner at the top of every page within a category.
- » The 234x230 vertical banner to the right of all news stories.
- » For adverts of three or more months, Premium Company listing in our company directories for a full year.
- » Free space for your banners on BlackBritsUSA.com when we have unsold sponsorship space.

12 months	6 months	3 months
\$500.00 / month	\$550.00 / month	\$750.00 / month

Advert Links

Advertised text links are a great way to get a specific message across to users who might normally pass over a banner ad. Prominently positioned on all non-targeted BlackBritsUSA.com pages, the proposed link and content of the accompanying message are at the sole discretion of the advertiser. Advert links all sold on a first-come, first-served basis, not to exceed five total sponsored links at any given time. Length limit: 75 characters total, including spaces.



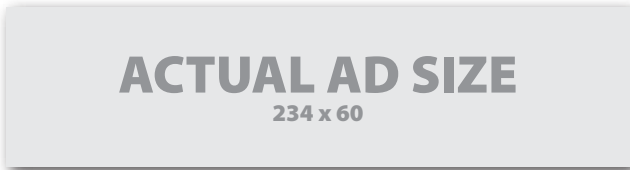


WEBSITE ADVERTISING PROGRAM

Standard Column Ad N° 1

234 pixels x 60 pixels. Can rotate on site or be anchored. This ad has linking capabilities.

Contract Term	Cost	Price per week
1 month	\$200.00	\$50.00
3 months	\$520.00	\$40.00
1 year	\$1820.00	\$35.00



Standard Column Ad N° 2

234 pixels x 115 pixels. Can rotate on site or be anchored. This ad has linking capabilities.

Contract Term	Cost	Price per week
1 month	\$300.00	\$75.00
3 months	\$780.00	\$60.00
1 year	\$2730.00	\$53.00





Standard Column Ad N° 3

234 pixels x 230 pixels. Can rotate on site or be anchored. This ad has linking capabilities.

Contract Term	Cost	Price per week
1 month	\$400.00	\$100.00
3 months	\$1040.00	\$80.00
1 year	\$3640.00	\$70.00

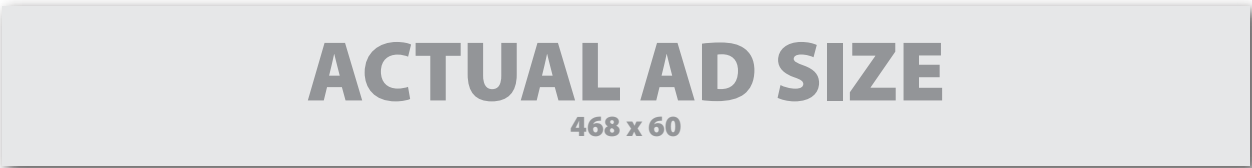




Top Banner AD

468 pixels x 60 pixels. Can rotate on site or be anchored. This ad has linking capabilities.

Contract Term	Cost	Price per week
1 month	\$500.00	\$125.00
3 months	\$1300.00	\$100.00
1 year	\$4550.00	\$88.00





BUSINESS VENDOR DIRECTORY LISTINGS

Business vendor directory, compiled by the editorial staff, lists companies in various product categories of interest to business and financial executives.

Business vendor listings provide for ALL your company's product listings appearing first, at the beginning of each product category list*, as well as your company's logo, 50-word company description, and a 25-word description of each product or service. Your vendor directory listing investment covers all of your company's products and services, with the provision that there is an applicable category in our directory for each product or service. New categories will not be created to accommodate a product that may not be relevant to BlackBritsUSA.com audience. The categorization of products is determined by our editorial staff, not by vendors.

*Enhanced listing placement is determined on a first-come, first-served basis — i.e., ALL enhanced listings will always appear above the non-enhanced listings, but the order of enhanced listings in any particular category is determined by chronological order of sale.

Business Vendor Directory Enhanced Listing Rates

Annual

\$150.00 / net

Logo Specifications:

- » size: 250 X 250
- » file format: GIF, JPG, SWF
- » file size: 16k max.

