



CELEBRATING THOSE WHO INSPIRE & EMPOWER  
*[www.leaderspublications.com](http://www.leaderspublications.com)*

REACHING AMERICA'S  
MOST INFLUENTIAL AND AFFLUENT  
AFRICAN AMERICANS



2019-20  
ADVERTISEMENT RATES

# LETTER FROM THE FOUNDER & CEO



Dear Sponsors and Advertisers:

Please find enclosed the 2019-20 advertising options and rates for Leaders Publications, "Books That Reach America's Most Influential and Affluent African Americans".

Leaders Publications is dedicated to the goal and mission of documenting the positive achievements of African Americans who are making outstanding contributions to the organizations and the communities that they serve.

Your investment reaps multiple returns. By supporting our mission people are exposed to the enormous leadership talent that exists in many local African-American communities. Additionally, our publications serve as a great resource and networking guide by providing new contacts, exposing positive role models, and providing motivation and inspiration to our youth and next generation of leaders.

We sincerely appreciate your support.  
Thanking you in advance,

*Ivory D. Payne*  
Ivory D. Payne  
Founder & CEO

## SIX GREAT REASONS TO SUPPORT THIS PUBLICATION

- 1** This coffee-table quality publication provides an excellent opportunity to market your company's message, products or services directly to many influential and upscale African-American consumers in the cities we serve.
- 2** Supports Diversity! Affords your senior-level, African American employees a measure of recognition by being included and featured in our books. This would include their pictures and biographical data in the publication!
- 3** Civic organizations, business leaders, nonprofit agencies, government agencies, media professionals, and others will come to rely on this most important work for a myriad of reasons including: networking, research, recruitment opportunities, prospecting, marketing opportunities, and finally, just plain interesting reading!
- 4** Newcomers and longtime residents alike refer to this quality publication as the "Premier Networking Guide" for networking with the key decision makers in the African-American community!
- 5** Features Positive Role Models: In an era where so many inner city school age children aspire to become professional athletes or entertainers, it is important to provide a more realistic balance of other notable, worthwhile, and obtainable career objectives.
- 6** Our publications serve as important and historical works that feature the many positive contributions African Americans have made to the growth and development of your great city!

## READERS DEMOGRAPHIC PROFILE

### GENDER

- Men ..... 46%
- Women ..... 54%

### MARITAL STATUS

- Married ..... 48%

### HOUSEHOLD INCOME

- Average Household ..... \$94,300
- Median Household ..... \$76,200

### AGE

- Age 25-54 Years ..... 76%
- Median Age ..... 38 Years

### OCCUPATION

- Professional/ Manager ..... 78%
- Business Owner/ Partner ..... 22%

### EDUCATION LEVEL

- College Graduate ..... 70%
- Graduate School Degree ..... 30%

### OWN REAL ESTATE

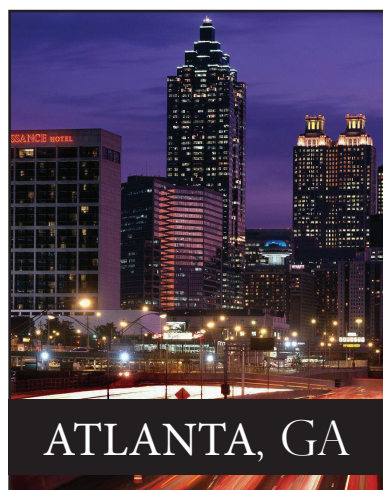
- Own Primary Residence ..... 70%
- Own Additional Real Estate ..... 30%

### NET WORTH

- Average Net Worth ..... \$317,500
- Median Net Worth ..... \$152,600

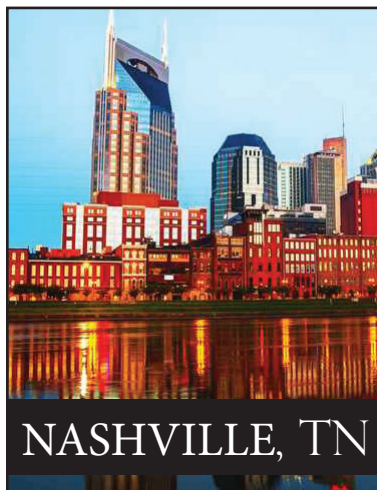
Note: Average pass along rate per respondent was 17 people!

Source: Leaders Publication Survey 2018



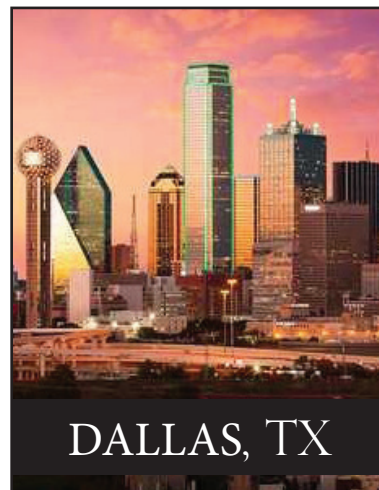
**ATLANTA, GA**

Atlanta Leading Ladies  
2020



**NASHVILLE, TN**

Nashville Leading Ladies  
2020



**DALLAS, TX**

Dallas Leading Ladies  
2020

**FUTURE LEADERS BOOKS**  
Be Apart Of Our Growing Family Of Directories

# CORPORATE PROFILE

## ENTREPRENEUR / INFLUENCER, SMALL BUSINESS OR PROFESSIONAL PROFILES

Are you an Innovator, Trendsetter or Influencer?

As an entrepreneur or small business owner you deserve the right to "toot your own horn". Leaders Publishing Professional Profile gives you enough space in our publication to allow you the opportunity to provide a photo and a brief bio of you and your successful business.

From years to come readers of this beautiful coffee table style book will have the opportunity to see your Executive or Entrepreneur Profile and be inspired and motivated to follow their dreams and passion of entrepreneurship, small businesses ownership and so much more. For corporations, our professional profile pages allow you the opportunity to highlight diversity inclusion as you spotlight the leaders of your organization.



Photo by TaylorFlash / Nish Photo Studio

### Louisiana CORPORATE PROFILE

#### ELLA DENISE GREENE CHIEF EXECUTIVE OFFICER

SHARING GOOD NEWS ABOUT GREAT COMMUNITIES

BY TONI J. MADISON

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Celebrating Those Who Inspire and Empower • Louisiana Leading Ladies • H



# CORPORATE SPOTLIGHT WITH PROFESSIONAL PROFILES

A Corporate Spotlight in a Leaders Publishing Book is a great way to “show off” your talented team of professionals. Leaders Publishing knows that everyone in your organization plays an intricate part in the success of your company. However, we are also aware that there are those individuals who stand out from the crowd. We want to give your company the opportunity to shine the spotlight on those individuals and celebrate their teamwork, commitment and achievements within your organization.

Who are the leaders on your team? The Leaders Publishing team will create a beautiful color page series that feature 1 page for your company and a series of pages for professional profiles of your talented leaders.

## SPOTLIGHT TITLE PAGE

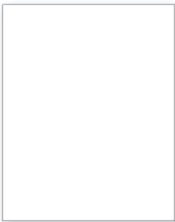
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## CORPORATE SPOTLIGHT

### COMPANY LOGO



Jane Dow  
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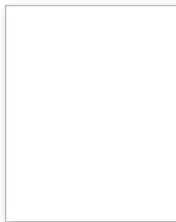
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### COMPANY LOGO



Jane Dow  
Position/ Job Title  
City, State

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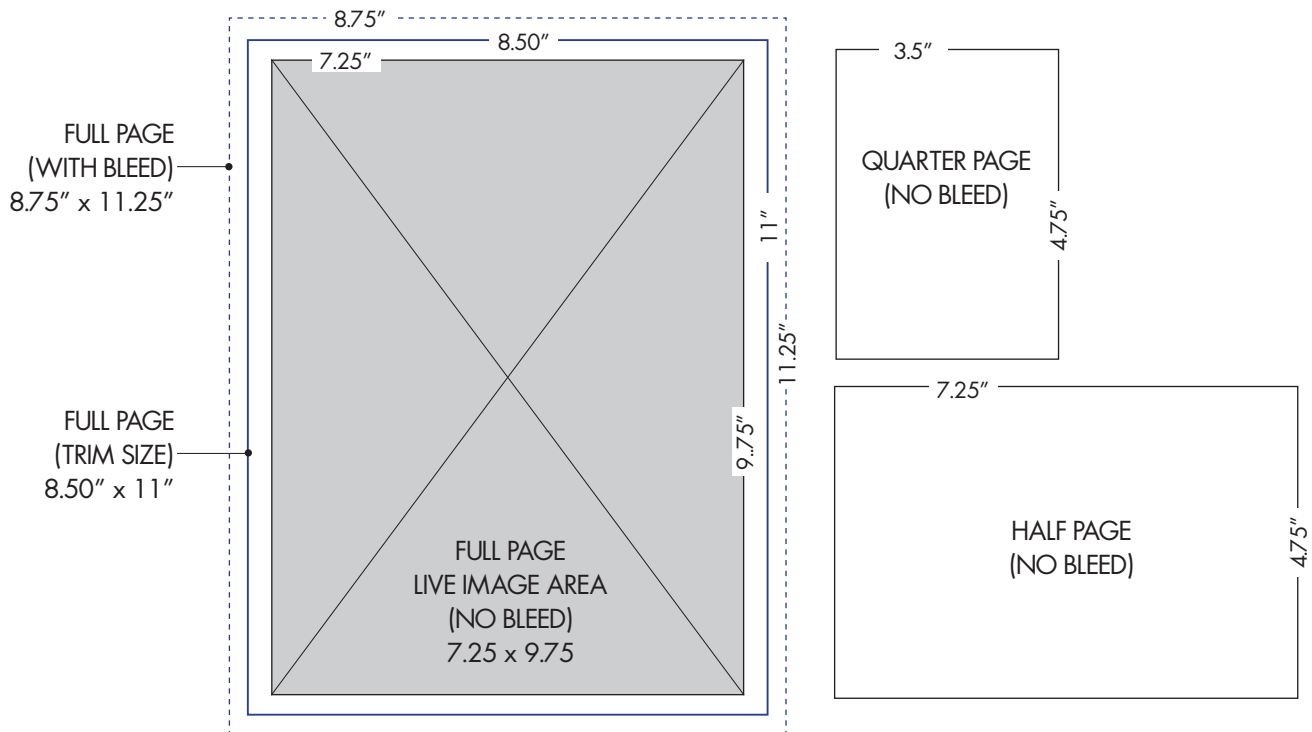
## CORPORATE SPOTLIGHT

# DESIGN SPECIFICATIONS

Advertisements can be submitted electronically to [ads@leaderspublications.com](mailto:ads@leaderspublications.com)

A 10% premium will be charged to advertisers who require art or graphic production of their advertisements. Preferred file format is a high resolution PDF file (no image compression, embed all fonts, and include crop marks). Additional acceptable image formats are high resolution TIFF, JPG and EPS files that are 300 dpi or higher.

- Full-Page Bleed Ads: 8.75"x11.25" - Trim size of the page is 8.5"x11" (must include crop marks to show bleed)
- Full-Page Ads: 7.25"x 9.75" LIVE AREA. A white border will print around the entire ad. The trim size of the page is 8.5"x11" (no bleed)
- Half-Page Ads: 7.25"x 4.75" LIVE AREA (no bleed)
- Quarter-Page Ads: 3.5"x 4.75" LIVE AREA (no bleed)
- Finished Edition Format: 8.5"x11", glossy, perfect bound, with pictures, profiles, features and advertisements
- Special Placement: Guaranteed Placements are available at a 10% Premium Charge



- **Print Run and Distribution:** 10,000 copies. All major bookstores, newstands, supermarkets, direct mail solicitations, and other key retail outlets

# ADVERTISING RATES

Advertisements can be submitted electronically to [info@leaderspublications.com](mailto:info@leaderspublications.com)

All ads must be submitted camera-ready.

A 10% premium will be charged to advertisers who require art or graphic production of their advertisements. Preferred file format is a high resolution PDF file (no image compression, embed all fonts, and include crop marks). Additional acceptable image formats are high resolution TIFF, JPG and EPS files that are 300 dpi or higher.

Back Page:	(4-color process)	\$12,500.00	\$10,500.00
Inside Front:	(4-color process)	\$12,000.00	\$10,000.00
Inside First:	(4-color process)	\$11,000.00	\$9,500.00
Inside Back:	(4-color process)	\$10,000.00	\$9,000.00
Full Page Color:	(7.25" width x 9.75" depth)	\$10,000.00	\$8,500.00
Full Page B/W:	(7.25" width x 9.75" depth)	\$9,500.00	\$8,000.00
Executive Profile:	(4-color process)	\$8,500.00	\$7,500.00
Business Spotlight	(4-color process)	\$7,500.00	\$6,500.00
Advertorial:	(B/W ONLY, 7.25" width x 9.75" depth)	\$6,500.00	\$5,500.00
Half Page Color:	(7.25" width x 5" depth)	\$5,000.00	\$4,000.00
Half Page B/W:	(7" width x 4.75" depth)	\$4,500.00	\$3,500.00
Quarter Page Color:	(3.5" width x 4.75" depth)	\$3,500.00	\$2,500.00
Quarter Page B/W:	(3.5" width x 4.75" depth)	\$ 2,500.00	\$ 1500.00

**Large Market Prices:** Baltimore, Chicago, Detroit, Houston, New York City, Los Angeles, New Jersey, Dallas, Baltimore, and Philadelphia

**Medium Market Prices:** Atlanta, Baton Rouge/New Orleans, Charlotte, Columbus, Louisville, Memphis, Nashville, Cleveland, Cincinnati/Dayton, and Indianapolis



**LEADERS**  
PUBLICATIONS

BOOKS THAT CELEBRATE, INSPIRE & EMPOWER

**GLOBAL IMPACT MEDIA LLC**  
14817 Colonel Allen Ct.  
Baton Rouge, La. 70816  
[www.leaderspublications.com](http://www.leaderspublications.com)  
(225) 775-2002

# CORPORATE SPONSORSHIP OPPORTUNITIES [SMALL MARKET]

## PRESENTING SPONSORSHIP

### Only 2 Available

- (2) Full Page 4-Color Advertisement
- Corporate Spotlight Stand Alone Section
- Two-page Advertorial highlighting community outreach initiatives including photographs - Full Color
- Up to 10 Senior Level Executive Highlights with photos and bios featured in one section with the company's logo at the top of each page- Full Color

### Pre-Unveiling Reception Marketing

- Company name insertion and logo on all advertising (Television, Radio, and Print, invitations and signage)

### Website

- Company Video on Leaders Publishing Website
- Company Banner on Leaders Publishing Website

### Digital Marketing

- Company Logo on Leaders Publishing Monthly Digital Newsletter - Top Placement

### VIP Host Reception Presenting Sponsor

- Your company has presenting rights to the VIP Welcome Reception and Community Non-Profit Partner Presentation

### PRESENTING Unveiling Reception Sponsor

- Unveiling Reception Corporate Video Loop Inclusion
- 3 Min. Corporate Video Spotlight Interview of Company Executive - Onsite Production Included
- (:60 Sec.) Pre Produced Commercial Insertion
- 5 Min. Stage Presentation from Executive Leader at Unveiling Reception
- Special Recognition Presenter Opportunity (EX: Trailblazer Award)
- 6 VIP Tables
- 48 Tickets to the Reception
- 48 Complimentary Copies of the Book

VALUE \$58,000

YOUR INVESTMENT ONLY: \$35,000

## PLATINUM SPONSORSHIP

### Only 4 Available

- (1) Full Page 4-Color Advertisement
- Choice of Sponsored Section
- Sponsored sections include: your own corporate spotlight section Up to 10 Senior Executive Highlights Ex: Community Leaders, Entrepreneurs or Youth Achievers. - Black & White
- (1) Two-page Introductory Advertorial with photos
- Company logo and sponsorship credit on each page

### Pre-Unveiling Reception Marketing

- Company name insertion and logo on all advertising (Television, Radio, and Print, invitations and signage)

### Website

- Company Video on Leaders Publishing Website
- Company Banner on Leaders Publishing Website

### Digital Marketing

- Company Logo on Leaders Publishing Monthly Digital Newsletter - Bottom Banner or Feature Divider

### PLATINUM Unveiling Reception Sponsor

- Unveiling Reception Corporate Video Loop Inclusion
- 2 Min. Corporate Video Spotlight Interview of Company Executive - Onsite Production Included
- (:30 Sec.) Pre Produced Commercial Insertion
- 3 Min. Stage Presentation from Executive Leader at Unveiling Reception
- Special Recognition Presenter Opportunity (EX: Trailblazer Award)
- 4 VIP Tables
- 32 Complimentary Tickets to the Reception
- 32 Complimentary Copies of the Book

VALUE \$32,000

YOUR INVESTMENT ONLY: \$20,000



**GLOBAL IMPACT MEDIA LLC**

14817 Colonel Allen Ct.

Baton Rouge, La. 70816

Ph: (225) 775-2002

Website: [www.leaderspublications.com](http://www.leaderspublications.com)



# CORPORATE SPONSORSHIP OPPORTUNITIES [SMALL MARKET]

## GOLD SPONSORSHIP

- Full Page 4-Color Advertisement
- Full Page B/W Advertorial
- Feature 6 Company Executives - B/W

### Pre-Unveiling Reception Marketing

- Company logo on all print advertising, invitations and signage
- Company Commercial on Leaders Publishing Website
- Company Side Banner AD on Leaders Publishing Website

### Digital Marketing

- Company Logo on Leaders Publishing Monthly Digital Newsletter - Feature Divider

### GOLD Unveiling Reception Sponsor

- Unveiling Reception Corporate Video Loop Inclusion
- 1 Min. Corporate Video Spotlight Interview of Company Executive - Onsite Production Included
- (:60 Sec.) Pre Produced Commercial Insertion
- Special Recognition Presenter Opportunity (EX: Trailblazer Award)
- 2 VIP Tables
- 16 Complimentary Tickets to the Reception
- 16 Complimentary Copies of the Book

**VALUE \$21,000**

**YOUR INVESTMENT ONLY: \$10,000**

## SILVER SPONSOR

- Full Page 4-Color Advertisement
- Full Page B/W Advertorial
- Feature 4 Company Executives - B/W

### Pre-Unveiling Reception Marketing

- Company logo on all print advertising, invitations and signage
- Company Side Banner AD on Leaders Publishing Website

### Digital Marketing

- Company Logo on Leaders Publishing Monthly Digital Newsletter - Side Banner

### SILVER Unveiling Reception Sponsor

- Unveiling Reception Corporate Video Loop Inclusion
- (:60 Sec.) Pre Produced Commercial Insertion
- 1 VIP Table
- 8 Complimentary Tickets to the Reception
- 8 Complimentary Copies of the Book

**VALUE \$12,000**

**YOUR INVESTMENT ONLY: \$7,500**

# CORPORATE SPONSORSHIP OPPORTUNITIES [LARGE MARKET]

## PRESENTING SPONSORSHIP

### Only 2 Available

- (2) Full Page 4-Color Advertisement
- Corporate Spotlight Stand Alone Section
- Two-page Advertorial highlighting community outreach initiatives including photographs - Full Color
- Up to 10 Senior Level Executive Highlights with photos and bios featured in one section with the company's logo at the top of each page- Full Color

### Pre-Unveiling Reception Marketing

- Company name insertion and logo on all advertising (Television, Radio, and Print, invitations and signage)

### Website

- Company Video on Leaders Publishing Website
- Company Banner on Leaders Publishing Website

### Digital Marketing

- Company Logo on Leaders Publishing Monthly Digital Newsletter - Top Placement

### VIP Host Reception Presenting Sponsor

- Your company has presenting rights to the VIP Welcome Reception **and Community Non-Profit Partner Presentation**

### PRESENTING Unveiling Reception Sponsor

- Unveiling Reception Corporate Video Loop Inclusion
- 3 Min. Corporate Video Spotlight Interview of Company Executive - Onsite Production Included
- (:60 Sec.) Pre Produced Commercial Insertion
- 5 Min. Stage Presentation from Executive Leader at Unveiling Reception
- Special Recognition Presenter Opportunity (EX: Trailblazer Award)
- 6 VIP Tables
- 48 Tickets to the Reception
- 48 Complimentary Copies of the Book

VALUE \$70,000

YOUR INVESTMENT ONLY: \$50,000

## PLATINUM SPONSORSHIP

### Only 4 Available

- (1) Full Page 4-Color Advertisement
- Choice of Sponsored Section
- Sponsored sections include: your own corporate spotlight section Up to 10 Senior Executive Highlights Ex: Community Leaders, Entrepreneurs or Youth Achievers. - Black & White
- (1) Two-page Introductory Advertorial with photos
- Company logo and sponsorship credit on each page

### Pre-Unveiling Reception Marketing

- Company name insertion and logo on all advertising (Television, Radio, and Print, invitations and signage)

### Website

- Company Video on Leaders Publishing Website
- Company Banner on Leaders Publishing Website

### Digital Marketing

- Company Logo on Leaders Publishing Monthly Digital Newsletter - Bottom Banner or Feature Divider

### PLATINUM Unveiling Reception Sponsor

- Unveiling Reception Corporate Video Loop Inclusion
- 2 Min. Corporate Video Spotlight Interview of Company Executive - Onsite Production Included
- (:30 Sec.) Pre Produced Commercial Insertion
- 3 Min. Stage Presentation from Executive Leader at Unveiling Reception
- Special Recognition Presenter Opportunity (EX: Trailblazer Award)
- 4 VIP Tables
- 32 Complimentary Tickets to the Reception
- 32 Complimentary Copies of the Book

VALUE \$52,000

YOUR INVESTMENT ONLY: \$30,000



**GLOBAL IMPACT MEDIA LLC**

14817 Colonel Allen Ct.

Baton Rouge, La. 70816

Ph: (225) 775-2002

Website: [www.leaderspublications.com](http://www.leaderspublications.com)

# CORPORATE SPONSORSHIP OPPORTUNITIES [LARGE MARKET]

## GOLD SPONSORSHIP

- Full Page 4-Color Advertisement
- Full Page B/W Advertorial
- Feature 6 Company Executives - B/W

### Pre-Unveiling Reception Marketing

- Company logo on all print advertising, invitations and signage

### Website

- Company Commercial on Leaders Publishing Website
- Company Side Banner AD on Leaders Publishing Website

### Digital Marketing

- Company Logo on Leaders Publishing Monthly Digital Newsletter - Feature Divider

### GOLD Unveiling Reception Sponsor

- Unveiling Reception Corporate Video Loop Inclusion
- 1 Min. Corporate Video Spotlight Interview of Company Executive - Onsite Production Included
- (:60 Sec.) Pre Produced Commercial Insertion
- Special Recognition Presenter Opportunity (EX: Trailblazer Award)
- 2 VIP Tables
- 16 Complimentary Tickets to the Reception
- 16 Complimentary Copies of the Book

VALUE \$31,000

YOUR INVESTMENT ONLY: \$20,000

## SILVER SPONSOR

- Full Page 4-Color Advertisement
- Full Page B/W Advertorial
- Feature 4 Company Executives - B/W

### Pre-Unveiling Reception Marketing

- Company logo on all print advertising, invitations and signage

### Website

- Company Side Banner AD on Leaders Publishing Website

### Digital Marketing

- Company Logo on Leaders Publishing Monthly Digital Newsletter - Side Banner

### SILVER Unveiling Reception Sponsor

- Unveiling Reception Corporate Video Loop Inclusion
- (:60 Sec.) Pre Produced Commercial Insertion
- 1 VIP Table
- 8 Complimentary Tickets to the Reception
- 8 Complimentary Copies of the Book

VALUE \$22,000

YOUR INVESTMENT ONLY: \$15,000

# ADVERTISING/SPONSORSHIP AGREEMENT

## Insertion Guidelines

*Editorial content should be no longer than 400 words per page with photos, and bios no longer than 180 words in length.*

## Digital And Online Insertion

Banner Size AD  
Corporate Video

## Preferred Placement

Preferred placement (full page only): Guaranteed for first third of book, (specific page not guaranteed) pending Publisher's approval of ad creative. An additional 15% of ad rate.

## Production Costs:

**AD RATES DO NOT INCLUDE PRODUCTION.**

Advertisers must supply digital files that meet our submission requirements. If requested proof is not submitted with ad insertion, the advertiser will be charged by the Publisher's for producing necessary proof(s).

## Additional Terms

This agreement is subject to the following additional terms:

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## Ad Materials Contact

Agency and/or Advertiser

Address

City State Zip

Telephone Fax

Email Address

## Agreement

AD SIZE:

AD RATE:

\$

ADJUSTMENTS:

\$

CONTRACT TOTAL:

\$

Ad Materials Due:

The below named agrees to advertise in a Leaders Publication. It is agreed that Global Impact Media, LLC. may not raise the advertising rates, and that the advertiser may not cancel this agreement during the contract period. **Ads must be paid in full before the publication date.**

Advertiser Name:

Billing Name:

Billing Address:

City:

State

Zip

Advertiser Contact Name (please print)

Telephone Fax

E-mail Address

General information and contract terms and conditions are listed on the reverse side. Your signature indicates acceptance of these terms and conditions.

Agency and/or Advertiser date

Global Impact Media, LLC /  
Account Executive

**\*Make All Checks Payable: Global Impact Media, LLC**