

*Charlotte's Number 1 African American Magazine*



**STYLE TREND FOR MEN: HOW TO WEAR THE PLAIN FRONT TROUSER**

/ Pride Staff / 2 Comments



WELLNESS

EAT RIGHT FOR HEALTHY SIGHT



WELLNESS

LESSONS FROM MY MOTHER



TRAVEL

MEXICO TRAVELING (TEST)



FOOD

CHEESECAKE IS GREAT (TEST)

[www.pridemagazineonline.com](http://www.pridemagazineonline.com)

Nonprofit / Small Business

Digital Media Kit

**Online Ad Specs/Rates**

**Information Ruler**

Maximum Size: 20k gif/jpg 30k flash

Homepage: \$275



300 x 125 pixels

**Medium Rectangle**

Maximum Size: 20k gif/jpg 30k flash

Homepage: \$350 |



300 x 250 pixels

**Masterhead Leaderboard**

Maximum Size: 20k gif/jpg 30k flash

Homepage: \$475



780 x 90 pixels

**Skyscraper**

Maximum Size: 20k gif/jpg 30k flash

Homepage: \$525



**Full Banner**

Maximum Size: 20k gif/jpg 30k flash

Homepage: \$675

300 x 600 pixels



1456 X180 pixels

Social Media/E-Blasts

**Social Media**

**Post - Content Creation**

- **\$225**

**Post - No Content Creation**

- **\$200**

\*Cost per post includes: FaceBook, Twitter and Instagram

\*Must be approved by Pride

**E-Blast**

Full E-Blast

- **\$700**

**Online Sponsored Content**

One Month

**500 - 600 Word Limit**

- **\$250**

\*Plus photos

\*Must be approved by Pride

**E-Newletter Sponsorship**

Embed your email message and make a direct connection to over 3K subscribers. Pay \$320 for one week. Receive a discount for sponsoring multiple weeks.

**\$320**

**E-Newsletter Takeover:**

Showcase your brand across our entire e-newsletter for 4 consecutive weeks. Include only your content and graphics that can link to your website.

**\$1,200**





## Webpage Sponsored Opportunities

Recognition on Landing page of choice (health, business, education, etc) includes Masterhead Leaderboard linked to website of choice.

### **BRONZE PACKAGE: ~~\$1800~~ \$1000 (three months)**

- Digital Ad: Medium Rectangle on Homepage
- One (1) Full E-blast including logo with link, company and contact information
- Social media posts > 5

### **SILVER PACKAGE: ~~\$3000~~ \$2500 (six months)**

- Digital feature story
- Print Ad Type: One-fourth page (1/4) | one issue
- One (1) Full E-blast including logo with link, company and contact information
- Social Media posts > 10

### **GOLD PACKAGE: ~~\$6000~~ \$5500 (one year)**

- Digital and print feature story
- Digital Ad Type: Medium Rectangle on Homepage
- Print Ad Type: Half-page (1/2) horizontal (7.5 x 4.75) or vertical (3.625 x 9.875)
- Two (2) Full E-blasts including logo with link, company, and contact information
- Social media posts > 12

Custom packages for businesses available, tailored to fit marketing and philanthropic goals.