

# HOUSTON *black* BOOK

AFRICAN AMERICAN BUSINESS DIRECTORY



## YEARS IN THE MAKING

five year anniversary

# advertising mediakit

## LOCAL RATES ONLY

Full page  
8.5" x 8.375"  
(no full bleeds\*)

*\*Except Outside Back Cover*

2/3 page  
Vertical  
5.625" x  
8.375"

2/3 page  
Horizontal  
8.5" x 5.5"

1/3 page  
5.625" x 4"

1/3 page banner  
8.5" x 2.75"

1/6 page  
2.75" x 4"

1/12 page  
2.75" x 2"

### LOCAL FULL-COLOR DISPLAY AD RATES

Size	Price
BACK COVER	\$5,000
INSIDE FRONT COVER	\$4,000
INSIDE BACK COVER	\$3,000
FULL PAGE	\$2,500
2/3 PAGE	\$1,750
1/3 PAGE	\$1,200
1/6 PAGE	\$ 900
1/12 PAGE	\$ 600

### LOCAL BLACK & WHITE DISPLAY RATES

Size	Price
BACK COVER	\$ N/A
INSIDE FRONT COVER	\$ N/A
INSIDE BACK COVER	\$ N/A
FULL PAGE	\$1,500
2/3 PAGE	\$1,000
1/3 PAGE	\$ 900
1/6 PAGE	\$ 600
1/12 PAGE	\$ 300

### LOCAL BOX LISTINGS

\$200 One Inch Box Text Only  
\$250 One Inch Box Text w/Yellow Background  
\$ 50 Added to Either for Logo Inclusion

### LOCAL BUSINESS LISTINGS

\$50 Regular Listing (Name, Address, Telephone, Web)  
\$75 Bold Listing  
\$100 Bold Listing in Red Color

**FALL 2012 CLOSING DEADLINE**  
June 30, 2012

**PRODUCTION COSTS**  
Graphic design equals 10% of cost of ad. \$150 for custom photography. No added charge for listings.

**FILE TRANSFER:** clamos@houstonblackbook.com.  
Acceptable file formats: EPS, PDF, TIF, JPG (Max. Resolution) CMYK, 300 DPI. .125" Bleeds only on Back Cover.

1/3 Display Full Color

Red Bold Listing

Black Bold Listing

1 Inch Box w/Yellow

1/6 Display Black & White





**CITY CENTRE ADDRESS:**

800 TOWN & COUNTRY BLVD.

SUITE 300

HOUSTON, TEXAS 77024

832 883 1675

**CBA MEDIA GROUP DBA:**

AMOS & GRANT DESIGN MANAGEMENT | [AMOS-GRANT.COM](http://AMOS-GRANT.COM)

HOUSTON BLACK BOOK AFRICAN-AMERICAN BUSINESS DIRECTORY

HOUSTON PINK BOOK DIRECTORY OF WOMEN-OWNED BUSINESS

HOUSTON SHOWCASE.TV

**ADVERTISER INSERTION ORDER —  
HOUSTON BLACK BOOK 2012 AFRICAN-AMERICAN BUSINESS DIRECTORY**

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**DATE:** \_\_\_\_\_

**PURCHASE ORDER NO.:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact E-mail Address:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Business Fax:** \_\_\_\_\_

**RATE: Ad Size:** \_\_\_\_\_ **Total for Contract: \$** \_\_\_\_\_

**CATEGORY** \_\_\_\_\_

**AD COPY (IF SET-UP IS NECESSARY):** \_\_\_\_\_

**Cancellation:** Cancellation will not be accepted after the space reservation deadline which is June 30, 2012. All cancellations must be in writing and provided via E-mail to: [clamos@houstonblackbook.com](mailto:clamos@houstonblackbook.com), subject: Ad Cancellation.

**Set-Up Error:** Any error in the printed ad that was originally typeset by the publisher from copy supplied by the advertiser or advertiser's agent, when the original copy was correct, will be reimbursed in full up to \$600.

I acknowledge upon signing this contract that I have carefully read and accept the terms, conditions and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

\_\_\_\_\_  
**Client Representative Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Publisher Representative Signature**

\_\_\_\_\_  
**Date**