

OBDData

REACH 2000

AFRICAN-AMERICAN DESIGN PROFESSIONALS

EVERY WEEK MEDIA KIT



A

The screenshot shows the OBDData website with several articles and ads. At the top, there are navigation links and a search bar. The main content area features articles such as 'Architects Embracing Diversity', 'Ralph Lauren Paint', 'Unconventional Choices Can Make the Best Wall Art', 'Young Black Designer Out to Make the GAP Cool Again', 'No More Searching to Find the Design Team That Makes the Earnings That Don't Match', 'Beautiful Photo Realistic RENDERINGS at Unbelievable Prices by 3DTEEN', 'Ciao Mao Shoes Offer Many Pairs in One', 'Intem With Entourage', and 'Just Who Do You Think You Are? Three Chairs That Tell You'. On the right side, there are several advertisements, including one for 'Get a FREE issue of I.D.' and another for 'Interior Design Supplies'.

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D

C1

E

B

F



MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 2,000 African American Design Professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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Product Showcase
\$2950

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



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Callout Text Ad
\$2000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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THE OBDData, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO LEADERS IN THE DESIGN INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of African-American design professionals, including graphic designers, interior designers, fashion designers and industrial designers, OBDData keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decisionmakers with purchasing power - the top-tier professionals in the industry.

OBDData
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN OBData:



CREDIBLE SOURCE

For over 18 years, our members have turned to the association as the informational authority of the industry. Advertising in OBData solidifies your place among weekly information provided to OBD members.



TARGETED DISTRIBUTION

Advertising in OBData allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to OBData have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, OBData ensures your ad will be seen every week by our 2,000 subscribers.



AFFORDABLE

Advertising in OBData is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of OBData has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in OBData.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.