

# EBONY

MEDIA KIT 2018

# MEET THE CEO



**LINDA JOHNSON RICE**  
CHIEF EXECUTIVE OFFICER

When EBONY was founded in 1945 by my father, John H. Johnson, he dreamed of providing a platform that would celebrate the accomplishments, achievements and contributions of African-Americans. Today, I can confidently, graciously and respectfully say with great pride that the brand has remained true to his initial dream.

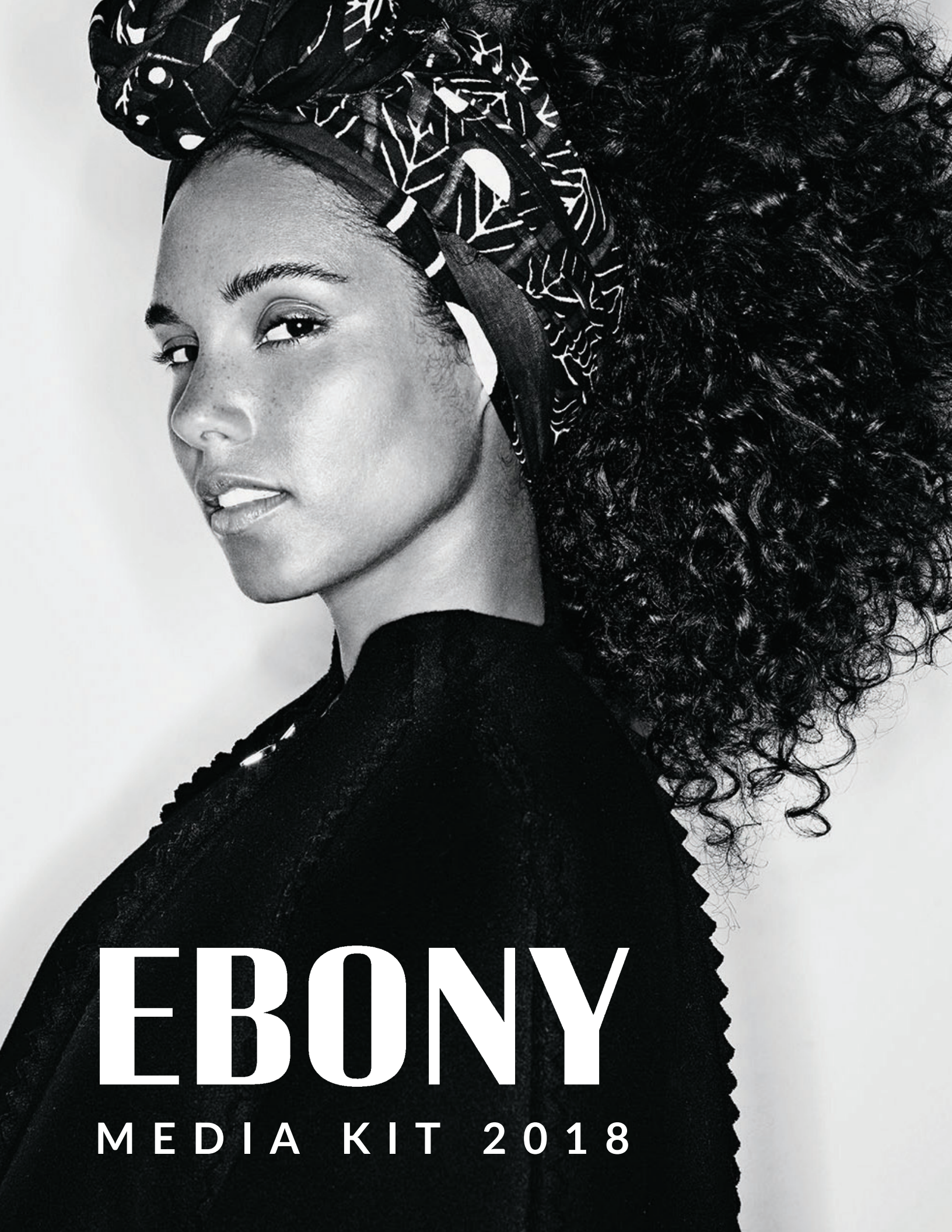
In the 73 years since EBONY's inception, the brand has continued to evolve into a multi-dimensional publication that spans beyond print and now fully embraces the new age of the digital and social media world. This contemporary era of EBONY is all-inclusive and continues to serve as the critical benchmark, resource and network of successful Black people. EBONY remains the best place where African-American people can turn when

looking for leading examples of Black success.

The new EBONY breathes fresh life into the brand by using a modern tone of voice and vivid visuals to create a truly impressive combination of culture, lifestyle and inspirational conversations. EBONY will encourage global calls-to-action, deeper, broader conversations and provide a more intimate, in-depth look into the lives of the world's most eminent Black people. EBONY will continue to be the all-in-one platform for the Black experience.

In today's climate, it is more important than ever to celebrate and recognize brilliant Black individuals who exemplify leadership, philanthropy and hard work. I remain proud of our beloved EBONY brand and the pivot we are continuing to make.





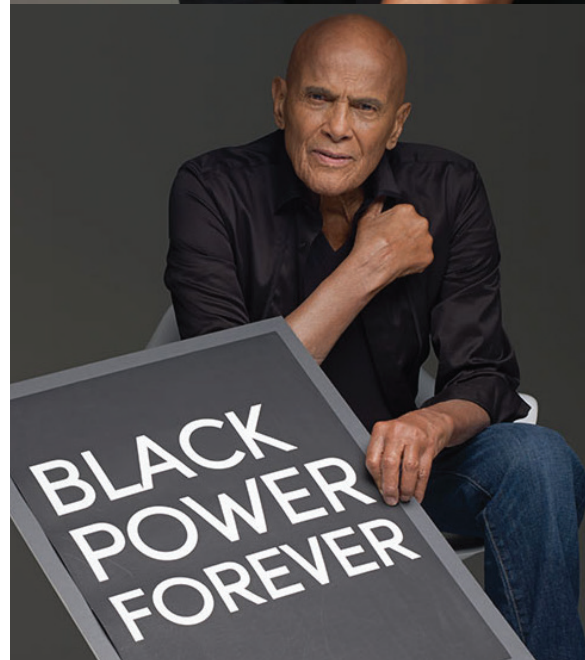
**EBONY**

**MEDIA KIT 2018**



# MISSION STATEMENT

FOR 73 YEARS, **EBONY** HAS BEEN DEDICATED TO TELLING BLACK STORIES—FOR US, BY US. THAT WILL NEVER CHANGE. TODAY, WE'RE TAKING THE POWERFUL COMBINATION OF CULTURE AND LIFESTYLE TO THE NEXT LEVEL WITH A CLEAR, MODERN POINT OF VIEW AND VIVID VISUALS. OUR GOAL IS TO LEAD AND INSPIRE CONVERSATION, AND IT IS OUR HOPE THAT THROUGH DIALOGUE, YOU, OUR BELOVED READERS, WILL BE INSPIRED TO ACTION. WE PROMISE TO TAKE YOU INSIDE THE LIVES OF THE WORLD'S MOST INTRIGUING BLACK PEOPLE. TODAY, **EBONY** CONTINUES IN ITS TRADITION AND LEGACY, BRINGING READERS EYE-CATCHING PHOTO SPREADS, EDGIER FASHION, ENTERTAINMENT, BEAUTY, CULTURE AND LIFESTYLE BEFITTING AN EVER-EVOLVING 21ST CENTURY. AND **EBONY** REMAINS AUTHENTIC TO ITS COMMITMENT TO COVER SOCIAL JUSTICE, BLACK HEALTH AND WELLNESS AND THE ISSUES IMPORTANT TO OUR COMMUNITY.





# EDITORIAL



## FEBRUARY - **BLACK LOVE / BLACK POWER**

Black Singles; Action Figures: People Making a Difference in Today's Society; Power Couples; Happily Unmarried  
Close Date: December 6 On-sale Date: February 13

## MARCH - **WOMEN UP**

Ladies First: Young Women Who Got Next; Women at Work; Spring Makeovers; *Experiential: Women Up*; Women on the Verge; 2018 Beauty & Grooming Awards  
Close Date: January 10 On-sale Date: March 13

## APRIL/MAY - **THE TRAVEL ISSUE**

Bucket List Trips; The ONLY Mother's Day Gift Guide You Need; Travel Celebrity Style; Short Cuts: The Best Short Hairstyles;  
Close Date: February 15 On-sale Date: April 10

## JUNE - **THE MUSIC ISSUE**

Hot Ticket: Summer Tours; What's on Your Playlist?; Psst: Music Artists You Need to Know About; Music Dynasty; Father's Day Gift Guide; Celebrity Dads  
Close Date: April 6 On-sale Date: May 22

## JULY/AUGUST - **BLACK HOLLYWOOD**

Hollywood Class of 2018; Behind the Lens: Directors, Writers, Producers; Award Show Roundups: All the Best Looks from Awards Season  
Close Date: May 18 On-sale Date: July 3

## SEPTEMBER - **THE FASHION ISSUE**

EBONY HBCU Campus Queens; Fade to Black: Must-See Fall TV; *Fall Fashion*; Get the Look; Designer Spotlight  
Close Date: July 6 On-sale Date: August 21

## OCTOBER/NOVEMBER - **TECHNOLOGY/MEN'S ISSUE**

Ride Out: Automobile Guide for Any Budget; State of the Black Man Report; The Upload: Technology Titans; Go, Go Gadget Guide  
Close Date: August 10 On-sale Date: September 25

## DECEMBER/JANUARY - **EBONY POWER 100 ISSUE**

Annual EBONY Power 100 List; Holiday Gift Guide: Splurge, Save, Skip; Get Yours: The Real Deal About How to Make 2019 YOUR Year, According to Entrepreneurial Experts; New Year's Eve Fashion and Beauty Special;  
Close Date: October 5 On-sale Date: November 20





AUDIENCE



# AUDIENCE PROFILE

WOMEN 65%  
MEN 35%

88.6% AFRICAN-AMERICAN

## MARITAL STATUS

SINGLE 42.5%  
MARRIED 37.1%

## AGES

12-17 7.6%  
18-24 11.3%  
25-34 14.6%  
35-49 25.8%  
50-64 29.1%  
65+ 11.7%

## HOUSEHOLD INCOME

\$100K+ 19.3%  
\$75K+ 28.4%  
\$60K+ 39.2%  
\$50K+ 47.1%

## EDUCATION

Attended College 54.6%  
Earned a College Degree 33.5%

## CHILDREN

Under Age 18 in Household 45.2%  
Parent of a Child Under Age 18 37.4%

# EBONY

MEDIA KIT 2018



## AVERAGES

**44**  
AGE

**3**  
NUMBER OF  
PEOPLE IN  
HOUSEHOLD

**2**  
NUMBER OF  
CHILDREN IN  
HOUSEHOLD

**\$63,817**  
HOUSEHOLD  
INCOME

**\$215,819**  
HOUSEHOLD  
NET WORTH



## BRAND EXTENSIONS



# BRAND EXTENSIONS

# EBONY

MEDIA KIT 2018

## EBONY POWER 100 GALA

TIMING: NOVEMBER 30, 2018

The EBONY Power 100 Experience begins with the coveted EBONY Power 100 list, which is compiled by the editors of the magazine each year. The list highlights 100 African-Americans who have had a positive impact on the Black community and beyond. In celebration of those individuals, a star-studded gala brings together the EBONY Power 100 honorees and invited guests to celebrate the world's most inspiring African-Americans. EBONY recognizes those who lead and demonstrate through their individual talents, thus calling out the very best in Black America, during the EBONY Power 100 Gala.

## BEAUTYBEATDOWN

TIMING: SPRING 2019

BeautyBEATDOWN is a forward-thinking beauty convention targeting women of color. This one-day, one-of-a-kind event covers multiple facets of the beauty world under one roof. It serves as a B-to-B network of online content creators using a formidable consumer-facing media platform crafted for women of color and their digital heroes and icons. EBONY does the work of choosing which brands, products and content creators come out, leaving attendees one task: enjoying a day of the absolute BEST in beauty.

## EBONY HBCU CAMPUS QUEENS

TIMING: PROGRAMMING YEAR-ROUND

The EBONY HBCU Campus Queens franchise is one of the longest-running editorial features in America's pre-eminent magazine focusing on the African-American experience. The spotlight is placed on collegiate queens from approximately 60 HBCUs. These young women have demonstrated their ability to inspire, lead and give back to their communities, and they embody the determination, inner beauty and positive impact that EBONY admires in our next generation. The young women (ages 18-24) who appear in the EBONY HBCU Campus Queens feature are poised to affect great social change within our collegiate, civic, national and global communities. The annual franchise embodies this movement through a multimedia online/print/experiential program. The program will focus on integrating partner brands within the context of the comprehensive EBONY HBCU Campus Queens platform throughout the year.

## WOMEN UP

TIMING: 3-4 PER YEAR

Women Up is a brunch series dedicated to Black women doing extraordinary work, in very ordinary ways, in their respective fields. During the series, more than 200 influencers in a variety of professions are invited to come together, inspire and network. A panel of women selected by EBONY lead discussions that touch on topics affecting women (e.g., working in male-dominated fields, work-life-family balance, equal pay in the workplace and much more).



*beauty*BEATDOWN  
A DISRUPTIVE BEAUTY MOVEMENT



EBONY  
*Women Up*





**EBONY**  
MEDIA KIT 2018

A man with short dark hair and a beard is sitting on a skateboard. He is wearing a dark short-sleeved shirt with a white floral pattern, dark pants, and white sneakers. He is looking off to the side with a thoughtful expression. The setting is a bohemian-style room with a yellow and white patterned curtain in the background. A wicker hanging chair is visible above him. To his right, a long, narrow wooden surfboard with colorful abstract designs is leaning against the wall. The floor is made of light-colored wood, and a green shag rug is partially visible under the skateboard. A red chair with a floral patterned cushion is also visible on the left.

# MAGAZINE ADVERTISING

## EBONY CLOSE DATES

ISSUE	ON SALE	SPACE	MATERIALS
<b>FEBRUARY</b>	2/13/18	12/1/17	12/6/17
<b>MARCH</b>	3/13/18	1/5/18	1/10/18
<b>APRIL/MAY</b>	4/10/18	2/9/18	2/15/18
<b>JUNE</b>	5/22/18	4/6/18	4/11/18
<b>JULY/AUGUST</b>	7/3/18	5/18/18	5/23/18
<b>SEPTEMBER</b>	8/21/18	7/6/18	7/11/18
<b>OCTOBER/NOVEMBER</b>	9/25/18	8/10/18	8/15/18
<b>DECEMBER/JANUARY '19</b>	11/20/18	10/5/18	10/10/18

Regional ad space and materials close dates are one week prior to national ad space and materials close dates



# EBONY AD RATES

**RATE BASE: 750,000**

## **NATIONAL RATES**

<b>UNIT</b>	<b>GROSS OPEN</b>
<b>FULL PAGE</b>	\$68,250
<b>COVERS 2 &amp; 3</b>	\$75,075
<b>COVER 4</b>	\$90,773
<b>2/3 PAGE</b>	\$56,648
<b>1/2 PAGE</b>	\$45,728
<b>1/3 PAGE</b>	\$31,395
<b>B&amp;W</b>	\$50,505

## **REGIONAL RATES**

<b>EASTERN</b>	\$34,125
<b>SOUTHERN</b>	\$32,078
<b>MIDWESTERN</b>	\$25,935
<b>WESTERN</b>	\$28,665

### **NON-COMMISSIONABLE FEES**

- Regional Plate Change Charge: \$2,500 net, per page/creative
- All production charges associated with inserts/outserts, pub-created advertorials, logos, co-ops, etc. These costs cannot be waived.

### **PUBLISHER'S DISCOUNT**

Discounts Apply to Full Run, National Advertisers as Follows:

- 10% for 1-4 Insertions
- 15% for 5 or More Insertions

# MECHANICAL REQUIREMENTS/SHIPPING

full page		
live	trim	bleed
7.625 x 10	8.125 x 10.5	8.375 x 10.75
2/3 vertical page		
live	trim	bleed
4.625 x 10	5.125 x 10.5	5.375 x 10.75
2/3 horizontal page		
live	trim	bleed
7.625 x 7	8.125 x 7.5	8.75 x 7.75
1/2 vertical page		
live	trim	bleed
3.5625 x 10	4.0625 x 10.5	4.3125 x 10.75
1/2 horizontal page		
live	trim	bleed
7.625 x 4.75	8.125 x 5.25	8.375 x 5.5
1/2 horizontal spread		
live	trim	bleed
15.75 x 4.75	16.25 x 5.5	16.5 x 5.5
1/3 vertical page		
live	trim	bleed
2.25 x 10	2.75 x 10.5	3 x 10.75
1/3 horizontal page		
live	trim	bleed
3 x 7.625	3.5 x 8.125	3.75 x 8.375
2 page spread		
live	trim	bleed
15.75 x 10	16.25 x 10.5	16.5 x 10.75
Gutter safety (spread) 1/4" each page		

## MAGAZINE ADVERTISING

### Send ad materials to:

Ebony Media Operations, Janine Marzett, Production Manager  
jmarzett@ebony.com

- Mechanical information and rates for inserts, high-impact units, etc., should be obtained from Publisher before printing. Orders for supplied inserts must be received three weeks prior to ad close. For inserts to be printed by publication, please contact Production Manager for quotes and due dates.

### Mechanical Requirements:

#### High Impact Units/Inserts

Please note that all production costs are non-negotiable and are not subjected to frequency discounts or agency commissions. Contact your sales representative for space rates and additional insert information.

- EBONY print web-offset (wet). Perfect-bound.

### Ad Material

The following high-resolution digital files are accepted: PDF X1a or native files with all supporting files, fonts, etc. All digital files must conform to SWOP Specifications.

- All unclaimed files are destroyed after one year.

For any additional information, contact our  
Production Manager: Janine Marzett  
(312) 322-9236 | jmarzett@ebony.com



# PRINT POLICIES & PROCEDURES

# EBONY

## MEDIA KIT 2018

### PRINT POLICIES AND PROCEDURES

#### Circulation Shortfalls

- Shortfalls must be claimed in writing within one year from Alliance for Audited Media (AAM) audit (white sheet): If audit release date is August 2017, you may claim shortfall credit by or before August 2018 audit.
- Advertiser will not be able to claim shortfall credit after one year.
- Credit memo will be issued in lieu of cash and may be applied toward the next insertion.
- Circulation shortfalls are based on average annual audited circulation, effective with the first issue of the year.

#### Response for Proposals (RFP) and Insertion Orders

- In case of terms in customer-provided RFP and Insertion orders, the terms of this media kit will prevail. For exceptions of terms to this media kit, advertisers must get a separate rider signed by Ebony Media Operations (EMO).

#### Rates

- EMO will begin all card rates at the one time (1x) rate level and will make adjustments semi annually to reflect actual advertiser frequency level.
- Frequency discounts are earned within a 12-month period. Advertisers who do not meet earned frequency during contract year will be short-rated back to earned frequency level.
- Advertising rates are based on the magazine's national average net paid circulation. EMO guarantees that the average circulation of a national schedule will meet or exceed the rate base during the calendar year. If not, a pro rata space credit will be issued toward a future schedule to the degree that the average circulation falls below the effective rate base.
- Rates are based on average total audited circulation, effective with the first issue of the year. Increases in rates will be announced in advance of the close date of the issue affected. Orders for issues thereafter will be at the prevailing rates.
- All pricing information shall be the confidential information of the Publisher, and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

#### Circulation Audit

- The magazine is a member of AAM. Total

audited circulation is reported on an issue-by-issue basis in EMO statements audited by AAM.

#### Competitive Separation

- Any advertiser insisting on positioning within first 20% of the magazine must agree to forgo competitive separation.
- EMO cannot guarantee positioning or competitive separation for fractional ads.
- All advertisers requesting placement in the first 15% of the magazine will be considered on a rotating basis. For example, if you were the first beauty ad in the first 15% of the current issue, you will not be allowed to run the first beauty ad in the first 15% of the next issue. This is in an effort to be fair to all our advertisers.

#### Franchise Positioning

- All Cover and ROB franchised positions must be confirmed in writing within 30 days prior to space close date to reserve or forfeit position. Confirmation must include product category information to allow EMO appropriate time to sell and to avoid competitive separation issues. EMO reserves the right to inform franchisee of any potential separation problems so it can make necessary planning arrangements.
- If a franchise advertiser passes on a cover or franchised ROB position two years in a row, EMO reserves the right to release the position.

#### Positioning

- EMO has the right to insert the advertising anywhere in the magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. EMO's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising. Please refer to our Positioning Guidelines for more detailed information.

#### Inserts

- Advertisers have the opportunity to run a variety of insert options, either supplied to or printed by EMO. These can be for national or regional circulation. Supplied inserts can be 60-pound stock or higher. EMO must create and customize high-impact

units, such as bookmarks, French doors, die cuts and many other variations. These units may require a longer lead time than standard units. Please contact your sales representative for additional information.

#### Production Costs

- Advertising production costs are noncommissionable and do not earn any discounts.

#### Make-goods

- Upon review and careful consideration, make-goods will be determined and honored with next insertion date of same advertisement or placement of same advertisement in next issue, whichever occurs first.
- No cash will be disbursed nor credits issued in lieu of make-goods.
- Positioning for make-goods cannot be guaranteed.
- EMO is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after close dates.

#### Cancellations

- Insertion orders cannot be cancelled or changed after the close date.
- EMO may reject or cancel any advertising for any reason at any time. Advertisements simulating the magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

# PRINT POLICIES & PROCEDURES

# EBONY

## MEDIA KIT 2018

### Print and Digital Editions

- An advertiser running a full-run qualifying advertisement in EMO will automatically run in the print and digital editions of EMO unless the advertiser explicitly, in writing, opts out of running in the digital edition, either on the insertion order or via email, no later than the ad close date. In the event advertiser opts out of running in the digital edition of EMO for any reason other than legal or regulatory considerations that advertiser reasonably believed would prevent the advertisement from running in the digital edition, such advertiser's ad placement will no longer be deemed a "full-run" buy, and advertiser would, therefore, not be entitled to the benefits of advertising on a full-run basis. Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to scented units and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt out of the digital edition, such opt out will apply to all devices and platforms.
- Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform in which they are viewed, may be viewed in one of three formats: (i) "straight from the print advertising format" or "SFP," where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) "designed for tablet advertising format" or "DFT," where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) "enhanced for tablet advertising format" or "EFT," where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).
- Qualifying advertisements running in the digital edition of EMO will automatically run in a straight-from-print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed-for-tablet advertising format or enhanced-for-tablet advertising format may not be available on all platforms or devices.

### Agency Commission

- Up to 15% where applicable to recognized agents (of gross advertising charges after earned advertiser discounts).
  - Special advertising production premiums do not earn any discounts or agency commissions.
- (a) Advertisements are accepted upon the representation that the advertiser and its agency have the right to authorize publication of the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify, defend and hold Publisher harmless against any expense, claim or loss arising out of publication.

### Invoicing

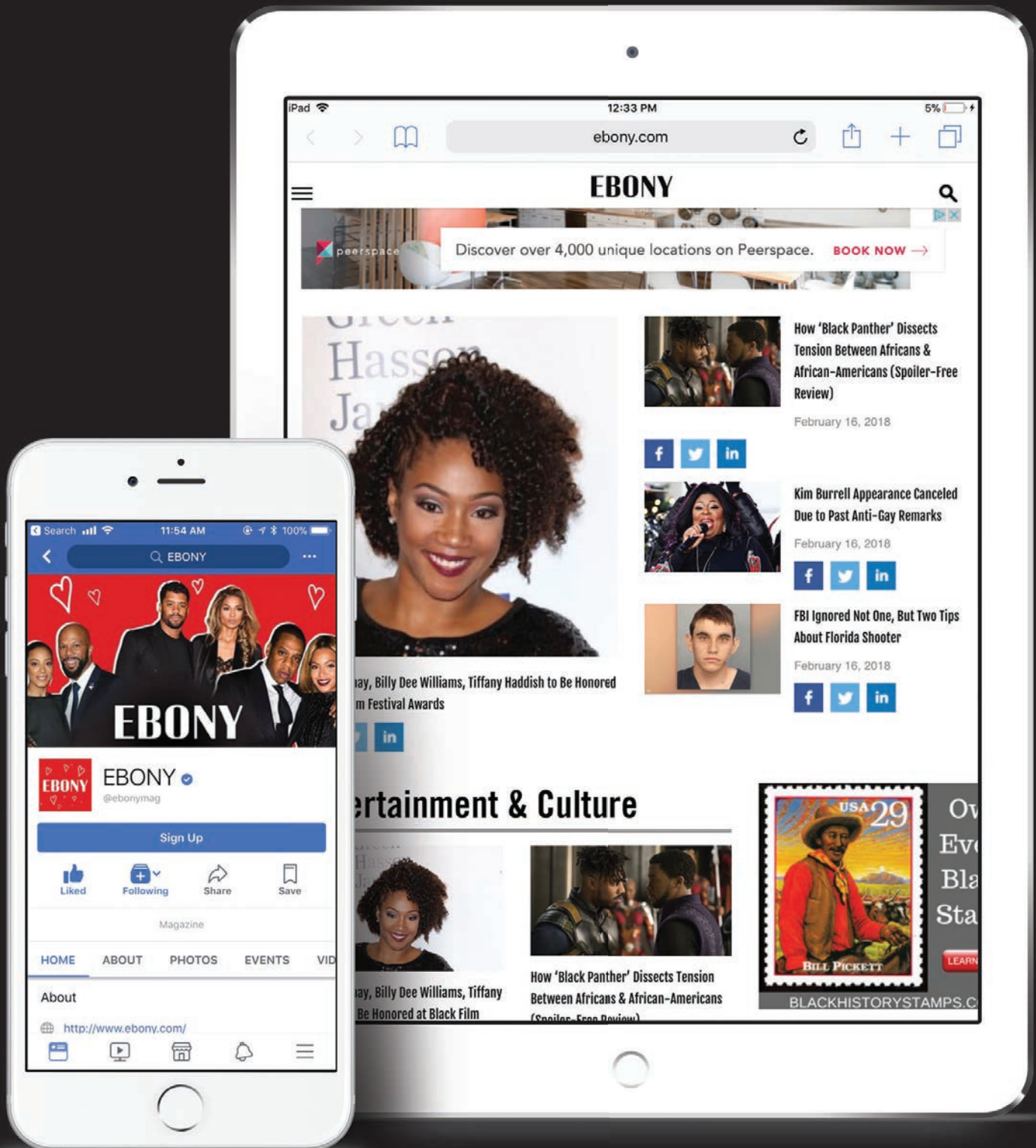
- Invoices are made on or about the first of the month prior to issue date. Payments are due 30 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in EMO.
- (a) Rates are subject to change by Publisher without notice. Rate base guarantee is based on AAM six-month averages and does not extend to regional, state, metro and demographic buys.
- (b) All advertisements are subject to acceptance by Publisher. Publisher reserves the right not to accept any advertisement, insertion order, space reservation or position commitment at any time.
- (c) Representatives have no authority to approve or accept any advertisement or commit Publisher to position of reservation space.
- (d) Positioning of advertisements is at the discretion of the Publisher, except when a request for a specific preferred position is agreed to in writing by the Publisher.
- (e) Publisher shall have no liability for errors in key numbers.
- (f) Cancellations or changes in orders may not be made by the advertiser or its agency after the issue closing date as determined by Publisher. Cancellation or changes of advertising will be honored only if received in writing by an authorized representative of Publisher and accepted prior to the space closing date. Cancellation or changes will be effective for all issues following the closing date immediately succeeding the date that said written cancellation is received and accepted.

- (g) All insertion orders are accepted subject to provisions of our current rate card.
- (h) Publisher shall not be liable for any costs or damages if for any reason it fails to publish any advertisement. Publisher's liability for any error or omission in whole or in part shall not exceed the cost of the space of the advertisement in which the error occurred.
- (i) Orders from agencies or other third parties are accepted on the condition that the advertiser is jointly and severally liable for payment of charges in the event the agency or third party does not make payment for whatever reason, including insolvency, for advertising that advertiser or its agency or third party ordered and that was published.
- (j) No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card, except as provided herein.
- (k) Business publications contract and copy regulations applicable to consumer magazines and published by Standard Rate and Data Service are binding upon Publisher and advertiser, unless the contrary is provided herein.
- (l) Any claims by advertisers, agencies or other third parties arising out of or in connection with advertisements must be brought within 12 months of the date such claims arise or such claims are waived.
- (m) As used in this section entitled "General Conditions," the term "Publisher" shall refer to EBONY Media Operations, LLC. All prices herein are net of any sales and/or use tax, which are the sole responsibility of the advertiser.
- (n) Advertiser and its agency agree not to make any reference to Publisher, its trademarks or its properties without the prior written permission of Publisher.
- (o) The word "advertisement" will be placed within any advertising that, in the Publisher's opinion, so warrants.
- (p) Publisher reserves the right to modify these terms and conditions.
- These Advertising Print Policies and Procedures are effective January 1, 2018.



# EBONY

DIGITAL MEDIA KIT 2018



# DIGITAL STATS

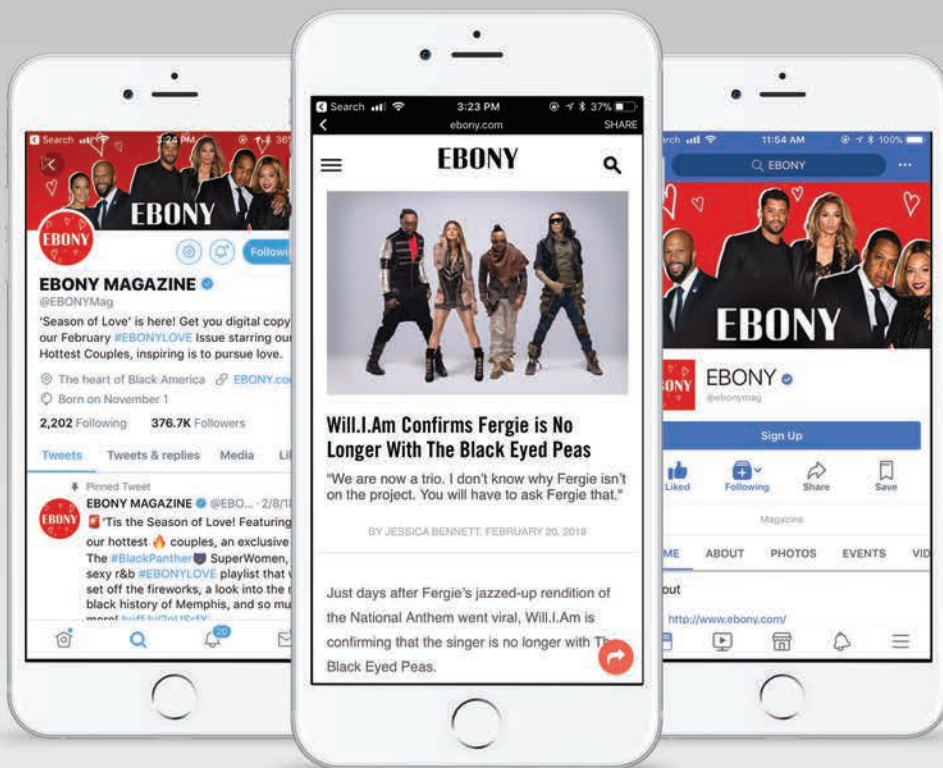
# EBONY

DIGITAL MEDIA KIT 2018

WOMEN 68.6%  
MEN 31.4%

## AGES

18-24	16.4%
25-34	34.8%
35-44	21.7%
45-54	17.2%
55-64	6.4%
65+	3.6%



**\$46,786**

MEDIAN  
HOUSEHOLD  
INCOME

**34.7**

MEDIAN  
AGE



391K+  
INSTAGRAM



375K+  
TWITTER



1.97M+  
FACEBOOK

## site METRICS

MONTHLY PAGE VIEWS

3.6M +

MONTHLY VISITS

2.1M+

MONTHLY UNIQUE VISITORS

1.4M+

AVERAGE PAGES PER VISIT

1.71

AVERAGE MONTHLY VIDEO PLAYS

613K

AVERAGE VIDEO COMPLETION RATE

~50%

EMAIL SUBSCRIBERS

435K+

Source: Google Analytics



## THE POWER OF FIRST-PARTY DATA

### PATH TO IMPROVED ADVERTISING ROI

With EBONY's entry into the first-party data arena, advertisers no longer have to make the trade-off between targeting the right audience or surrounding their messages with the right content/context.

EBONY delivers it all: precision targeting, high-quality, relevant editorial and the brand safety that comes from placing digital buys on a credible, long-standing premium web platform.



GENDER



AGE



EDUCATION



INTERESTS



LIFESTYLE



SHOPPING  
FUNNEL



PREDICTIVE  
ANALYSIS

## POWERED BY ORACLE BLUEKAI



Maintained and managed by Oracle BlueKai, EBONY's DMP [data management platform] delivers quality targeting data in a turn key solution that marries first-party data with a variety of third-party data suppliers.

Today, EBONY can plan, execute and report on targeted direct buys on our online platform, EBONY.com, with granular targeting data directly flowing into our ad-serving platform, DoubleClick for Publishers (DFP).

Plugged into the Oracle Data Marketplace-the world's largest collection of third-party data-EBONY can target audiences leveraging data from the industry's leading providers including:

Acxiom	i-Behavior
Affinity Answers	Infogroup
Alliant	IRI
comScore	Kantar Media
Connexity	Lotame
DataLab	Merkle
Dun & Bradstreet	Proxama
Experian	Retargetly
GfK ad-serving platform	TransUnion
Gravy	Webbula

# DIGITAL MEDIA SPECIFICATIONS

# EBONY

## DIGITAL MEDIA KIT 2018

- A mutually agreed-upon insertion order that incorporates these Terms, under which EMO will deliver ads on sites for the benefit of advertiser, must be fully executed before any media can run.
- All creative assets must be provided a minimum of 5 business days prior to launch.
- EMO reserves the right to approve all ad creative that will run on EBONY.com.

## EBONY.com

IAB STANDARD DISPLAY INVENTORY	DIMENSIONS	SPECIFICATIONS
Desktop/Tablet	970x250, 970x90, 970x66, 300x600 728x90, 160x600, 300x250	html5 .jpg .gif rich media 40K max file size
Mobile	320x50, 300x50, 320x100, 300x250	html5 .jpg .gif rich media 40K max file size
HIGH IMPACT RICH MEDIA		
Video Inventory	:15 - :30 preferred	pre/mid/post roll inventory Skippable after :15 prefer user initiated audio
Homepage, First page viewed in a session <b>per 24 hours</b> and channel takeover options		Takeovers are a 100% SOV on select pages, such as the homepage, channel page, or the first-page viewed in a session.
Desktop/Tablet	High-Impact- Halo or pushdown	Custom rich media available upon request and rates are to be negotiated
NATIVE/CUSTOM INVENTORY		
Advertorial	Approximately 500 -1500 words	Advertorial or custom content includes body copy content area and (1) 1280X800 image. Short-form video/photo montage also available.
Advertorial video content	:30 – 2:00	EBONY can create custom short-form video/photo content. This content can live adjacent to advertorial content or stand-alone at video.ebony.com
Curated photo & video gallery options		Series of images with auto play slideshow feature, caption area available for each image, body copy content area available (approx. up to 150 words–1 paragraph). Includes a series of approximately 8-10 rotating photos and captions (photos must be provided by the client or in the produced advertorial) in a carousel and an area for copy content and URL links.



# DIGITAL MEDIA SPECIFICATIONS

# EBONY

## DIGITAL MEDIA KIT 2018

EBONY.com

### NATIVE/CUSTOM INVENTORY

Social media amplification	Facebook, Instagram, Twitter	Reach an engaged EBONY audience in Social media via native posts curated by EBONY video or a brand message provided by the client.
Email sponsorship/insertion	300X250	100% SOV
Stand-alone email blast	680X1200	Client will have complete messaging opportunity. Client must provide full html assets – any development or design will incur additional costs.
Custom sweeps, nominations and user-generated content	Advertorial/custom	EBONY can create custom data collection pages for sweeps, nominations and other user-generated content

### PROGRAMMATIC CAPABILITIES

- EBONY.com programmatic inventory is currently available through several **exchange partners (including but not limited to) AdX, App Nexus, Index Exchange**, among others, in the Open Auction. All sizes available are:
- Desktop: 970x250, 970x90, 970x66, 728x90, 300x250, 300x600, 160x600
- Mobile: 300x250, 300x50, 320x50, 320x100
- PMP campaigns are available to client in the same sizes listed above with a negotiated CPM per campaign.
- Programmatic Guaranteed campaigns are NOT available at this time. Takeovers, Roadblocks, or Guaranteed Imps campaigns, are only offered as a direct campaign.
- Viewability specs are available upon request.