

Advertiser's Media Kit

The African-American Resource Guide

1125 East Broadway 301
Glendale, CA 91205

3419 VA Beach Blvd. D43
Virginia Beach, VA 23452

phone: 818.230.2810
www.theresourceguide.net
ads@theresourceguide.net

***Effectively presenting your business
to the vast college community***

Dear Potential Advertiser,

On behalf of the whole staff, I would like to personally thank you for taking the time to review this media kit and consider our publication's worthiness to advertise your company. By downloading this kit, your browser window has been directed to our publication access page, where you can view some of the latest editions of AARG, in full. We hope that will help you get acquainted with our publication.

By looking through this media kit, you will see sample pages and some information about our publication. We have tried our best to describe it fully, but if for some reason you still have a question after viewing this kit, I invite you to call us at 818-230-2810, so we may address it.

The African-American Resource Guide is very well read among the communities we serve. As you may notice by looking through it, it is a must read for anyone who is attending a college or university and is attempting to keep abreast of the happenings in the college community.

As the original staff of The African-American Resource Guide, we intend to continue our proud heritage of servicing our advertising clients and our readership, as we have done for the last 14 years our publication has been in existence.

We realize that you have numerous other outlets with which to spend your important advertising dollars. I hope that by reviewing copies of our publication and this media kit, you will see that we are the clear choice for college community advertising.

The AARG Staff

AARG

THE AFRICAN-AMERICAN RESOURCE GUIDE

1125 East Broadway #301, Glendale, CA 91205

Company Profile

The African-American Resource Guide is a 16-year-old, privately owned company based in Glendale, California. We publish an independent quarterly college publication. The entire staff here at AARG is committed to producing a quality publication for their readers. We are one of only a handful of independent, privately owned, nationwide college magazines left in the United States.

History

The African-American Resource Guide was established in 1997 and published its first full issue in January of 1998. Printed in mostly black & white and divided into 6 region-specific sections each quarter, it was disseminated to only about 60 colleges and universities across the U.S. at that time. With a minimal production staff, and only 3 writers on board, a big portion of the content was written and edited by the founder, Donn Freeman. From the beginning, the producers of the Resource Guide developed interesting features such as "Black Bio" which highlighted achievements of memorable African-Americans.

2001 publication cover



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History (contd.)

At the turn of the millennium, AARG went through quite a few changes, including a new logo and a new look. With a full-color cover and rear, the Resource Guide was then sent to more than 135 colleges and universities. With a huge boost from more participation by business, the publication grew by leaps and bounds. In September of 2000, The African-American Resource Guide launched its new interactive web site, at www.theresourceguide.net.

In 2003, AARG underwent a makeover that featured a neater look, and started to publish works by college journalism majors. The publication is printed in full color, and its focus is widened to cover everything from local campus news to international issues.

By 2006, AARG is sent to over 200 locations and accessed online by more than 600 college and university students per month. Since the early part of the millennium, AARG has established strong alliances with advocacy organizations, and maintained lasting partnerships with businesses.

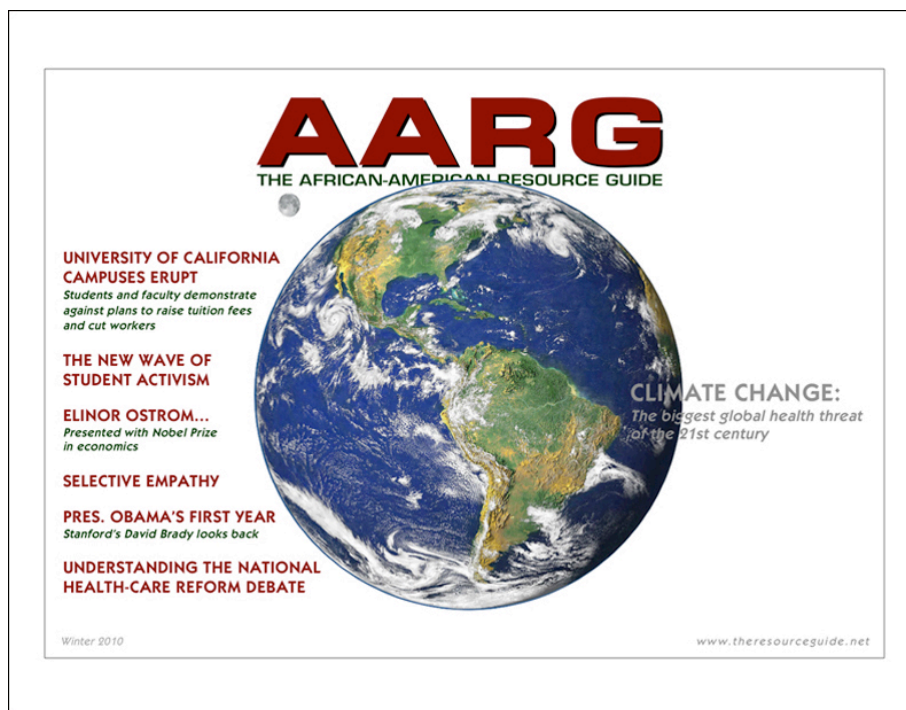
2007 publication cover



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2009 publication cover

Currently

The African-American Resource Guide has a new, elegant look, since 2009 and now has more of a focus on national and international issues and news. AARG is now accessed online by more than 1,250 college and university students per week, through university networks. We have established partnerships with more than 35 local and national advocacy organizations and more than 60 major companies. And we publish works from over 50 freelance journalists nationwide, and articles from a diverse array of college journalism majors.



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Our Market's Demographic

The college and university market in the United States is enormous and diverse, consisting of nearly 15,000,000 full-time students and over 5,000,000 part-time students at any given time. There are more than 7,000 higher education institutions in the U.S., consisting of colleges, universities, technical schools and community colleges that focus on one or more study areas such as vocational, business, engineering, technical, or liberal arts.

The African-American Resource Guide is currently accessed, either online or in hard copy, by students at over 200 postsecondary education facilities. It's disseminated to institutions in virtually every state, from Washington to Florida, from Maine to California, and the list of facilities is growing every quarter. From these numbers, we can extrapolate that our pool of potential readers is around 570,000. Below are more demographic statistics, based on a 200-facility outreach.

		<u>Male</u>	<u>Female</u>
Total	Gender total	246,914	317,800
Age	15-19 years old	57,629 (23.3%)	70,800 (22.3%)
	20-24 years old	106,086 (42.9%)	116,314 (36.6%)
	25-34 years old	52,657 (21.3%)	70,001 (22.0%)
	35 years & over	30,543 (12.4%)	60,686 (19.1%)
Race	White	190,886 (77.3%)	238,457 (75.0%)
	White (Non-Hispanic)	163,114 (66.1%)	203,314 (63.9%)
	Black	30,229 (12.2%)	52,343 (16.5%)
	Hispanic	30,857 (12.5%)	38,686 (12.2%)
	Asian	17,513 (07.1%)	17,657 (05.6%)
Disability Status	Any disability	7,800 (03.2%)	9,857 (03.1%)
	No disability	239,114 (96.8%)	307,914 (96.9%)
Employment Status	Full time	60,114 (24.3%)	82,172 (25.9%)
	Part time	62,257 (25.2%)	95,857 (30.2%)

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Mechanics

The African-American Resource Guide is a letter-sized, soft booklet style publication. It's rendered in landscape format, which means it's 11" wide and 8.5" from top to bottom. The columns are 28.5 picas (4.75") wide, and there are 2 columns per page.

AARG Advertising Rates

Ad space prices are all on a quarterly, constant presence basis, for a term of up to one year. The first 6 ad prices and specifications (with actual sizes displayed) are demonstrated below. All prices also include presence in the publication online.

4.75 in. x 2.50 in. ad - 3 months - \$649
(25% Discount) - 6 months - \$969

4.75 in. x 3.00 in. ad - 3 months - \$699
(25% Discount) - 6 months - \$1049

4.75 in. x 3.50 in. ad - 3 months - \$749
(25% Discount) - 6 months - \$1119

4.75 in. x 4.00 in. ad - 3 months - \$799
(25% Discount) - 6 months - \$1199

4.75 in. x 4.50 in. ad - 3 months - \$849
(25% Discount) - 6 months - \$1269

4.75 in. x 5.00 in. ad - 3 months - \$899
(25% Discount) - 6 months - \$1349



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AARG Ad Rates (contd.)

Our larger ad prices and specifications (with actual sizes displayed) are demonstrated below.

1/3 page display ad

7.50 in. x 3.50 in. ad - 3 months - \$1099
(20% Discount) - 6 months - \$1759
(25% Discount) - 9 months - \$2469
(30% Discount) - 12 months - \$3079

1/2 page display ad

(Can be displayed in either "landscape" or "portrait" orientation)

7.50 in. x 5.00 in. ad - 3 months - \$1299
(30% Discount) - 6 months - \$1819
(35% Discount) - 9 months - \$2529
(40% Discount) - 12 months - \$3119

2/3 page display ad

7.50 in. x 6.75 in. ad - 3 months - \$1499
(35% Discount) - 6 months - \$1949
(40% Discount) - 9 months - \$2699
(45% Discount) - 12 months - \$3299

(Can be displayed in either “portrait” or “landscape” orientation)

Full page display ad

7.50 in. x 10.00 in. ad - 3 months - \$1999
(40% Discount) - 6 months - \$2399
(45% Discount) - 9 months - \$3299
(50% Discount) - 12 months - \$3999

(Can be displayed in either “portrait” or “landscape” orientation)



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Company Policies

Deadlines: ALL advertising orders and ad copy are due by 3 p.m., no less than 15 days before the date of publication. If this is not possible, please call to make arrangements.

Position Requests: The page editor will try to accommodate all position requests, but will not guarantee placement of any ads.

Cancellations: The print edition is set in type about 30 days prior to the formal publication date. The electronic edition is designed and formatted about 45 days prior to the formal publication date. A 50% charge will be made on all orders cancelled within 30 days of the publication date. A 40% charge will be made on all orders cancelled between 31 and 45 days before the publication date.

Omissions or Errors: In the event of an error, an adjustment will be made for the area of the ad involved in proportion to the lack of service to the advertiser.

**Advertising taken over the telephone is accepted at the advertisers risk!*

Proofs: Staff will provide customer with a proof if requested, as long as ad copy is in our office by 3 p.m., no less than 15 days before the date of publication. Up to two proofs will be furnished complimentary. Each additional proof will be charged at a rate of \$15 each.

Submitting Ad Copy: We work on an Apple platform. We accept Adobe PhotoShop pages, Microsoft Word documents and HTML pages. Any artwork should be sent as a PDF document, JPEG, GIF, EPS or TIFF file. We ask that the resolution be 300 dpi (or higher) for the best possible quality. Ads, artwork and other materials may be emailed or sent to us via U.S. mail, on a CD or flash drive.

Mission Statement

Our mission is to keep college and university students informed and connected to the college community.

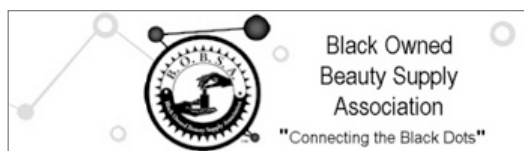
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We Invite You to Join our Family of Satisfied Advertisers

Call us at **818-230-2810** to work out the details of your ad. Alternately, you can email our production department at **ads@theresourceguide.net** or simply visit **www.theresourceguide.net** and click on the "PLACE AN AD" link.



Good Advertising Doesn't Cost... It Pays!