

leemass<sup>®</sup>  
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AFRICAN AMERICAN MARKETING, PUBLIC RELATIONS, AND DIVERSITY RECRUITING



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## ABOUT US

Lee Moss Media was founded by two web visionaries: Dante Lee and Will Moss. The two have been working together since 1999, and have evolved into media moguls that are well-respected in the industry.

Our company is essentially an online media powerhouse and the largest African American marketing, public relations, and diversity recruiting firm in the country. Based in Columbus, Ohio, our company owns the largest network of premium African American web properties.

Since 1999, we've been growing into a very necessary amalgamation of websites to fill a niche void for Black Americans. Our one-of-a-kind catalog boasts a number of Internet titles, such as HBCUconnect.com, BlackNews.com, BlackHistory.com, and BlackWomenConnect.com - just to name a few.

On a monthly basis, across our network of sites, we attract over 2 million monthly visitors and can deliver over 12 million ad impressions. Not only do we allow advertisers to run effective advertising campaigns on our sites, but they can also distribute press releases to the African American media through our BlackPR.com service.

In addition, because most of our sites have career centers, employers can recruit active jobseekers by posting jobs, sifting through over 100,000+ resumes, and by being listed in our employer showcase.

*"Our relationship with Lee Moss Media provides an ongoing opportunity for growth. Not only do their services provide a vehicle for us to communicate the Nationwide message, but they are consistently looking for ways to help us expand our audience reach."*

**Bob Cunningham, Nationwide Insurance**



**Nationwide®**  
*On Your Side™*

## OUR SERVICES

We are the largest network of premium African American web sites —period. On a monthly basis, our sites attract more than 2.2 million unique visitors. We can deliver over 12 million ad impressions.

Our services range from online advertising to PR strategies to diversity recruiting. We offer the following:

### Banner Advertising

Clients can run an extensive campaign of 728x90, 160x600 and 300x250 banner ads across our network of sites.

### Newsletter Advertising

Clients can run a 468x60 or 120x60 banner ad or text link ad in any of our weekly email newsletters.

### Solo Email Blast

Clients can customize and send a direct email to our database of over 4 million subscribers and registered members.

### Press Release Distribution

Clients can distribute press releases to all the African American newspapers, magazines, TV and radio stations through BlackPR.com.

### Job Posting/Employer Showcase

Clients can post job listings on the career centers of our various sites, and be listed in the showcase as a featured employer.

### Resume Search

Clients can sift through over 90,000 resumes of professional African American job seekers.

## PRICING

Ad Unit	Ad Specs	CPM Rate
Rectangle	180x150px jpg, gif, flash, rich media	\$8
Leaderboard	728x90px jpg, gif, flash, rich media	\$12
Wide Skyscraper	160x600px jpg, gif, flash, rich media	\$12
Interstitial Commercial Break	Full screen 600x500 graphic or html block	\$30**

CPM - The unit cost for every 1,000 ad impressions (100,000 impressions at \$10 cpm = \$1,000)

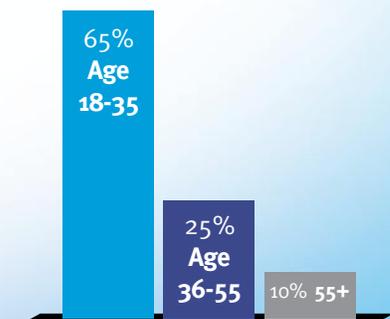
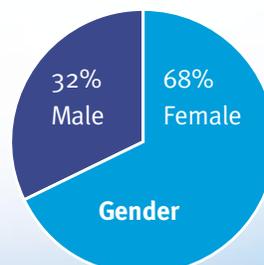
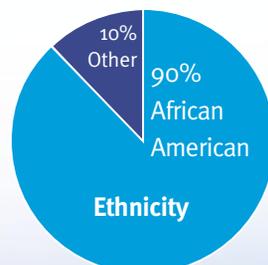
\*\* Full screen vehicle rates are determined on complexity of creative and availability of impressions  
 \* Rates above represent Non-Targeted ROS  
 \* Rates may also be determined by availability and are subject to change  
 \* Ad Rates are Net.

Ad Unit	Ad Specs	Flat Rate
Newsletter Inclusion	100x100px image and up to 350 characters of text	\$1000
Newsletter Sponsor	Headline sponsorship utilizing 468x60 banner	\$2000
Direct E-Mail	Unlimited Text/HTML email message	\$3500

Contact our staff for lower pricing for targeting by specific demographics such as age, gender, location, etc.

## OUR DEMOGRAPHICS

**60% HAVE COLLEGE DEGREES**





## OUR NETWORK

### **BlackNews.com**

**BlackNews.com** is a premier online destination for African American news and celebrity photos.

**Total Members:** 250,000  
**Page Views Per Month:** 2 million  
**Unique Visitors Per Month:** 200,000

### **HBCUCONNECT.COM**

**HBCUconnect.com** is the largest organization of Black college students and alumni.

**Total Members:** 1.2 million  
**Page Views Per Month:** 8.5 million  
**Unique Visitors Per Month:** 300,000

### **BlackCEOs.com**

**BlackCEOs.com** is an online community for African American executives, business owners and entrepreneurs.

**Total Members:** 25,000  
**Page Views Per Month:** 250,000  
**Unique Visitors Per Month:** 10,000

### **BlackWomenConnect**

**BlackWomenConnect.com** is the largest online social network for professional African American women.

**Total Members:** 550,000  
**Page Views Per Month:** 3.5 million  
**Unique Visitors Per Month:** 175,000

### **BlackHealth.org**

**BlackHealth.org** is an online community for health-conscious African Americans.

**Total Members:** 50,000  
**Page Views Per Month:** 350,000  
**Unique Visitors Per Month:** 25,000



## BLACK History.com

**BlackHistory.com** is the first encyclopedia and social network for African American history and culture.

**Total Members:** 250,000

**Page Views Per Month:** 2 million

**Unique Visitors Per Month:** 500,000

## BlackStudents.com

**BlackStudents.com** is a resource for African American students searching for scholarship and internship opportunities.

**Total Members:** 200,000

**Page Views Per Month:** 500,000

**Unique Visitors Per Month:** 100,000

## BLACK IN AMERICA

**BlackInAmerica.com** is a social network for socially-conscious African Americans.

**Total Members:** 50,000

**Page Views Per Month:** 500,000

**Unique Visitors Per Month:** 35,000



**BlackPhD.com** is an online community for African Americans with PhD degrees.

**Total Members:** 65,000

**Page Views Per Month:** 725,000

**Unique Visitors Per Month:** 33,000

*"(Lee Moss Media) offers a way to communicate directly to a very specific audience. What I like is, as an advertiser, you know what you are getting when you reach out to HBCU Connect. I also think the diversity HBCUConnect.com provides is a critical piece to your value proposition.*

*The bank realizes that it must communicate and support its diverse customer base and this includes HBCUs. As is evident by its support of the CIAA tournament and other initiatives, the bank sees HBCU students as potential lifelong customers and therefore makes it a priority to begin that relationship while they are in college."*

**Bank of America.**



Les Matthews  
Bank of America



## SPECIAL SERVICES



**ConnectPlatform.com** is a unique tool designed to allow Black individuals, groups, and organizations to create their very own social networks.



**BlackJobs.com** is an online career center for African American job seekers. Recently highlighted on CNN, this site allows employers and recruiters to post jobs and search through resumé's.



**BlackSpeakers.com** is an online directory of African American speakers available for speaking engagements. For an annual fee, individuals can list their profiles.



**BlackExperts.com** is an online directory of African American experts available for media interviews. For an annual fee, individuals can list their profiles.



**SupplierDiversity.com** is an online marketplace that helps corporations and government agencies expose their brand to and connect with certified minority suppliers.

*"Overall, my experience with Lee Moss Media has been very positive. Their BlackPR.com service is easy to use, and the staff has been responsive when I need to reach them to make last-minute changes. When I have a solid news announcement, I usually get good feedback from the press and good press pickup when I use their services."*

**Lynn McReynolds,**  
TV One



# CLIENTS AND TESTIMONIALS

“What I love best about your [websites] is [they are] excellent [tools] for minorities to utilize in seeking employment with companies that are looking for top minority talent. We have been completely satisfied with your services!

Central State University is a premier historically black university that nurtures students within a value-based environment focused on excellence in teaching and learning, research, and public service.



Recruiting from a historically black college audience allows us to attract employees who are knowledgeable about the legacy of the HBCUs.”

Tonya Turner  
Central State University



“Actually, the results speak for themselves. We ran a 3 month campaign and we’re able to deliver over 3 Million media impressions and we captured over 10,000 leads for our new customizable boot campaign! Now we can market to the folks that indicated interest in our products for months, even years to come. Our relationship with [Lee Moss Media] was a perfect example of an excellent ROI!”

Stacy Howe  
The Timberland Company





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