



LEADERS PUBLICATIONS

CELEBRATING
AFRICAN AMERICAN
EXCELLENCE
PAST & PRESENT



2022-23
ADVERTISING RATES

Letter From The Founder & CEO



Dear Sponsors and Advertisers,

I am attaching the media guide for Leaders Publications, "Books that Celebrate the Excellence of African Americans Past and Present."

Leaders Publications is dedicated to the goal and mission of documenting the positive achievements of African Americans who are making outstanding contributions to the organizations and the communities they serve.

Your investment reaps multiple returns. By supporting our mission, people are exposed to the enormous leadership talent that exists in many local African-American communities. Additionally, our publications serve as a great resource and networking guide by providing new contacts, exposing positive role models, and motivating and inspiring our youth and the next generation of leaders.

We sincerely appreciate your support.
Thanking you in advance,

Ivory D. Payne
Founder & CEO

SIX GREAT REASONS TO SUPPORT THIS PUBLICATION

- 1** This coffee-table quality publication provides an excellent opportunity to market your company's message, products or services directly to many influential and upscale African-American consumers in the cities we serve.
- 2** **Supports Diversity!** Affords your senior-level, African American employees a measure of recognition by being included and featured in our books. This would include their pictures and biographical data in the publication!
- 3** Civic organizations, business leaders, nonprofit agencies, government agencies, media professionals, and others will come to rely on this most important work for a myriad of reasons including: networking, research, recruitment opportunities, prospecting, marketing opportunities, and finally, just plain interesting reading!
- 4** Newcomers and longtime residents alike refer to this quality publication as the "Premier Networking Guide" for networking with the key decision makers in the African-American community!
- 5** **Features Positive Role Models:** In an era where so many inner city school age children aspire to become professional athletes or entertainers, it is important to provide a more realistic balance of other notable, worthwhile, and obtainable career objectives.
- 6** Our publications serve as important and **historical works** that feature the many positive contributions African Americans have made to the growth and development of your great city and state!

READERS DEMOGRAPHIC PROFILE

GENDER

- Men 46%
- Women 54%

MARITAL STATUS

- Married 48%

HOUSEHOLD INCOME

- Average Household \$94,300
- Median Household \$76,200

AGE

- Age 25-54 Years 76%
- Median Age 38 Years

OCCUPATION

- Professional/ Manager 78%
- Business Owner/ Partner 22%

EDUCATION LEVEL

- College Graduate 70%
- Graduate School Degree 30%

OWN REAL ESTATE

- Own Primary Residence 70%
- Own Additional Real Estate 30%

NET WORTH

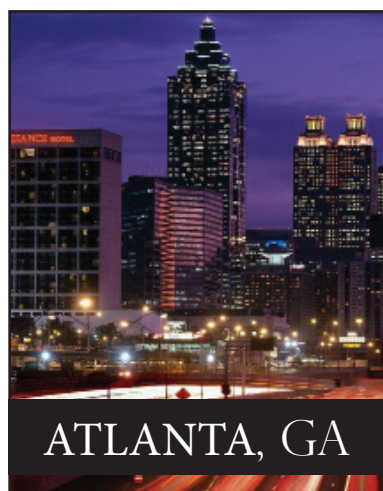
- Average Net Worth \$317,500
- Median Net Worth \$152,600

Note: Average pass along rate per respondent was 17 people!

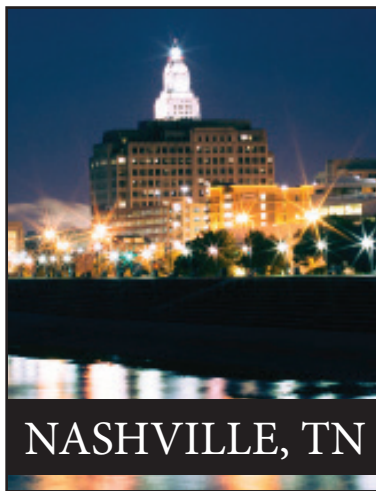
Source: Leaders Publication Survey 2020

FUTURE LEADERS BOOKS

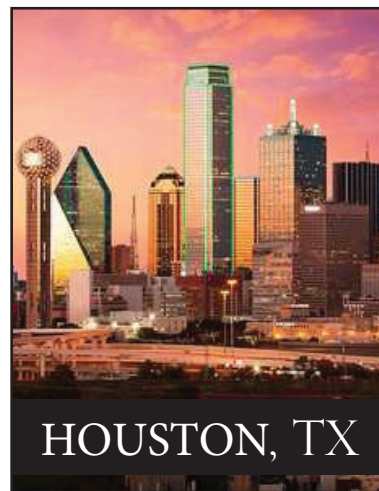
BE APART OF OUR GROWING FAMILY OF DIRECTORIES



**ATLANTA, GA
LEADING LADIES
2023**



**NASHVILLE, TN
LEADING LADIES
2023**



**HOUSTON, TX
LEADING LADIES
2023**

HERE'S WHAT THEY ARE SAYING ABOUT LEADERS PUBLICATIONS



"This publication has done a tremendous job of spotlighting the contributions of these agents of change in the African American community."

Sharon Weston Broome
Mayor-President of the
City of Baton Rouge
and Parish of East Baton Rouge



This publication will enshrine the legacies of our community's African American leaders for generations to come. This until-now-untold history book also lays out a path to success for those who dare to follow in these outstanding lead's footsteps.

Troy A. Carter, Sr.
Member of Congress



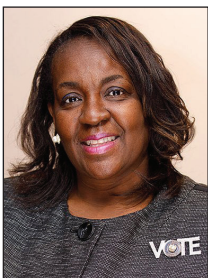
Leaders Publications are noteworthy and historical books that not only celebrate African American achievements but have taken the time to record them as well. I stand in awe of the many remarkable accomplishments made by these incredible people, both past and present, who have overcome obstacles and excelled to greatness.

Congresswoman Joyce Beatty
Ohio 3rd Congressional District
Chair, Congressional Black Caucus



This publication represents an extraordinary opportunity to highlight some of the hardest working African Americans who are trailblazers and continue to contribute to our communities significantly. I hope that this publication empowers more African American men and women to step in and step up in a way that inspires the next generation of young people everywhere to shape our future. Leaders Publications will become a great resource and reference material for years to come.

LaToya Cantrell
Mayor, City of New Orleans



I express my gratitude to the publisher and his staff for creating this meaningful print platform to give recognition to some of Louisiana's most deserving leading African American men and women—past and present. These short biographical pieces are designed to inspire and encourage the reader to discover more about their great potential and brilliant minds.

State Senator
Regina Ashford Barrow
Democrat District 15

CORPORATE PROFILE

ENTREPRENEUR / INFLUENCER, SMALL BUSINESS OR PROFESSIONAL PROFILES

Are you an Innovator, Trendsetter or Influencer?

As an entrepreneur or small business owner you deserve the right to "toot your own horn". Leaders Publishing Professional Profile gives you enough space in our publication to allow you the opportunity to provide a photo and a brief bio of you and your successful business.

For years to come readers of this beautiful coffee table style book will have the opportunity to see your Executive or Entrepreneur Profile and be inspired and motivated to follow their dreams and passion of entrepreneurship, small businesses ownership and so much more. For corporations, our professional profile pages allow you the opportunity to highlight diversity inclusion as you spotlight the leaders of your organization.



Louisiana CORPORATE PROFILE

ELLA DENISE GREENE
CHIEF EXECUTIVE OFFICER

SHARING GOOD NEWS ABOUT GREAT COMMUNITIES

BY ROSALIND BURN

Achievement is a state of mind, not a place. It is a feeling of accomplishment that comes from within, not from the outside world. It is a sense of pride in what you have accomplished, no matter how small or how big.

It is a feeling of accomplishment that comes from within, not from the outside world. It is a sense of pride in what you have accomplished, no matter how small or how big. It is a feeling of accomplishment that comes from within, not from the outside world. It is a sense of pride in what you have accomplished, no matter how small or how big.

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Celebrating Those Who Inspire and Discover • Louisiana Leading Journal • 11

CORPORATE SPOTLIGHT WITH PROFESSIONAL PROFILES

A Corporate Spotlight in a Leaders Publishing Book is a great way to “show off” your talented team of professionals. Leaders Publishing knows that everyone in your organization plays an intricate part in the success of your company. However, we are also aware that there are those individuals who stand out from the crowd. We want to give your company the opportunity to shine the spotlight on those individuals and celebrate their teamwork, commitment and achievements within your organization.

Who are the leaders on your team? The Leaders Publishing team will create a beautiful color page series that feature 1 page for your company and a series of pages for professional profiles of your talented leaders.

SPOTLIGHT TITLE PAGE

COMPANY LOGO

Cat. Dolupta sunt magnitibus
ditis eosapis ad eos ut id quis
repudam, que voloreratur res
pliquodi sum is am eaqui omni-
maxim sit eumquates



CORPORATE SPOTLIGHT

COMPANY LOGO

Dr. Jane Dow
Company Name
City, State

Flame, water, and air are not volatile elements
admitted into the system.

[illegible]

Leaving behind a man whose character, in my opinion, was inferior to himself, I am now going to the United States, and I shall be glad to see you there. I shall be glad to see you there. I shall be glad to see you there.

[illegible]

© • Louisiana Leading Ladies • Celebrating Those Who Inspire and Discover

Dr. Jane Dow
Company Name
City, State

Marat maras con con res voluptate etiam
ad usque limi nonsect?

[illegible]

Hieronymus definiert eine solche Person, wenn sie, wenn sie etwas zu tun hat, es nicht mit Freude, sondern mit Zwang tut, und wenn sie, wenn sie etwas zu tun hat, es nicht mit Freude, sondern mit Zwang tut, und wenn sie, wenn sie etwas zu tun hat, es nicht mit Freude, sondern mit Zwang tut.

Itaque verumque quod adest volens quo non distansque circumvenit, videri potest libenter et quare iam non volensque esse non invenit distansque circumvenit quod non et fugit utrum: ut quomodo veritas, amens circum, distans circum distans et abigit non invenit quod?

Tunc etiam, videtur sicut et volensque circumvenit

Learn and Discover

COMPANY LOGO



Dr. Jane Dow
Company Name
City, State

Flamm. nunciat, cum cum rect. voluptas evellatur
ad usum libi concessum?

[illegible][illegible][illegible]

Celebrating 75



Dr. Jane Dow
Company Name
City, State

Marat sursum: cosa con sera volupide evaditur
ad uncto limbo connectitur?

[illegible][illegible][illegible]

Who Inspire and Empower • Positioning Leading Ladies •

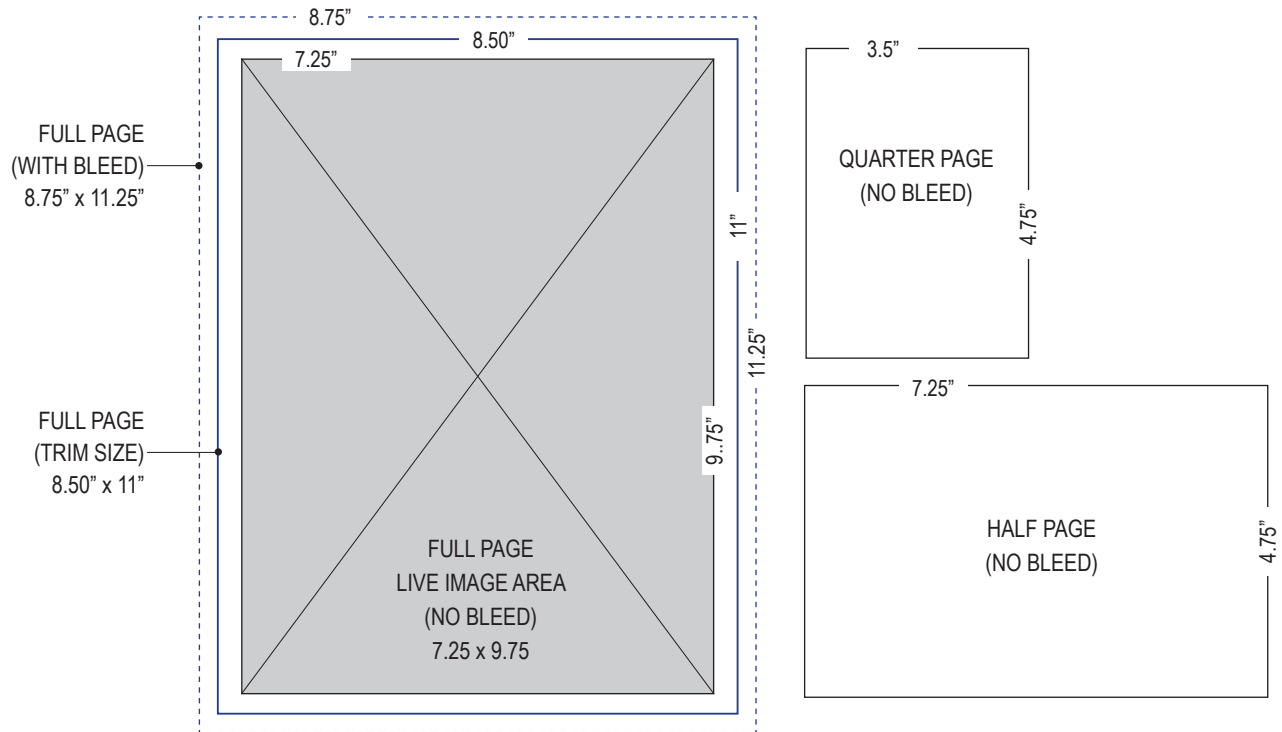
CORPORATE SPOTLIGHT

DESIGN SPECIFICATIONS

Advertisements can be submitted electronically to ads@leaderspublications.com

A 10% premium will be charged to advertisers who require art or graphic production of their advertisements. Preferred file format is a high resolution PDF file (no image compression, embed all fonts, and include crop marks). Additional acceptable image formats are high resolution TIFF, JPG and EPS files that are 300 dpi or higher.

- Full-Page Bleed Ads: 8.75"x11.25" - Trim size of the page is 8.5"x11" (must include crop marks to show bleed)
- Full-Page Ads: 7.25"x 9.75" LIVE AREA. A white border will print around the entire ad. The trim size of the page is 8.5"x11" (no bleed)
- Half-Page Ads: 7.25"x 4.75" LIVE AREA (no bleed)
- Quarter-Page Ads: 3.5"x 4.75" LIVE AREA (no bleed)
- Finished Edition Format: 8.5"x11", glossy, perfect bound, with pictures, profiles, features and advertisements
- Special Placement: Guaranteed Placements are available at a 10% Premium Charge



- **Print Run and Distribution:** 10,000 copies. All major bookstores, newsstands, supermarkets, direct mail solicitations, and other key retail outlets

ADVERTISING RATES

Advertisements can be submitted electronically to info@leaderspublications.com

All ads must be submitted camera-ready.

A 10% premium will be charged to advertisers who require art or graphic production of their advertisements. Preferred file format is a high resolution PDF file (no image compression, embed all fonts, and include crop marks). Additional acceptable image formats are high resolution TIFF, JPG and EPS files that are 300 dpi or higher.

Back Page:	(4-color process)	\$12,000.00	\$6,500.00
Inside Front:	(4-color process)	\$12,000.00	\$5,500.00
Inside First:	(4-color process)	\$10,000.00	\$5,500.00
Inside Back:	(4-color process)	\$7,500.00	\$5,500.00
Full Page Color:	(7.25" width x 9.75" depth)	\$5,000.00	\$3,995.00
Full Page B/W:	(7.25" width x 9.75" depth)	\$4,500.00	\$2,995.00
Executive Profile:	(4-color process)	\$4,500.00	\$2,995.00
Business Spotlight	(4-color process)	\$4,000.00	\$2,995.00
Advertorial:	(B/W, editorial content only)	\$3,500.00	\$2,995.00
Half Page Color:	(7.25" width x 5" depth)	\$2,500.00	\$2,495.00
Half Page B/W:	(7" width x 4.75" depth)	\$2,000.00	\$1,995.00
Quarter Page Color:	(3.5" width x 4.75" depth)	\$1,500.00	\$1,296.00
Quarter Page B/W:	(3.5" width x 4.75" depth)	\$ 1,250.00	\$ 995.00

Large Market Prices: Atlanta, Baltimore, Chicago, Detroit, Houston, and Dallas

Small Market Prices: Baton Rouge/New Orleans, Charlotte, Columbus, Louisville, Memphis, Nashville, Cleveland, and Indianapolis



LEADERS PUBLICATIONS
4910 Monticello Blvd.
Baton Rouge, La. 70814
www.leaderspublications.com
(225) 775-2002

CORPORATE SPONSORSHIP OPPORTUNITIES [SMALL MARKET]

PLATINUM SPONSORSHIP

- Full Page 4-Color Advertisement
- Corporate Spotlight Stand Alone Section*
 - Two-page editorial highlighting community outreach initiatives including photographs
- Up to 10 senior level executives with photos and bios featured in one section with the company's logo at the top of each page (Now in color!)
- Platinum Unveiling Reception Sponsor
 - Includes speaking opportunity to attendees at reception, company logo on all invitations and signage at the reception,
 - 8 Complimentary Tickets to the Reception
 - 10 Complimentary Copies of the Book

**Please Note: Editorial content should be no longer than 400 words per page with photos, and bios no longer than 180 words in length.*

Your Investment Only: \$25,000

GOLD SPONSORSHIP

- Full Page 4-Color Advertisement
- Choice of Sponsored Section
 - Sponsored sections include: your own corporate spotlight section (up to 10 executives featured in B/W), or Community Leaders, Entrepreneurs or Youth Achievers.
 - One-page introductory editorial*
 - Company logo and sponsorship credit on each page
- Gold Unveiling Reception Sponsor
 - Includes company logo on all invitations and signage at the reception.
 - Complimentary Tickets to the Reception
 - Complimentary Copies of the Book

**Please Note: Submit a 400-word count advertorial or camera-ready artwork.*

Your Investment Only: \$15,000

SILVER SPONSORSHIP

- Full Page 4-Color Advertisement
- Full Page B/W Advertisement or Advertorial
- Silver Unveiling Reception Sponsor
 - Includes company logo on all invitations and signage at the reception.
 - Complimentary Tickets to the Reception
 - Complimentary Copies of the Book

Your Investment Only: \$10,000

UNVEILING SPONSORSHIP

- Full Page 4-Color Advertisement
- Unveiling Reception Sponsor
 - Includes company logo on all invitations and signage at the reception.
 - Complimentary Tickets to the Reception
 - Complimentary Copies of the Book

Your Investment Only: \$7,500

CORPORATE SPONSORSHIP OPPORTUNITIES

[LARGE MARKET]

PLATINUM SPONSORSHIP

- Full Page 4-Color Advertisement
- Corporate Spotlight Stand Alone Section*
 - Two-page editorial highlighting community outreach initiatives including photographs
 - Up to 10 senior-level executives with photos and bios featured in one section with the company's logo at the top of each page. (Now in color!)
- **Platinum Unveiling Reception Sponsor**
 - Includes speaking opportunity to attendees at reception. company logo on all invitations and signage at the reception,
 - 15 Complimentary Tickets to the Reception
 - 40 Complimentary Copies of the Book

* Please Note: Editorial content should be no longer than 400 words per page with photos and bios no longer than 180 words in length.

Your Investment Only: \$50,000

GOLD SPONSORSHIP

- Full Page 4-Color Advertisement
- **Choice of Sponsored Section**
 - Sponsored sections include: your own corporate spotlight section (Up to 10 executives featured in B/W), or Community Leaders, Entrepreneurs or Youth Achievers.
 - One-page introductory editorial"
 - Company logo and sponsorship credit on each page
- **Gold Unveiling Reception Sponsor**
 - Includes company logo on all invitations and signage at the reception,
 - 10 Complimentary Tickets to the Reception
 - 25 Complimentary Copies of the Book

* Please Note: Submit a 400-word count advertorial or camera-ready artwork.

Your Investment Only: \$25,000

SILVER SPONSORSHIP

- Full Page 4-Color Advertisement
- Full Page B/W Advertisement or Advertorial
- **Silver Unveiling Reception Sponsor**
 - Includes company logo on all invitations and signage at the reception,
 - 10 Complimentary Tickets to the Reception
 - 25 Complimentary Copies of the Book

Your Investment Only: \$15,000

UNVEILING SPONSORSHIP

- Full Page 4-Color Advertisement
- **Unveiling Reception Sponsor**
 - Includes company logo on all invitations and signage at the reception,
 - 10 Complimentary Tickets to the Reception
 - 10 Complimentary Copies of the Book

Your Investment Only: \$10,000

ADVERTISING/SPONSORSHIP AGREEMENT

Insertion Guidelines

Editorial content should be no longer than 400 words per page with photos, and bios no longer than 180 words in length.

Digital And Online Insertion

Banner Size AD
Corporate Video

Preferred Placement

Preferred placement (full page only): Guaranteed for first third of book, (specific page not guaranteed) pending Publisher's approval of ad creative. An additional 15% of ad rate.

Production Costs:

AD RATES DO NOT INCLUDE PRODUCTION.

Advertisers must supply digital files that meet our submission requirements. If requested proof is not submitted with ad insertion, the advertiser will be charged by the Publisher's for producing necessary proof(s).

Additional Terms

This agreement is subject to the following additional terms:

Ad Materials Contact

Agency and/or Advertiser

Address

City State Zip

Telephone Fax

Email Address

Agreement

AD SIZE:

AD RATE: \$

ADJUSTMENTS: \$

CONTRACT TOTAL: \$

Ad Materials Due:

The below named agrees to advertise in a Leaders Publication. It is agreed that Global Impact Media, LLC. may not raise the advertising rates, and that the advertiser may not cancel this agreement during the contract period. **Ads must be paid in full before the publication date.**

Advertiser Name:

Billing Name:

Billing Address:

City: State Zip

Advertiser Contact Name (please print)

Telephone Fax

E-mail Address

General information and contract terms and conditions are listed on the reverse side. Your signature indicates acceptance of these terms and conditions.

Agency and/or Advertiser date

Leaders Publications LLC /
Account Executive

***Make All Checks Payable: Leaders Publications LLC**



CELEBRATING
AFRICAN AMERICAN
EXCELLENCE
PAST & PRESENT

4910 MONTICELLO BLVD.
BATON ROUGE, LA. 70814
WWW.LEADERSPUBLICATIONS.COM
(225) 775-2002