



MBEConnect

—2012—
MEDIA KIT

ABOUT MBECONNECT

MBEConnect is the premier platform for minority- and women-owned business enterprises (M/WBEs) to come together with corporations in order to form long-lasting business relationships.

The MBEConnect network combines an online business community, forums, news, events, original digital media, an interactive publication, mobile applications and much more in one convenient online location.

Through MBEConnect, diverse businesses now have exposure to an unprecedented forum solely focused on showcasing their products and services on a global platform. MBEConnect strives to be the leading reference for M/WBE business-to-business sourcing as well as the top resource for corporate supplier diversity program awareness.

MBEConnect is a certified MBE based in Overland Park, Kansas.

WHAT IS A BUSINESS PROFILE?

An MBEConnect Business Profile is a two-page interactive document that you can use to demonstrate your business capabilities with text, pictures, audio, video, collateral, web links and so much more. We work with you to collect content regarding your business.

After completion, your Business Profile will appear in an issue of MBEConnect Profiles magazine, as well as online and in our applications. You can also use your digital Business Profile as a piece of marketing collateral to impress current and future clients.

DISTRIBUTION METHODS

MBEConnect Profiles magazine is available through the following outlets:

- Print - Distributed at supplier diversity events
- Web - A fully-interactive HTML version of each issue
- Interactive PDF - For use on any computer
- iPad and iPhone - App available through Newsstand
- Android App - App for use on smartphones and tablets
- Issuu - The leading digital publishing platform

- 1 YOUR LOGO**
Show off your business logo and slogan in bright detail.

- 2 YOUR IMAGE**
Let prospective clients associate your face with your business with a prominent, high-resolution picture of yourself.

- 3 DESCRIBE YOUR BUSINESS IN DETAIL**
Include your history, services, competencies, leadership, projects, charitable acts, awards, and anything else you want the world to know about your company.

- 4 GET INTERACTIVE**
Tell your business story in your own voice by directly embedding video and audio files. Don't have a video or audio file to include? We can help you make one.

- 5 BUSINESS STATISTICS**
Show supplier diversity representatives all of the information they want to know in a single location. All fields are optional, but can include NAICS codes, Primary Industry Served, Certification, Sales Growth and more.

- 6 INTERACTIVE BUTTONS**
Link directly to your collateral, such as presentations, brochures, videos and web site, with interactive buttons.

(Sample Business Profile)

1 YOUR LOGO: Summit Insight Government Contracting logo and slogan.

2 YOUR IMAGE: Photo of Judy Bradt, CEO, Summit Insight.

3 DESCRIBE YOUR BUSINESS IN DETAIL: Text describing the company's mission and services.

4 GET INTERACTIVE: Video player showing Judy Bradt speaking.

5 BUSINESS STATISTICS: Table with industry data and diversity certification information.

6 INTERACTIVE BUTTONS: Buttons for 'VIDEO FOR MAC' and 'GO SUMMIT INSIGHT'.

OUR SERVICES INCLUDE:

- Structured term group programs to single-issue consults, private executive consultation to group collaborative learning ...all are tailored to participants' experience and needs.
- Group options include workshop, lecture, webinar, conference breakout or keynote.

OUR SERVICES INCLUDE:

Strategy In A Day: Exclusive session with your whole team creates the foundation for the next chapter of your business plan. Agenda developed with you, based on your experience, focus, and custom market research. Includes opportunity identification, guides, tools, and resource referral.

Strategy Implementation: Regular sessions each month and on-call support develop your plan and keep you on track. Options include sales call support, and introductions to business development professionals and niche specialists that fit your needs for the full government contract sales cycle.

The Business of Winning: Presentations & Training

Custom programs for associations, groups, or corporate teams. Dynamic full- and half-day sessions give participants tools an insight to solve your government contract challenges. Options include webinar series tailored to your audience, and post presentation appointments for one-on-one strategy consultations with participating companies.

Popular Sessions

- Seven Steps to Government Contracting Success
- Pinpoint Your Best Prospect
- Certifications That Mean Business
- Government Market Research Magic
- What Primes Really Want (And How To Give It To Them)
- Harvesting Social Media (Before It Strangles You)

Unique Expertise & Community Commitment

Judy Bradt is author of the new book and strategy workbook, "Government Contracts Made Easier."

As CEO of Summit Insight in Washington DC, Judy's an expert author, speaker and consultant. She's been covered by national media including ABC-TV, Federal News Radio, the Financial Post, Fortune Small Business, Entrepreneur Women, CORP Magazine, MBE Connect and Entrepreneur Magazine.

Judy is a regular lecturer on government for the Small Business Administration and George Mason University, and has been honored for her community contribution, excellence in client service, and support for small business owners seeking more government contracts, including:

EMAIL: INFO@SUMMITINSIGHT.COM

BUSINESS STATISTICS:

INDUSTRY BUSINESS DATA	
Primary Industry Served	Commercial, Government, Business Services
NAICS Code	541615 Associations
Business Certifications	Government Contracts
NAICS Code	41990, 611430
Business Certifications	Years
Chapter/Affiliation	2
WFOE-DC	1
VA	1
SBA WOSB	1

RESOURCES:

- VIDEO FOR MAC
- GO SUMMIT INSIGHT

SUMMIT INSIGHT LLC
494 N. PICKETT STREET
ALEXANDRIA, VA

OUR MISSION

MBEConnect seeks to improve the brand responsiveness of each MBE and WBE, and enhance the supplier diversity programs of each corporation by using innovative marketing strategies infused with technology and social media.

OUR HISTORY

MBEConnect began as the first business-to-business social network for M/WBEs to connect with each other and corporations to form long-lasting business relationships. Following the success of the web site, MBEConnect Profiles, an interactive digital publication highlighting the best M/WBEs and supplier diversity programs in the country, was launched in 2011. The magazine was named one of Xerox's "Best of the Best" in its first year.



Advertising Specs & Rates

MBEConnect offers web ads, magazine ads, interactive business profiles and sponsorships for every budget.

MBEConnect Profiles magazine offers a variety of inclusion options for M/WBEs, corporations and non-profit organizations.

Prints of individual profile are also available for sale with prices varying depending on the quantity ordered.

Camera Ready ads at 300 DPI Resolution

2012 MAGAZINE RATES

Service	Price	Details
Issue Sponsor	\$2000	Logo on cover, 2 - 3 page Article, 2 full page ads
Business Profile	\$750	2-pages with interactivity
Program Spotlight	\$400	1-page article about your supplier diversity program
Full Page Ad	\$400*	Vertical
Half Page Ad	\$300*	Horizontal or Vertical
1/3 Page Ad	\$200*	Horizontal or Vertical
1/4 Page Ad	\$100*	Horizontal or Vertical
Back Inside Cover*	\$500*	Vertical



SPECIAL PACKAGES

All package items can be utilized within the year of purchase.

Package One	Price
One Profile	\$750
Four 1/4 Page Ads	\$400
*Two Banner Ads	\$250
Total	\$1,400
Savings	\$350

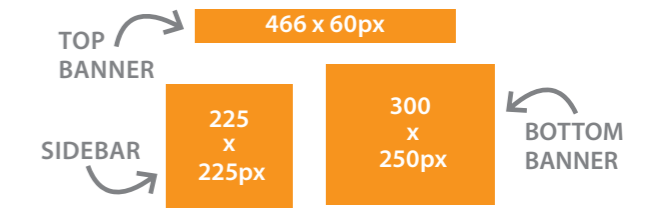
Package Two	Price
One Profile	\$750
Four Podcast/Podtrack (5 min)	\$200
Four 1/4 Page Ads	\$400
*Two Banner Ads	\$290
Total	\$1,640
Savings	\$410

Package Three	Price
One Profile	\$750
Four Podcast/Podtrack (5 min)	\$200
One Inside Back Cover	\$500
Four 1/4 Page Ads	\$400
Four Banner Ads	\$750
Total	\$2,600
Savings	\$650

WEB SITE ADVERTISEMENT RATES

Online advertisements for the MBEConnect web site are also available. All prices are based on one month of advertisement placement.

Placement	Dimensions	Price
Top Banner*	466 x 60px	\$500
Bottom Banner*	300 x 250px	\$350
Sidebar*	225 x 225px	\$200



* A \$50 fee will be added to all ads designed by MBEConnect.

PODCASTS

MBEConnect also offers podcast recording services for businesses. Recordings up to one hour are \$75.

Ask about our special pricing for non-profit organizations.

Partners & Sponsorships

Let our network of partners and sponsorships increase your exposure.

MBEConnect frequently works with some of the leading national and regional supplier diversity organizations and often serves as a media sponsor for events hosted

by these groups. Here are just a few of our recent and upcoming partners and sponsorships:



Statistics at a Glance

Focus on your target market. The MBEConnect audience represents diverse business owners, supplier diversity professionals and members of certification organizations.

MBECONNECT.COM

MBEConnect Visitors

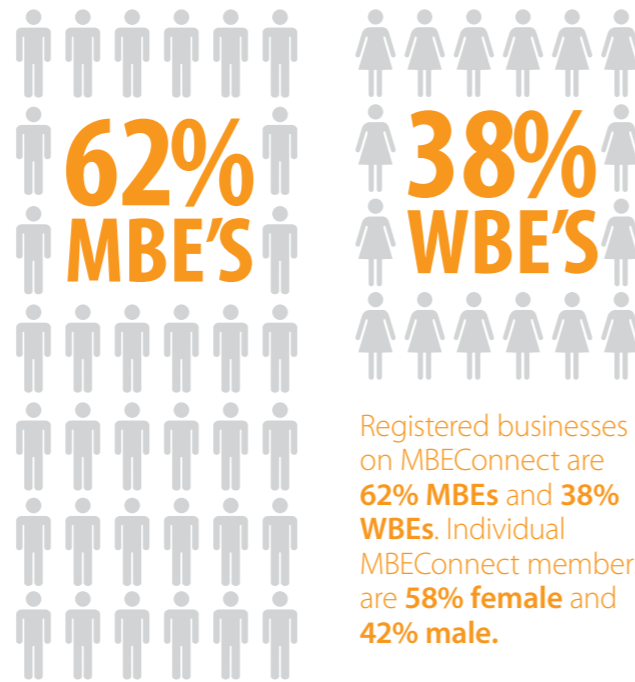
MBEConnect receives, on average, over **14,000 unique hits a day**, with **42,000 page views**. With news stories and blog posts added daily, our members come back frequently.

MBEConnect had over 4 million hits in 2011, and when combined with the magazine site, this number is projected to have been well over **5 million hits in 2011**.

**WELL OVER
5 MILLION
HITS IN 2011**

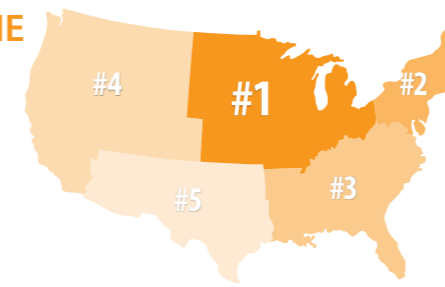
Our Members

Among MBEConnect members not representing corporations, non-profit organizations or government agencies, **86% are diverse business owners**.



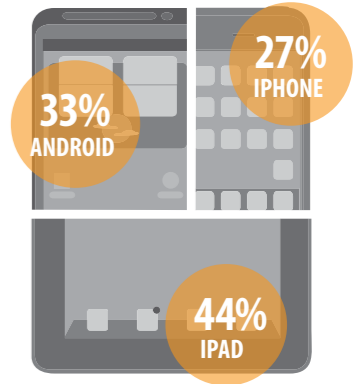
TOP ONLINE REGIONS

- #1 MIDWEST
- #2 NORTHEAST
- #3 SOUTHEAST
- #4 WEST
- #5 SOUTHWEST



MOBILE USERS ACCESSING THE SITE

- 33% HAVE ANDROIDS
- 27% HAVE IPHONES
- 44% HAVE IPADS



MBECONNECT PROFILES

Digital Distribution

All issues of MBEConnect Profiles magazine are heavily promoted online through our vast social network. A link to each issue is also sent by e-mail to our mailing list of over 86,000 active addresses. Recipients include diverse business owners, Fortune 1000 companies, supplier diversity professionals, certification organizations and many others from the supplier diversity community.

Online Magazine Visitors

On an average day, **over 1,600 people** visit the MBEConnect Profiles magazine website alone, leading to **2,200 page views**. This traffic does not include viewers from the iPad, iPhone and Android apps or from print copies of the magazine.

Print Distribution

MBEConnect serves as a media sponsor for many of the top supplier diversity events each year. The following totals represent the number of print copies of the magazine distributed at each event.

WBENC Summit and Salute	400
NMSDC National Conference	1200
WBENC National Conference	700
MBDA MED Week	500
USHCC Convention	1500
Total	4300

Each printed magazine is read by four people on average, leaving an impression on **17,200 readers in 2011**.

MBEConnect is planning to attend several additional national supplier diversity events in 2012, further increasing print distribution.





A business social network. A ground breaking publication. The new central location for supplier diversity opportunities.



Kamia Gaskin, CEO
Soda Pop Graphics

"MBEConnect has done many things for our organization, however most importantly they've helped give our small business a voice. A lot of times as a small business owner it's easy to feel over looked, but having our profile in the MBEConnect Magazine allowed (and is still allowing) Soda Pop Graphics to get on the map amongst the greatest.

Through MBEConnect, we have gained new clients, specifically one of the world's largest pallet producing companies. I highly recommend any business to utilize the platform that MBEConnect offers and stand by to watch great things happen."



Beth Williams, CEO
Roxbury Technology

"Roxbury Technology has been pleased to work with MBEConnect where we were featured in their March Issue. MBEConnect worked with us to gather all the needed information and followed up even after the Issue was released to help with reprints and edits. We currently use MBEConnect in our PR Material and it has been a useful tool in providing a snapshot of who we are and what we do."



Linda Hou, President
American Chrome

"We don't advertise normally, so the exposure we received from our profile was great. It's especially helpful for companies focused on acquiring new customers."

Contact Us Today

Contact MBEConnect today to learn more about what we can offer your specific business or organization. A limited number of opportunities are available in 2012.

Contact Emilee Bilyeu, the MBEConnect Business Development Manager, at (913)742-8166 or by e-mail at ebilyeu@mbconnect.com