

RATE CARD
2012

PRODUCT DESCRIPTION	TIME PERIOD	RATES
Listing in Multicultural Experts Directory online on www.multicultural.com	12 months	\$125/month \$1500 per 12 month minimum contract
Speakers Showcase Featured profile with photo and speech topics	12 months	\$825
Solo Eblast (600 words) w/ logo via MMRNews Choose distribution list: <ul style="list-style-type: none"> - Multicultural Industry Influentials List (8,500 people by email) - Mainstream Press List (1,500) - Same Release to Both Lists (10,000) 	Daily You Select Date You Select Date You Select Date	\$850 \$500 \$1,150
Multicultural Marketing News E-Newsletter 150-word advertorial of your company news or profile within any issue (mini press release) distributed via mmrnews@multicultural.com	Monthly - 2012 Publication Dates: Jan 18, 2012 - Outlook for Multicultural Marketing in 2012 Issue Feb 8, 2012 - Black History Month Issue Mar 14, 2012 - Women's History Month Issue Apr 11, 2012 - Multicultural Communications Month Issue May 9, 2012 - Asian Pacific American Heritage Month Issue Jun 13, 2012 - Gay Pride Month Issue Jul 11, 2012 - Multicultural Marketing News (MMRNews) Aug 8, 2012 - Preview for Hispanic Heritage Month Issue Sep 12, 2012 - Hispanic Heritage Month Issue Oct 10, 2012 - Hispanic Heritage Month/National Disability Employment Awareness Month Issue Nov 14, 2012 - Multicultural Marketing News (MMRNews) Dec 12, 2012 - Multicultural Marketing News (MMRNews)	\$425 per issue Includes posting your news and company logo on http://www.multicultural.com

	<p>Jan 9, 2013 - Outlook for Multicultural Marketing in 2013 Issue</p> <p>*** The DEADLINE to be featured in each newsletter is three business days before the date of publication. ***</p>	
<p>Calendar Eblast: Feature your event (150 words and logo) in our newsletter eblast entitled "Calendar of Recommended Multicultural and Diversity Events"</p>	<p>Monthly - 2012 Publication Dates: Jan 25, 2012 Calendar of Multicultural Events Feb 16, 2012 Calendar of Multicultural Events Mar 22, 2012 Calendar of Multicultural Events Apr 19, 2012 Calendar of Multicultural Events May 17, 2012 Calendar of Multicultural Events Jun 21, 2012 Calendar of Multicultural Events Aug 16, 2012 Calendar of Multicultural Events Sep 20, 2012 Calendar of Multicultural Events Oct 18, 2012 Calendar of Multicultural Events Nov 19, 2012 Calendar of Multicultural Events Dec 17, 2012 Calendar of Multicultural Events Jan 17, 2013 Calendar of Multicultural Events</p> <p>*** The DEADLINE to be featured in each newsletter is three business days before the date of publication. ***</p>	<p>\$425 per issue Includes posting your event profile and logo on http://multicultural.com/calendar</p>
Job Postings	<p>90-Day Posting 30-Day Posting</p>	<p>\$295 \$125</p>
Press Referrals – Matching you as a source to reporters on deadline	<p>One year</p>	<p>\$600</p>
<p>Listing in Source Book of Multicultural Experts (Printed Edition):</p> <ul style="list-style-type: none"> - Simple (contact info only) - Enhanced (add 30 word description) - Enhanced w/logo (above plus logo) - Profile (125 words & logo) 	<p>Annual: Next edition 2012/13; Deadline 12/1/2011(for 2011 rates)</p>	<p>\$295 \$650 \$975 \$1,490</p>
Publications:	<p>Annual Current Edition</p>	<p>\$19.95 + \$3.50 Shipping</p>

<i>The Source Book of Multicultural Experts - Purchase a copy</i>	2011/2012	+ \$1.77 tax (NY State residents only)
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Web Ads on www.multicultural.com	Size in pixels	Cost Per 3 months	
		Home page	Interior page
Full Banner (top of the page)	728w x 90t	\$600	\$500
Full Banner (bottom of the page)	728w x 90t	\$500	\$400
Button Ad	120w x 90t	\$350	\$250
Vertical Banner (Above the Fold)	120w x 240t	\$450	\$350
Skyscraper (for sponsored pages)	160w x 600t	Included in section sponsorship; or \$250 for 3 months	