Inspiring, Educating and Celebrating Girls and Teens of Color

Real Girlz, Real Issuez

Impacting Urban Teens World Wide
Eighty-eight percent of teens admit to going online daily. Less than two percent of a teen’s online experience caters to girls and teens of color.

Despite the need for age-appropriate accurate information, urban girls and teens are often forced to get their information from mainstream magazines targeting the 18-35 age demographic.

UrbanGirlz fills the gap by providing relevant and appropriate information while supporting the development of African American girls and teens. I am honored to give voice to urban girlz and teenz everywhere.

TRENETTE WILSON
PUBLISHER

Our Mission
UrbanGirlz.org is a unique and informative website designed for African American girls and teens 11 – 19 years old. UrbanGirlz.org is designed to be a forum for girls and teens of color to celebrate their accomplishments, promote sisterhood and to present cutting-edge articles important to African American adolescent females.

UrbanGirlz.org addresses the need for age-appropriate media for African American females and offers teens, parents, and service providers a reliable source for information.

UrbanGirlz keeps urban girls in the know and connects the corporate community to urban teen consumers.
UrbanGirlz at a Glance

- Read uplifting and informative articles online
- Subscribe to quarterly e-newsletter
- Join opt-in mailing list
- Partner and sponsor opportunities
- Advertise online

The premier online source for urban girls and teens
www.UrbanGirlz.org is a positive and informative website for girls and teens of color 11 – 19 year olds. UrbanGirlz.org also provides valuable information for teen service providers, parents and organizations.

UrbanGirlz partners with organizations and individuals seeking to impact the lives of girls and teens through their insight, inspiration and expertise.

Website Demographics
UrbanGirlz targets African American girls, teens, parents and those seeking to serve the African American female teen community.

Girls and Teens (11-19 years old)
Parents
Service Providers
Educators

Since its launch in March 2008, UrbanGirlz has enjoyed monthly traffic of 10,000 unique cliques monthly. UrbanGirlz is poised to increase to more than 100,000 clicks monthly with the launch of its national UrbanGirlz campaign.
Advertising with UrbanGirlz.org offers opportunities for maximum exposure for your products and services.

**UrbanGirlz Direct** is a comprehensive program that markets products, materials, and events to all urban-related youth audiences, including programs, schools and organizations.

**UrbanGirlz Online** is a viable avenue to market your logo and product to UrbanGirlz.org website visitors, which include the increasing amount of youth who are doing their networking and shopping online.

**Image Interactive** UrbanGirlz.org offers promotional opportunities to companies, organizations and individuals for exposure on UrbanGirlz DVD’s and CD’s promotional videos and commercials. This powerful direct marketing vehicle will allow you to market your product in new and innovative ways.

**Image Distribution** offers the rare opportunity to get in front of a $150 billion audience and extends advertisers the rare opportunity to distribute their image at UrbanGirlz national events.
UrbanGirlz.org Advertising Units

Reach all website visitors using the following standard units

**Homepage Banners**
- Leaderboard Banner (A)
  - Dimensions: 728 x 90
  - $3,000 Monthly
- 300 x 250 Banner (B)
  - Dimensions: 300 x 250
  - $2,000 Monthly

**Run-of-Site Banners**
- Leaderboard Banner (A)
  - Dimensions: 728 x 90
  - $2,000
- 300 x 250 Banner (B)
  - Dimensions: 300 x 250
  - $1,000 Monthly

**Run-of-Site Programs**
- Pre-Roll Video
  - $3,000/month
- Survey or Poll
  - $500/month
- Content Integration Box
  - $500/month
- Logo placement with link
  - $150/month

Prices subject to change

Other Custom Placement Options
- UrbanGirlz Quarterly Newsletter
  - $300
- UrbanGirlz Event Blasts
  - $200 (Monthly)
- UrbanGirlz Marketing Blasts
  - $100 (Monthly)
- UrbanGirlz CD/DVD Distribution
  - $2,500

Custom program available upon request.

Advertise online with UrbanGirlz and maximize your exposure.

Contact: Tai McLemore – tmclemore@urbangirlz.org or call 1.800.291.6492.
### Home Page and Run-of-Site Ad Position

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
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| **Horizontal Panel** | - Panel will expand downwards from the 728 x 90 banner placement within the pages of UrbanGirlz.org.  
- Drop down/peel back panel should not exceed 728 x 200 pixels in total (banner inclusive). |
| **Vertical Panel** | - Panel will expand to the left of the 120 x 600 or 160 x 600 ad placement within the pages of UrbanGirlz.org.  
- Expanding panel should not exceed 240 or 300 x 600 pixels in total (banner inclusive). |
| **Large Box** | - Panel will expand downwards and/or to the left from the 300 x 250 ad placement within the pages of UrbanGirlz.org.  
- Expanding panel should not exceed 600 x 500 pixels in total (banner inclusive). |

### Side Board Specifications

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| **Side Board** | - Images: 1 image per side board  
- Specs: 85 x 57 pixels, 72 dpi, RGB format, JPG or GIF  
- Text: Headline maximum 30 characters (including space)  
- Copy: Maximum 80 characters (including space)  
- Website Link: Provide link to your website |

### E-Mail Alerts

<table>
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| **Type** | HTML/Plain-Text based email  
**Specs**: Provide the following  
- Email content  
- Subject line  
- Targeting criteria for the blast |
| **NOTES** | - HTML emails are designed by the advertiser  
- No flash or java script are permitted in HTML email |

Submit ad to sales@urbangirlz.org

For Questions Contact: tmclemore@urbangirlz.org
For advertising inquiries, please email sales@urbangirlz.org. The following are the general terms and conditions governing advertising on the UrbanGirlz website.

**Rates**

Rates are based on average total unique clicks monthly. Announcement of any change in rate will be made in advance of the new publishing month.

UrbanGirlz is not responsible for errors or omissions in any advertising or its agency (including errors in key numbers) or for changes made after closing dates.

The publisher shall not be subject to any liability whatsoever for any failure to publish any advertisement.

UrbanGirlz will correct and rerun advertisements that are incorrect for any reason during the same specified advertisement time.

**Refunds or Cancellations**

Advertisers may not cancel orders for or make changes in, advertising after the ad closing date.

If advertiser cancels before closing date an administrative fee will be assessed on the refund to the advertiser.

**Credit Terms**

Credit is available for advertisers with a three month or more relationship with UrbanGirlz.org and spend more than $1,000.00 monthly. Credit will be revoked for any advertiser with a balance more than 60 days.

**Contract Terms**

All advertising rates are due in full as advertisement will not be run without full payment. Advertising contracts are not transferable. Error on insertion orders, in price, specifications or dates are regarded as clerical and the advertisement is published according to agreed schedule. If a contract is cancelled prior to fulfillment, we will recalculate your rate based on published inserts.

Proofs cannot be guaranteed on copy received after deadline. Publisher reserves the right to turn ad prepared from submitted rough draft material. All advertising copy will be subject to the approval of the publisher who reserves the right at his/her sole discretion to classify, reject or insert copy furnished.

**Payments**

All ads must be prepaid. We accept payment in check, money order or by Paypal at www.urbangirlz.org. Invoices are due and payable within 15 days of the invoice date. Advertisers with an account balance over 60 days will have their credit privileges revoked. The advertiser is liable for court costs, attorney’s fees and other expenses incurred in the process of collecting debts due UrbanGirlz.org.

**For Questions Contact:**

Tai McLemore  
P.O. Box 4021, Cedar Hill, Texas 75106-4021  
Tel: 1.800.291.6492  
Email: tmclemore@urbangirlz.org
### UrbanGirlz.org Advertisement Application

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<tbody>
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### Advertisement Description

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<td>Date Submitted</td>
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<tr>
<td>Advertisement Run Date</td>
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<tr>
<td>Advertisement Placement</td>
<td>(Home Page or Run-of-Site)</td>
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<tr>
<td>Advertisement Description</td>
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<td>Advertisement Amount</td>
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### Payment Instructions

Pay securely by credit card online through PayPal at [www.urbangirlz.org](http://www.urbangirlz.org). Click on the advertisement button, and select the payment option.

Submit application online to [sales@urbangirlz.org](mailto:sales@urbangirlz.org).
Thank you for selecting urbangirlz for your advertising needs

CEO/Publisher – Trenette Wilson
Communications Director – Maria Rocha
AD/Sponsorship – Tai McLemore

UrbanGirlz.org
P.O. Box 4021
Cedar Hill, Texas 75106
1.800.291.6492
“Real Girlz, Real Issuez”

AD SALES: Tai McLemore – tmclemore@urbangirlz.org or sales@urbangirlz.org

For more information on UrbanGirlz.org check us out on the web at www.urbangirlz.org.