

# 2008 MINORITY BUSINESS LEADER AWARDS

Washington Business Journal honors the region's most successful and influential minority executives and business owners with this first annual awards reception and supplement. 25 honorees will be chosen by the editorial department with guidance from community chamber leaders. Nominees will be judged against each other using criteria such as demonstrable success of business, community impact and background/history. Celebrate a strong group of successful minorities who represent the diversity of our community. Show your support with an advertisement in the special supplement or sponsorship of the inaugural event in late March of 2008 at National Harbor.

WASHINGTON  
BUSINESS JOURNAL

## SPECIAL PUBLICATION ADVERTISING RATES

	52X RATE	39X RATE	26X RATE	18X RATE	13X RATE	OPEN RATE
<b>2 page spread</b>	\$4,985	\$7,790	\$8,795	\$9,610	\$10,055	\$13,240
<b>1/2 page spread</b>	3,870	5,450	6,120	6,585	7,015	9,245
<b>full page</b>	2,995	4,360	4,990	5,425	5,690	7,430
<b>3/4 page</b>	2,695	3,825	4,310	4,710	4,975	6,440
<b>island</b>	2,535	3,595	4,060	4,450	4,710	6,085
<b>1/2 page</b>	2,150	3,040	3,440	3,750	3,940	5,190
<b>3/8 page</b>	1,730	2,535	2,795	3,025	3,160	4,125
<b>1/4 page</b>	1,290	1,905	2,170	2,435	2,505	3,135
<b>1/8 page</b>	720	1,100	1,235	1,370	1,440	1,705
<b>Color charge</b>	Four color: 750   "One color": 425 (Ask for press specifications)					825
<b>Guaranteed position</b>	Back cover: 25%   Other: 15%					25%

## DEADLINES

**SPACE RESERVATION**  
March 7

**ARTWORK DUE**  
March 14

**PUBLISH DATE**  
March 28

WASHINGTON  
**BUSINESS JOURNAL**

To advertise call your advertising account representative or Tracy Merzi at (703) 258-0800

## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsorship

**\$31,000**

Industry exclusivity

Opportunity to present an award

Full page color ad on the back cover of the supplement

Logo recognition on all promotional pieces, on the supplement cover, at the event, and in a post-event thank you ad.

10 invitations to the event

List of event attendees

Right of First Refusal until up to 90 days after the event.

Opportunity for the naming rights of the Lifetime Achievement Award

Presenting Sponsor Status

### Sponsorship

**\$20,000**

Industry exclusivity

Speaking opportunity at the event

Full page color ad in the supplement

Logo recognition on all promotional pieces, on the supplement cover, at the event, and in a post-event thank you ad.

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