



# Reach Thousands of Southern California's Most Influential African Americans

U.S. Small Business Administration  
**2007 AWARD WINNER!**  
"Journalist of the Year"

# Black Business News

YOUR LINK TO BLACK BUSINESS ENTERPRISE IN SOUTHERN CALIFORNIA

The Black Business Association, SBA 2007 Journalist of the Year, is pleased to invite you to be an integral part of our publication. **Black Business News - Your Link to Black Business Enterprise in Southern California.** The Black Business News is the official voice through which public and private entities advertise contract opportunities available to black business enterprise. Gain access to a highly affluent target market via outreach and advertising opportunities.

- Outreach to Black Businesses
- Advertorial/Feature Story Advertising
- Profiles and Business Listings
- Classified Ads and Bid Opportunities

Our readers are BBA members, Black business owners, corporate buyers, prime contractors, community organizations and elected officials, who all turn to the Black Business News for business development news and information to take their businesses to the next level of profitability and success! Don't be left out of this door-opening publication.

**Reserve Your Ad Space Today!**  
**Call (323) 291-9334**

**Deadline: Every third Friday of the Month!**  
*50% Discount for Regular Financial BBA Members*

Advertising Opportunities	1x	3x	6x	12x
Full Page Color w/Feature Story	\$2,500	\$2,250		
Full Page Color	\$2,000	\$1,800	\$1,600	\$1,400
Full Page B/W	\$1,500	\$1,400	\$1,300	\$1,200
Half Page Color w/Feature Story	\$1,250	\$1,200	\$1,150	\$1,100
Half Page Color	\$1,000	\$ 875	\$ 825	\$ 775
Half Page B/W	\$ 750	\$ 725	\$ 700	\$ 675
Quarter Page Color	\$ 500	\$ 450	\$ 400	\$ 350
Quarter Page B/W	\$ 350	\$ 300	\$ 250	\$ 200
Eighth Page Color	\$ 350	\$ 300	\$ 250	\$ 200
Eighth Page B/W	\$ 250	\$ 225	\$ 200	\$ 175
Business Card Ad/Listing	\$ 125	\$ 100	\$ 80	\$ 60



Ad Type	Measurements
Full Page	10.25"x12.75"
Half Page	10.25"x 6.75"
Half Page	5.00"x12.75"
Quarter Page	5.00"x 6.75"
Eighth Page	5.00"x 3.00"