The past year was a momentous one for people of color. Meghan Markle joined the British royal family, and her wedding to Prince Harry became a national obsession; the elections for the 116th U.S. Congress led to meaningful increases in diversity; former NFL quarterback Colin Kaepernick, leader of the Take a Knee movement, gained a powerful ally when Nike backed him; rapper Kendrick Lamar won a Pulitzer Prize; and Black Panther became not just a movie—and the highest-grossing film by a Black director—it became a movement.

But 2018 also had its share trials and tribulations. Bill Cosby, a once-beloved figure in the Black community, was tried and incarcerated for sexual assault; we said goodbye to one of the greatest voices of all time when singer Aretha Franklin passed; and Black Americans continued to lose their lives at the hands of law enforcement officers.

These stories of empowerment, accomplishment and injustice are exactly the kind that my father, John H. Johnson, aimed to bring to the forefront when he founded EBONY in 1945. He created a platform that broke exclusive news and shed light on the positives and negatives of being Black in America.

As we rapidly approach the 75th anniversary of EBONY in November 2019, we will breathe fresh life into the brand by telling stories with an edgier and more modern tone of voice. We will also continue to speak the names of those who blazed trails before us, honor our legacy and deliver on our promise to showcase leading examples of Black success. EBONY is—and forever will be—the authentic voice of the Black experience.
MISSION STATEMENT

SINCE 1945, EBONY HAS BEEN DEDICATED TO TELLING BLACK STORIES—FOR US, BY US. THAT WILL NEVER CHANGE. TODAY, WE’RE TAKING THE POWERFUL COMBINATION OF CULTURE AND LIFESTYLE TO THE NEXT LEVEL WITH A CLEAR, MODERN POINT OF VIEW AND VIVID VISUALS. OUR GOAL IS TO LEAD AND INSPIRE CONVERSATION, AND IT IS OUR HOPE THAT THROUGH DIALOGUE, EBONY WILL INSPIRE ACTION IN YOU, OUR BELOVED READERS. WE PROMISE TO TAKE YOU INSIDE THE LIVES OF THE WORLD’S MOST INTRIGUING BLACK PEOPLE. IN ADDITION, EBONY CONTINUES ITS TRADITION OF BRINGING READERS EYE-CATCHING PHOTO SPREADS, EDGIER FASHION, ENTERTAINMENT, BEAUTY, CULTURE AND LIFESTYLE BEFITTING AN EVER-EVOLVING 21ST CENTURY. MOST IMPORTANT, EBONY REMAINS AUTHENTIC TO ITS COMMITMENT TO COVER SOCIAL JUSTICE, BLACK HEALTH AND WELLNESS AND THE ISSUES IMPORTANT TO OUR COMMUNITY.
<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>MAGAZINE FEATURES/ THEMES</th>
<th>EBONY.COM SPECIAL SECTION AMPLIFICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2019</td>
<td>BLACK HISTORY/SPRING/TRAVEL ISSUE</td>
<td>Black History from the pages of EBONY</td>
</tr>
<tr>
<td></td>
<td>Close Date: Dec. 27 On-sale Date: April 16</td>
<td>EBONY Travels</td>
</tr>
<tr>
<td>May/June 2019</td>
<td>BLACK FAMILY ISSUE</td>
<td>Black Music Month Editorial</td>
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<tr>
<td></td>
<td>Mother’s Day; Family/Parenting</td>
<td>Sickie Cell Awareness Day</td>
</tr>
<tr>
<td></td>
<td>Close Date: March 25 On-sale Date: May 14</td>
<td></td>
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<tr>
<td>July 2019</td>
<td>CULTURE &amp; BLACK HOLLYWOOD ISSUE</td>
<td></td>
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<td></td>
<td>Music; Entertainment; Art; Theater; Arts &amp; Culture Guide</td>
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<tr>
<td></td>
<td>Close Date: May 3 On-sale Date: June 18</td>
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<tr>
<td>August 2019</td>
<td>BLACK WEALTH ISSUE</td>
<td>Financial Literacy Editorial</td>
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<tr>
<td></td>
<td>Close Date: June 3 On-sale Date: July 23</td>
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<tr>
<td>Sept. 2019</td>
<td>FASHION &amp; WOMEN UP ISSUE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fall Fashion; Get the Look; Designer Spotlight; 2019 Beauty &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grooming Awards</td>
<td>Fashion Spotlight</td>
</tr>
<tr>
<td></td>
<td>Close Date: July 1 On-sale Date: August 20</td>
<td>Sickie Cell Awareness Month</td>
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<tr>
<td>Oct. 2019</td>
<td>HBCU &amp; GREEK LIFE ISSUE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EBONY HBCU Campus Queens &amp; Kings</td>
<td>HBCU Campus Kings &amp; Queens</td>
</tr>
<tr>
<td></td>
<td>Close Date: Aug. 5 On-sale Date: Sept. 24</td>
<td></td>
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<tr>
<td>November 2019</td>
<td>TECHNOLOGY &amp; MEN’S ISSUE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Close Date: Sept. 3 On-sale Date: Oct. 22</td>
<td></td>
</tr>
<tr>
<td>Dec. 2019/Jan. 200</td>
<td>EBONY POWER 100 ISSUE</td>
<td>EBONY Power 100</td>
</tr>
<tr>
<td></td>
<td>Annual EBONY Power 100 List</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Close Date: Oct. 1 On-sale Date: Nov. 19</td>
<td></td>
</tr>
</tbody>
</table>
INSIDE EBONY (YEAR-ROUND)
Inside EBONY is our users’ sneak peek at the contents of each issue of EBONY. Released to coincide with the digital issue, Inside EBONY showcases behind-the-scenes video, extended interview content and photos and other interactive features. Sponsorship packages include email insertions, social media amplification and 100% SOV of Inside EBONY content.

EBONY TRAVELS (YEAR-ROUND; AMPLIFIED FOR APRIL/MAY)
EBONY Travels takes our users on vicarious excursions to destinations worldwide. Curated by our partner @BLACK-TRAVELJOURNEY, EBONY Travels is a video- and photo-rich section, fortified with robust social media engagement. Updated year-round, EBONY Travels is featured prominently to coincide with EBONY magazine’s APRIL/MAY Travel issue. Custom sponsorship packages can be curated to meet your specific saturation requirements.

EBONY BEAUTY (YEAR-ROUND)
This mobile-friendly channel engages EBONY’s audience with beauty tutorials, product features and content from popular social media beauty influencers. Custom sponsorships include video featuring product placement and tutorials, amplified in social media and email. EBONY Beauty is amplified to coincide with monthly beauty features in EBONY magazine.

EBONY HBCU CAMPUS KINGS AND QUEENS (OCT-DEC)
For decades, EBONY has featured the majesty of HBCU Campus Queens in its pages. In 2010, EBONY translated the excitement and pageantry of EBONY HBCU Campus Queens into an EBONY.com feature and competition. And in 2018, the EBONY HBCU Campus Kings feature and competition was introduced. This popular feature at EBONY.com amplifies video and social as the royals compete to become EBONY’s Top 10 Kings and Queens. Custom sponsorship opportunities include video pre-roll, social media, photo shoot sponsorships and other experiential opportunities at HBCU campuses across the country.

EBONY POWER 100 (OCT-FEB)
EBONY Power 100 features the 100 most influential African-Americans of the year. This prestigious list is featured in EBONY magazine’s Dec.-Jan. issue and is brought to life at EBONY.com in an interactive microsite featuring video, social media and in-depth bios. Custom content sponsorships can be curated to meet your specific requirements.

EBONY LIVE (YEAR-ROUND)
Our robust video channel is chockful of videos featured with EBONY.com daily news headlines. EBONY Live also features popular archive content from EBONY/JET Showcase, back-in-the-day behind-the-scenes cover content and other engaging videos. EBONY Live is updated year-round, and sponsorships feature pre-roll video.

EBONY ATTITUDES (YEAR-ROUND)
Each month, EBONY hosts an online survey based on seasonal and topical issues affecting African-Americans. In partnership with QuestionPro, these surveys are intended to measure attitudes about contemporary topics including: Race and Culture, Politics, Love and Family, Travel Preferences, Consumer Spending, Health and Wellness.
EBONY magazine, a trailblazing publication dedicated to journaling Black stories and accomplishments, will celebrate its 75th anniversary in 2020. In 1945, John H. Johnson founded EBONY with a dream of creating a positive magazine that would acknowledge the achievements and contributions of African-Americans, reveal their strengths and dissect the issues that plague their communities. Johnson led the Johnson Publishing Company with integrity and fortitude, and today, his core values are still found in the pages of the magazine.

In each of its 2020 issues, EBONY will celebrate the brand and its impact on the Black community. During our diamond anniversary year, we will take a retrospective look at some of the publication’s biggest milestones while continuing to offer thought-provoking articles highlighting Black people, Black America and the Black experience. Throughout its anniversary year, EBONY will celebrate the occasion in a variety of ways and maintain the brand’s core events:

- The EBONY Power 100 Gala will take place in February to align with Black History Month.
- Each issue will be connected to the yearlong 75th anniversary commemoration. Plans are in motion for a documentary and a touring art exhibit, both of which will showcase the brand’s evolution.
- A series of consumer events will recognize this special time.

EBONY 75 will be all about honoring the brand—past, present and future—and we look forward to our advertisers and sponsors joining the celebration.
EBONY POWER 100 GALA
TIMING: SPRING 2020
The EBONY Power 100 Experience begins with the highly regarded EBONY Power 100 list, which is compiled by the editors of the magazine each year and highlights 100 African-Americans who have had a positive impact on the Black community and beyond. We celebrate these special individuals at the EBONY Power 100 Gala, a star-studded event that brings together the honorees and invited guests.

EBONY HBCU CAMPUS KINGS & QUEENS
TIMING: PROGRAMMING YEAR-ROUND
The EBONY HBCU Campus Queens pictorial is one of the longest-running editorial features in America’s pre-eminent magazine focusing on the African-American experience. A digital component was added to the franchise when the top 10 Queens competition was introduced at EBONY.com in 2010. During the 2018-2019 academic year, the EBONY HBCU Campus Kings program premiered. The royals embody the determination, inner strength and positive impact that EBONY admires in our next generation. The young men and women who participate in the EBONY HBCU Campus Kings & Queens Program are poised to affect great social change within our collegiate, civic, national and global communities.

WOMEN UP
TIMING: Q3 2019
Women Up 2019 will evolve from a brunch series to a one-day conference dedicated to women of color doing extraordinary work, in very ordinary ways, in their respective fields. During this event, attendees fellowship, network and make declarations (boldly!) about the successes they have achieved and the challenges they have overcome. The conference will feature various panels, fireside chats, morning wellness & fitness activities in addition to evening cocktail and networking mixers. In keeping with Women Up tradition, we will salute women of diverse backgrounds who are making inroads across the nation in the worlds of media, fashion, entertainment, sports and business.
MAGAZINE
ADVERTISING
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ON SALE</th>
<th>SPACE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>4/16/19</td>
<td>12/27/18</td>
<td>1/3/19</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>5/14/19</td>
<td>3/25/19</td>
<td>3/29/19</td>
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<tr>
<td>JULY</td>
<td>6/18/19</td>
<td>5/3/19</td>
<td>5/7/19</td>
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<tr>
<td>AUGUST</td>
<td>7/23/19</td>
<td>6/3/19</td>
<td>6/7/19</td>
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<tr>
<td>SEPTEMBER</td>
<td>8/20/19</td>
<td>7/1/19</td>
<td>7/5/19</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>9/24/19</td>
<td>8/5/19</td>
<td>8/8/19</td>
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<td>NOVEMBER</td>
<td>10/22/19</td>
<td>9/3/19</td>
<td>9/6/19</td>
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<tr>
<td>DECEMBER/JANUARY ’20</td>
<td>11/19/19</td>
<td>10/1/19</td>
<td>10/4/19</td>
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<tr>
<td>FEBRUARY ’20</td>
<td>1/21/20</td>
<td>11/22/19</td>
<td>11/26/19</td>
</tr>
<tr>
<td>MARCH ’20</td>
<td>2/18/20</td>
<td>12/30/19</td>
<td>1/3/20</td>
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</tbody>
</table>

Regional ad space and materials close dates are one week prior to national ad space and materials close dates.
## RATE BASE: 750,000

### NATIONAL RATES

<table>
<thead>
<tr>
<th>UNIT</th>
<th>GROSS OPEN</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$68,250</td>
</tr>
<tr>
<td>COVERS 2 &amp; 3</td>
<td>$75,075</td>
</tr>
<tr>
<td>COVER 4</td>
<td>$90,773</td>
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<tr>
<td>2/3 PAGE</td>
<td>$56,648</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$45,728</td>
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<tr>
<td>1/3 PAGE</td>
<td>$31,395</td>
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<tr>
<td>B&amp;W</td>
<td>$50,505</td>
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</table>

### REGIONAL RATES

<table>
<thead>
<tr>
<th>REGION</th>
<th>RATE</th>
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<tbody>
<tr>
<td>EASTERN</td>
<td>$34,125</td>
</tr>
<tr>
<td>SOUTHERN</td>
<td>$32,078</td>
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<tr>
<td>MIDWESTERN</td>
<td>$25,935</td>
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<tr>
<td>WESTERN</td>
<td>$28,665</td>
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</tbody>
</table>

### NONCOMMISSIONABLE FEES
- Regional Plate Change Charge: $2,500 net, per page/creative
- All production charges associated with inserts/outserts, pub-created advertorials, logos, co-ops, etc., cannot be waived.

### PUBLISHER’S DISCOUNT
Discounts Apply to Full Run National Advertisers as Follows:
- 10% for 1–4 Insertions
- 15% for 5 or More Insertions
### MECHANICAL REQUIREMENTS

**MAGAZINE ADVERTISING**

Send ad materials to:

Ebony Media Operations, Janine Marzett, Production Manager, jmarzett@ebony.com

- Mechanical information and rates for inserts, high-impact units, etc., should be obtained from Publisher before printing. Orders for supplied inserts must be received three weeks prior to ad close. For inserts to be printed by publication, please contact Production Manager for quotes and due dates.

#### Mechanical Requirements:

**High-Impact Units/Inserts**

Please note that all production costs are non-negotiable and are not subjected to frequency discounts or agency commissions. Contact your sales representative for space rates and additional insert information.

- EBONY print web-offset (wet). Perfect-bound.

**Ad Material**

The following high-resolution digital files are accepted: PDF X1a or native files with all supporting files, fonts, etc. All digital files must conform to SWOP specifications.

- All unclaimed files are destroyed after one year.

For any additional information, contact our Production Manager, Janine Marzett

(312) 322-9236 | jmarzett@ebony.com

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<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Specimen</th>
<th>Specimen</th>
<th>Specimen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>live 7.625 x 10</td>
<td>trim 8.125 x 10.5</td>
<td>bleed 8.375 x 10.75</td>
</tr>
<tr>
<td>2/3 vertical page</td>
<td>live 4.625 x 10</td>
<td>trim 5.125 x 10.5</td>
<td>bleed 5.375 x 10.75</td>
</tr>
<tr>
<td>2/3 horizontal page</td>
<td>live 7.625 x 7</td>
<td>trim 8.125 x 7.5</td>
<td>bleed 8.75 x 7.75</td>
</tr>
<tr>
<td>1/2 vertical page</td>
<td>live 3.5625 x 10</td>
<td>trim 4.0625 x 10.5</td>
<td>bleed 4.3125 x 10.75</td>
</tr>
<tr>
<td>1/2 horizontal page</td>
<td>live 7.625 x 4.75</td>
<td>trim 8.125 x 5.25</td>
<td>bleed 8.375 x 5.5</td>
</tr>
<tr>
<td>1/2 horizontal spread</td>
<td>live 15.75 x 4.75</td>
<td>trim 16.25 x 5.5</td>
<td>bleed 16.5 x 5.5</td>
</tr>
<tr>
<td>1/3 vertical page</td>
<td>live 2.25 x 10</td>
<td>trim 2.75 x 10.5</td>
<td>bleed 3 x 10.75</td>
</tr>
<tr>
<td>1/3 horizontal page</td>
<td>live 3 x 7.625</td>
<td>trim 3.5 x 8.125</td>
<td>bleed 3.75 x 8.375</td>
</tr>
<tr>
<td>2-page spread</td>
<td>live 15.75 x 10</td>
<td>trim 16.25 x 10.5</td>
<td>bleed 16.5 x 10.75</td>
</tr>
</tbody>
</table>

Gutter safety (spread) 1/4” each page
PRINT POLICIES AND PROCEDURES

Circulation Shortfalls
- Shortfalls must be claimed in writing within one year from Alliance for Audited Media (AAM) audit (white sheet); For example, if audit release date is August 2019, you may claim shortfall credit by or before August 2020 audit.
- Advertiser will not be able to claim shortfall credit after one year.
- Credit memo will be issued in lieu of cash and may be applied toward the next insertion.
- Circulation shortfalls are based on average annual audited circulation, effective with the first issue of the year.

Response for Proposals (RFP) and Insertion Orders
- In case of terms in customer-provided RFP and insertion orders, the terms of this media kit will prevail. For exceptions of terms to this media kit, advertisers must get a separate rider signed by Ebony Media Operations (EMO).

Rates
- EMO will begin all card rates at the one time (1x) rate level and will make adjustments semiannually to reflect actual advertiser frequency level.
- Frequency discounts are earned within a 12-month period. Advertisers who do not meet earned frequency during contract year will be short-rated back to earned frequency level.
- Advertising rates are based on the magazine’s national average net paid circulation. EMO guarantees that the average circulation of a national schedule will meet or exceed the rate base during the calendar year. If not, a pro rata space credit will be issued toward a future schedule to the degree that the average circulation falls below the effective rate base.
- Rates are based on average total audited circulation, effective with the first issue of the year. Increases in rates will be announced in advance of the close date of the issue affected. Orders for issues thereafter will be at the prevailing rates.
- All pricing information shall be the confidential information of the Publisher, and neither advertiser nor agency may disclose such information without obtaining the Publisher’s prior written consent.

Circulation Audit
- The magazine is a member of AAM. Total audited circulation is reported on an issue-by-issue basis in EMO statements audited by AAM.

Competitive Separation
- Any advertiser insisting on positioning within first 20% of the magazine must agree to forgo competitive separation.
- EMO cannot guarantee positioning or competitive separation for fractional ads.
- All advertisers requesting placement in the first 15% of the magazine will be considered on a rotating basis. For example, if you were the first beauty ad in the first 15% of the current issue, you will not be allowed to run the first beauty ad in the first 15% of the next issue. This is in an effort to be fair to all our advertisers.

Franchise Positioning
- All cover and ROB franchised positions must be confirmed in writing within 30 days prior to space close date to reserve or forfeit position. Confirmation must include product category information to allow EMO appropriate time to sell and to avoid competitive separation issues. EMO reserves the right to inform franchisee of any potential separation problems so it can make necessary planning arrangements.
- If a franchise advertiser passes on a cover or franchised ROB position two consecutive years, EMO reserves the right to release the position.

Positioning
- EMO has the right to insert the advertising anywhere in the magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. EMO’s inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

Inserts
- Advertisers have the opportunity to run a variety of insert options, either supplied to or printed by EMO. These can be for national or regional circulation. Supplied inserts can be 60-pound stock or higher. EMO must create and customize high-impact units, such as bookmarks, French doors, die cuts and many other variations. These units may require a longer lead time than standard units. Please contact your sales representative for additional information.

Production Costs
- Advertising production costs are noncommissions and do not earn any discounts.

Make-goods
- Upon review and careful consideration, make-goods will be determined and honored with next insertion date of same advertisement or placement of same advertisement in next issue, whichever occurs first.
- No cash will be disbursed nor credits issued in lieu of make-goods.
- Positioning for make-goods cannot be guaranteed.
- EMO is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after close dates.

Cancellations
- Insertion orders cannot be cancelled or changed after the close date.
- EMO may reject or cancel any advertising for any reason at any time. Advertisements simulating the magazine’s editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
PRINT POLICIES & PROCEDURES

Print and Digital Editions
• An advertiser running a full-run qualifying advertisement in EBONY will automatically run in the print and digital editions of EBONY unless the advertiser explicitly, in writing, opts out of running in the digital edition, either on the insertion order or via email, no later than the ad close date. In the event advertiser opts out of running in the digital edition of EBONY for any reason other than legal or regulatory considerations that advertiser reasonably believed would prevent the advertisement from running in the digital edition, such advertiser’s ad placement will no longer be deemed a “full-run” buy, and advertiser would, therefore, not be entitled to the benefits of advertising on a full-run basis. Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to scented units and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt out of the digital edition, such opt-out will apply to all devices and platforms.
• Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform in which they are viewed, may be viewed in one of three formats: (i) "straight from the print advertising format” or "SFP,” where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) "designed for tablet advertising format” or "DFT,” where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) "enhanced for tablet advertising format” or “EFT,” where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).
• Qualifying advertisements running in the digital edition of EBONY will automatically run in a straight-from-print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed for tablet advertising format or enhanced for tablet advertising format may not be available on all platforms or devices.

Agency Commission
• Up to 15% where applicable to recognized agents (of gross advertising charges after earned advertiser discounts).
• Special advertising production premiums do not earn any discounts or agency commissions.
(a) Advertisements are accepted upon the representation that the advertiser and its agency have the right to authorize publication of the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify, defend and hold Publisher harmless against any expense, claim or loss arising out of publication.

Invoicing
• Invoices are made on or about the first of the month prior to issue date. Payments are due 30 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in EMO.
(a) Rates are subject to change by Publisher without notice. Rate base guarantee is based on AAM six-month averages and does not extend to regional, state, metro and demographic buys.
(b) All advertisements are subject to acceptance by Publisher. Publisher reserves the right not to accept any advertisement, insertion order, space reservation or position commitment at any time.
(c) Representatives have no authority to approve or accept any advertisement or commit Publisher to position of reservation space.
(d) Positioning of advertisements is at the discretion of the Publisher, except when a request for a specific preferred position is agreed to in writing by the Publisher.
(e) Publisher shall have no liability for errors in key numbers.
(f) Cancellations or changes in orders may not be made by the advertiser or its agency after the issue closing date as determined by Publisher. Cancellation or changes of advertising will be honored only if received in writing by an authorized representative of Publisher and accepted prior to the space closing date. Cancellation or changes will be effective for all issues following the closing date immediately succeeding the date that said written cancellation is received and accepted.
(g) All insertion orders are accepted subject to provisions of our current rate card.
(h) Publisher shall not be liable for any costs or damages if for any reason it fails to publish any advertisement. Publisher’s liability for any error or omission in whole or in part shall not exceed the cost of the space of the advertisement in which the error occurred.
(i) Orders from agencies or other third parties are accepted on the condition that the advertiser is jointly and severally liable for payment of charges in the event the agency or third party does not make payment for whatever reason, including insolvency, for advertising that advertiser or its agency or third party ordered and that was published.
(j) No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card, except as provided herein.
(k) Business publications contract and copy regulations applicable to consumer magazines and published by Standard Rate and Data Service are binding upon Publisher and advertiser, unless the contrary is provided herein.
(l) Any claims by advertisers, agencies or other third parties arising out of or in connection with advertisements must be brought within 12 months of the date such claims arise or such claims are waived.
(m) As used in this section entitled “General Conditions,” the term “Publisher” shall refer to EBONY Media Operations, LLC. All prices herein are net of any sales and/or use tax, which are the sole responsibility of the advertiser.
(n) Advertiser and its agency agree not to make any reference to Publisher, its trademarks or its properties without the prior written permission of Publisher.
(o) The word “advertisement” will be placed within any advertising that, in the Publisher’s opinion, so warrants.
(p) Publisher reserves the right to modify these terms and conditions. These Advertising Print Policies and Procedures are effective January 1, 2019.
AUDIENCE PROFILE

WOMEN 70%
MEN 30%
63% AFRICAN-AMERICAN

AGES
- 13-17: 8%
- 18-24: 8%
- 25-34: 19%
- 35-44: 26%
- 45-54: 24%
- 55-64: 10%
- 65+: 5%

HOUSEHOLD INCOME
- $0-50K: 50%
- $50-100K: 34%
- $100-150K: 10%
- $150K+: 6%

EDUCATION
- No College: 30%
- College: 49%
- Graduate School: 21%

CHILDREN
- No Kids: 47%
- Has Kids: 53%

OCCUPATION
- Human Resources: 22%
- Info/Tech: 21.8%
- Marketing: 16.8%
- Finance: 10.4%
- Medical/Health: 10.1%
- Operations: 7.2%
- Engineering: 5.3%
- Sales: 2.6%
- Other: 3.9%

U.S. STATES
1. California: 10.2%
2. Georgia: 8.6%
3. Texas: 8.3%
4. New York: 7.6%
5. Florida: 6.1%

U.S. DMAS
1. New York: 9.6%
2. Atlanta: 7.5%
3. Washington, D.C.: 5.3%
4. Los Angeles: 5.1%
5. Chicago: 5.0%

Source: Quantcast
The majority of EBONY.com visitors are from the United States (83%), but the site’s content resonates strongly with “brown” audiences across Africa and the diaspora. The EBONY.com audience is mobile and engaged. Just 20% access the site from a desktop computer, and nearly one-third visit the site two or more times a month.

The EBONY.com audience is politically active, with an outsized interest in music, celebrity news, health, relationships, sports and technology. Hungry for entertainment, EBONY.com visitors are frequent moviegoers and index high against streaming media (television and radio).

Like EBONY magazine readers, EBONY.com visitors are ambitious, optimistic and progressive. They exhibit a pattern of “upscale” spending, investing in clothing, travel and social events. They are focused on moving upward and are open to experiencing new things, people and products (brands).

The audience delivered by EBONY.com tends to be younger, more affluent and ethnically and geographically more diverse than the readers of the magazine.

<table>
<thead>
<tr>
<th>AFFINITY*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>4.8x</td>
</tr>
<tr>
<td>Celebrity/Gossip</td>
<td>3.3x</td>
</tr>
<tr>
<td>Relationships</td>
<td>2.8x</td>
</tr>
<tr>
<td>Awards Shows</td>
<td>2.7x</td>
</tr>
<tr>
<td>Law &amp; Ethics</td>
<td>2.6x</td>
</tr>
<tr>
<td>Health &amp; Fitness</td>
<td>2.4x</td>
</tr>
<tr>
<td>Technology &amp; Computing</td>
<td>2.2x</td>
</tr>
<tr>
<td>Science</td>
<td>2.1x</td>
</tr>
<tr>
<td>Sports</td>
<td>2.1x</td>
</tr>
</tbody>
</table>

Source: Quantcast
*A comparison of how much more likely someone who visits this property is to be interested in a given topic or visit a site compared to the average Internet user. For example, an index of 11.0x for Computers & Technology means that users interested in Computer & Technology are 11 times more likely to have visited this property than the average Internet user.
EBONY.COM
AUDIENCE PROFILE

**Political Affiliation**
- Republican: 17%
- Democrat: 37%
- Independent: 46%

**Political Engagement**
- Index: 91, 193, 102
- Composition %: 28%, 69%, 23%

**Worldwide Reach - Top 10 Countries by Users**

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>% New Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>20,348,118</td>
<td>59.51%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>463,092</td>
<td>68.13%</td>
</tr>
<tr>
<td>Canada</td>
<td>415,173</td>
<td>69.63%</td>
</tr>
<tr>
<td>South Africa</td>
<td>164,327</td>
<td>74.53%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>152,432</td>
<td>75.86%</td>
</tr>
<tr>
<td>Germany</td>
<td>140,560</td>
<td>85.19%</td>
</tr>
<tr>
<td>Australia</td>
<td>115,726</td>
<td>87.8%</td>
</tr>
<tr>
<td>India</td>
<td>108,377</td>
<td>92.14%</td>
</tr>
<tr>
<td>France</td>
<td>91,871</td>
<td>74.99%</td>
</tr>
<tr>
<td>Ghana</td>
<td>85,080</td>
<td>78.28%</td>
</tr>
</tbody>
</table>

**CURRENT HOME VALUE**

<table>
<thead>
<tr>
<th>Affinity Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100K-$120K</td>
</tr>
<tr>
<td>$140K-$160K</td>
</tr>
<tr>
<td>$40K-$60K</td>
</tr>
<tr>
<td>$200K-$250K</td>
</tr>
<tr>
<td>$60K-$80K</td>
</tr>
</tbody>
</table>

**HOME EQUITY**

<table>
<thead>
<tr>
<th>Affinity Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25K-$40K</td>
</tr>
<tr>
<td>$1K-$10K</td>
</tr>
<tr>
<td>$200K-$250K</td>
</tr>
<tr>
<td>$160K-$200K</td>
</tr>
<tr>
<td>$40-$60K</td>
</tr>
</tbody>
</table>

Source: Quantcast

Source: Google Analytics
EBONY.com

DIGITAL STATS

MONTHLY PAGE VIEWS
4M+ 11%

MONTHLY VISITS
3.3M+ 57%

MONTHLY UNIQUE VISITORS
2.7M+ 93%

AVERAGE PAGES PER VISIT
1.43

AVERAGE MONTHLY VIDEO PLAYS
~400K

AVERAGE VIDEO COMPLETION RATE
~50%

EBONY.COM EMAIL SUBSCRIBERS
406K+

DIGITAL MAGAZINE SUBSCRIBERS
450K+

Source: Google Analytics and Mail Chip
**2017-18 Digital Growth**

- **Users:** 23,960,311 (16.6%)
- **Sessions:** 37,569,430 (18.8%)
- **Pageviews:** 82,705,707 (208.9%)
- **Bounce Rate:** 78.2% (-5.4%)

**New vs Returning Users**

- **New Visitor:** 22,873,815
- **Returning Visitor:** 4,808,048

**Device Type**

- **Mobile:** 19,050,060 (95.1%) Pageviews: 67,006,627 (277.0%)
- **Desktop:** 3,300,433 (14.5%) Pageviews: 14,120,263 (155.9%)
- **Tablet:** 1,066,494 (23.4%) Pageviews: 5,989,736 (251.4%)

**Top Traffic Sources**

- **Social:** 6.1%
- **Organic Search:** 12.8%
- **Direct:** 20.8%
- **(Other):** 52.9%

**User Type**

- **New Visitor:** 22,873,815 Pages / Session: 2.22
- **Returning Visitor:** 4,808,048 Pages / Session: 2.48

**Ad Impressions**

- **Desktop:** 97,553,630
- **Smartphone:** 133,652,513
- **Tablet:** 20,421,759
- **Feature phone:** 77,580
- **Connected TV:** 101,849

**Total Impressions:** 251,807,331

**AVG CTR:**

- **Desktop:** 0.07%
- **Smartphone:** 0.18%
- **Tablet:** 0.13%
- **Feature Phone:** 0.42%
- **Connected TV:** 0.07%

**Total CTR:** 0.14%
EBONY.com
DIGITAL STATS
2017–2018
EBONY.COM
USER GROWTH

2018 FAN GROWTH: 307,348 | AVG 36K NEW FOLLOWERS Q4 2018

2018 FAN GROWTH: 74,313 | AVG 6K NEW FOLLOWERS Q4 2018

2018 FAN GROWTH: 39,768 | AVG 1.5K NEW FOLLOWERS Q4 2018
• A mutually agreed-upon insertion order that incorporates these Terms, under which EMO will deliver ads on sites for the benefit of advertiser, must be fully executed before any media can run.
• Lead time varies depending upon unit. Specifications provided upon request.
• EMO reserves the right to approve all ad creative that will run on EBONY.com.

### IAB STANDARD

<table>
<thead>
<tr>
<th>Standard</th>
<th>Dimensions</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop/Tablet</td>
<td>970x250, 970x90, 970x66, 300x600, 728x90, 160x600, 300x250</td>
<td>html5, jpg, gif, rich media, 40K max file size</td>
</tr>
<tr>
<td>Mobile</td>
<td>320x50, 300x50, 320x100, 300x250</td>
<td>html5, jpg, gif, rich media, 40K max file size</td>
</tr>
</tbody>
</table>

### HIGH-IMPACT RICH MEDIA

<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Inventory</td>
<td>:15 - :30 preferred</td>
<td>pre/mid/post roll inventory, Skippable after :15, prefer user initiated audio</td>
</tr>
<tr>
<td>High Impact In Read</td>
<td>970x250, 300x250</td>
<td>JPG video placeholder and JPG of buttons (or layered PSD file)</td>
</tr>
<tr>
<td>Desktop/Tablet</td>
<td>MP4, 16:9 or 4:3 ratio, max 30s, max 3mb</td>
<td>Custom rich media available upon request, and rates are to be negotiated.</td>
</tr>
</tbody>
</table>

### NATIVE/CUSTOM INVENTORY

<table>
<thead>
<tr>
<th>Type</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Display</td>
<td>Headline: 140 characters max including spaces, Description: 180 characters max including spaces, Thumbnail Image: 1000x750 px or larger, JPG/PNG/GIF, 4:3 ratio, Video: MP4, 16:9 or 4:3 ratio, max 30s, max 3mb, Brand/Advertiser Name (as they would like it to appear in the “Promoted By” slug), (optional) 48x48px brand logo, 1:1 ratio, (browser tab icon),(optional) 3rd Party Trackers: 1x1px (impressions, clicks, etc.)</td>
</tr>
<tr>
<td>Native Video</td>
<td>Facebook, Instagram, Twitter, Reach an engaged EBONY audience on social media via native posts curated by EBONY video or a brand message provided by the client, Social media amplification</td>
</tr>
<tr>
<td>Email sponsorship/insertion</td>
<td>300X250, 100% SOV</td>
</tr>
<tr>
<td>Stand-alone email blast</td>
<td>680X1200, Client will have complete messaging opportunity, Client must provide full html assets—any development or design will incur additional costs.</td>
</tr>
<tr>
<td>Custom sweeps, nominations and user-generated content</td>
<td>Advertorial/custom, EBONY can create custom data collection pages for sweeps, nominations and other user-generated content.</td>
</tr>
</tbody>
</table>
EBONY.com

PROGRAMMATIC CAPABILITIES

- EBONY.com programmatic inventory is currently available through several exchange partners (including but not limited to) AdX, App Nexus, Index Exchange, among others, in the Open Auction. All sizes available are:
  - Desktop: 970x250, 970x90, 970x66, 728x90, 300x250, 300x600, 160x600
  - Mobile: 300x250, 300x50, 320x50, 320x100
- PMP campaigns are available to client in the same sizes listed above with a negotiated CPM per campaign.
- Programmatic Guaranteed campaigns are NOT available at this time. Takeovers, Roadblocks or Guaranteed Imps campaigns are only offered as direct campaigns.
- Viewability specs are available upon request.
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