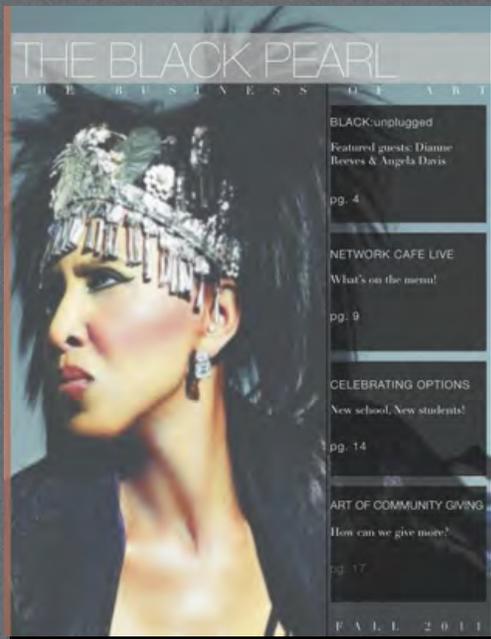


# LITTLE BLACK PEARL

T H E B U S I N E S S O F A R T



## MEDIA KIT

# LITTLE BLACK PEARL MAGAZINE

What is LBP, The Business of Art publication?

- A cultural arts and entertainment publication designed to build awareness of the philanthropic initiatives of corporations, organizations and individuals alike whose demographic target is today's urban youth.
- A community based not for profit organization that effectively serves this target is; Little Black Pearl Art & Design Center and Options Laboratory High School.



# LITTLE BLACK PEARL DEMOGRAPHICS

LBP, The Business of Art Magazine reaches a culturally diverse mix of people:

- Our immediate service area, ...shown on the map below include Douglas, Oakland, Grand Blvd, Kenwood, Hyde Park, Washington Park...93.8% African American, Median age 35.9, 42.5% Male / 57.5% Female \*Source: 2010 U S Census
- Our students...Options Lab School; 175 students ages 16-19 years old. After school; 100 students ages 13-18 years old. Summer Camp; 100 students ages 7-19 years old. Their parents/guardians; African Americans 25-54.



- Our visitors to the facility...Rental clients; 9,500 ytd, ages 16-54 years of age and Network Cafe customers; 30-50 a day M-F, ages 12-54 years of age.
- Our BLACK:unplugged members...An exclusive cliental that includes the mid-upscale working professional in key decision making positions; ytd 350+ members who are Adults 35-64.
- Our Corporate partners...A loyal and dedicated following to include Best Buy, MINI USA, Southwest Airlines, Starz cable network channel-The "Boss" production and crew, Northstar Lottery, U of C to name a few.

## LITTLE BLACK PEARL **DISTRIBUTION**

LBP, The Business of Art is published quarterly

And is currently distributed to the exclusive BLACK:unplugged members, visitors/rental clients of Little Black Pearl, and customers of LBP Network Café.

Three successful publications have produced an estimated reach year to date of 20,000 impressions.

LBP, The Business of Art is on track to increase current distribution numbers and visibility via the addition of retail and community partnerships and heightened exposure on LBP's website.

## **PUBLICATION TIMELINE**

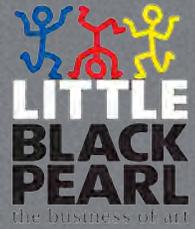
- Fall - October
- Winter - January
- Spring - April
- Summer - July

# BLACK PEARL MAGAZINE

LITTLE BLACK PEARL ART & DESIGN CENTER

1060 EAST 47TH STREET, CHICAGO, IL 60653

BLACKPEARL.ORG



CENTER SPREAD  
17 IN. X 11 IN.

FULL PAGE  
8.5 IN. X 11 IN.

1/2 PAGE  
(VERTICAL)  
3 5/8 IN. X 11 IN.

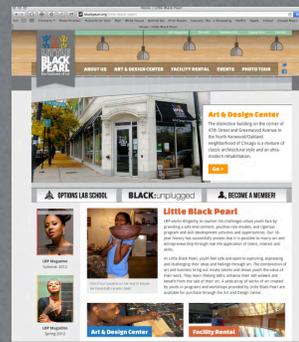
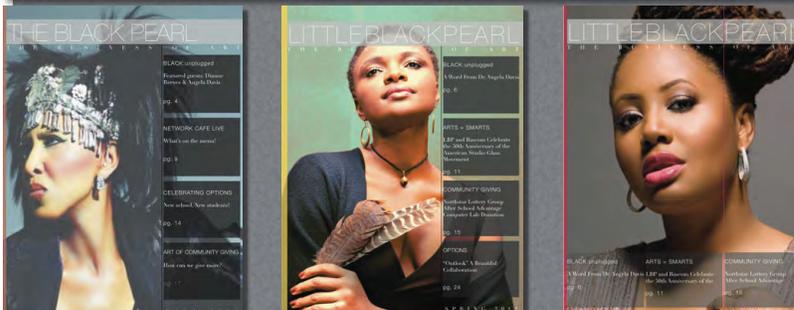
1/2 PAGE  
(HORIZONTAL)  
8 1/2 IN. X 4 7/8 IN.

## BLACK PEARL MAGAZINE ADVERTISING RATES (PER AD)

PAGE TYPE	DIMENSIONS	PRICE
Center Spread	17 in. X 11 in.	\$5,500
Full Page: Back Cover	8 1/2 in. X 11 in.	\$3,500
Full Page: Inside Back Cover	8 1/2 in. X 11 in.	\$3,500
Full Page: Inside Front Cover	8 1/2 in. X 11 in.	\$4,000
Full Page	8 1/2 in. X 11 in.	\$2,500
1/2 Page Horizontal	8 1/2 in. X 4 7/8 in.	\$1,500
1/2 Page Vertical	3 5/8 in. x 11 in.	\$1,500

## WEB BANNER ADVERTISING RATES FOR OPTIONS LAB & BLACK PEARL (PER MONTH)

BANNER TYPE	DIMENSIONS	PRICE
Little Black Pearl Home Page Top Rotator	660p x 340p	\$500
Options Lab School Home Page Top Rotator	630 x 340p	\$400
Little Black Pearl Home Page Side Bar	135p x 450p	\$350
Options Lab School Home Page Side Bar	200p x 450p	\$250



## ADDITIONAL INFORMATION

### MAGAZINE INFO

- All ads should be submitted in PDF or JPEG format
- ALL IMAGES are 300 dpi at 100%
- Color images are CMYK, NOT RGB
- All Fonts are embedded

### WEB BANNER INFO

- 60K Maximum file size
- Resolution for graphics must be 72 dpi
- JPEG Format is preferred
- Ads should be coded or included forward web address that launch in a new browser window

### FILE SUBMISSION

- Email to [ads@blackpearl.org](mailto:ads@blackpearl.org)
- CD with a color/ proof to Little Black Pearl
- Attn: Marketing Dept.  
1060 E. 47th Street  
Chicago, IL 60653

Visit [www.blackpearl.org](http://www.blackpearl.org) for online media kit. All rates are net. Orders are billed at time of reservation and are non-cancelable. Payment terms are 30 days due upon receipt of invoice.

# LITTLE BLACK PEARL - WEBSITE BANNER SPACE

The screenshot shows a web browser window with the URL [blackpearl.org/little-black-pearl/](http://blackpearl.org/little-black-pearl/). The website header includes navigation links: LBP Magazine, Donate, Membership, Supporters, and Contact. Below the header is a main navigation bar with links: ABOUT US, ART & DESIGN CENTER, FACILITY RENTAL, EVENTS, and PHOTO TOUR. A Facebook icon is also present.

The main content area features a large banner for the Art & Design Center. The banner image shows the exterior of the building with the text "Top Rotator 660p x 340p" overlaid. To the right of the banner, the text reads: "Art & Design Center. The distinctive building on the corner of 47th Street and Greenwood Avenue in the North Kenwood/Oakland neighborhood of Chicago is a mixture of classic architectural style and an ultra-modern rehabilitation." Below this text is a "Go >" button.

Below the banner is a row of three buttons: "OPTIONS LAB SCHOOL", "BLACK:unplugged", and "BECOME A MEMBER!".

On the left side, there is a vertical sidebar for "LBP Magazine". It features a photo of a woman and the text: "Side Bar LBP Magazine 135p X 450p". Below the photo is the text "LBP Magazine Spring 2012".

The main content area below the banner has a section titled "Little Black Pearl" with a sub-header "Little Black Pearl". The text reads: "LBP works diligently to counter the challenges urban youth face by providing a safe environment, positive role models, and rigorous program and skill development activities and opportunities. Our 18-year history has successfully proven that it is possible to marry art and entrepreneurship through real life application of talent, interest and skills." Below this is another paragraph: "At Little Black Pearl, youth feel safe and open to exploring, expressing and challenging their ideas and feelings through art. The combination of art and business bring out innate talents and shows youth the value of their work. They learn lifelong skills; enhance their self-esteem and benefit from the sale of their art. A wide array of works of art created by youth in programs and workshops provided by Little Black Pearl are available for purchase through the Art and Design Center."

Below the text are two images. The first image shows a young girl holding a large, hand-built ceramic bowl. Below the image is the caption: "One of our students on her way to bisque her hand-built ceramic bowl." The second image shows a young boy working on a piece of art. Below the image is the text "Art & Design Center". To the right of the second image is another image showing the interior of the Art & Design Center, with the text "Facility Rental" overlaid.

# OPTIONS LAB SCHOOL - WEBSITE BANNER SPACE

Welcome to Options Laboratory School

optionslab.org

Contacts PowerTeacher Pinnacle itt-tech Pipl White House Behind the ...First Names Fancast | Wa...e Streaming Netflix Apple Yahoo! Google Maps

Welcome to Options Laboratory School

## IMAGINE BELIEVE ACHIEVE

OPTIONS LABORATORY SCHOOL

LITTLE BLACK PEARL

HOME ABOUT US REGISTRATION DONATE CAREERS CONTACT

YouTube Twitter Facebook



**OPTIONS**  
LABORATORY SCHOOL

### Top Rotator

630p x 340p

LETTER  
MESSAGE  
GALLERY  
PARTNERSHIPS  
LBP BOARD

### Another Opportunity to Make a Difference

REGISTRATION IS ALREADY OPEN

### Are you looking for OPTIONS?

Are you looking for a unique, creative, educational, and non-traditional learning environment designed to integrate and develop your academic, artistic, and college readiness skills

Options Laboratory School (OLS) is designed to provide a rigorous arts and educational experience for high school students in grades 9-12 who are not performing well in a traditional high school environment.

Options will provide:

- Rigorous skills building training in the arts and technology
- Small class sizes
- Acceleration for "off track" students
- Dual college enrollment for seniors who qualify
- A fun learning environment
- College preparation
- Workforce skills training

### Choose OPTIONS!

### CALENDAR

SEE OUR CALENDAR OF EVENTS

		1	2
6	7	8	9
13	14	15	16
20	21	22	23
27	28	29	30

### Side Bar

200p x 450p

# LETTER FROM THE EXECUTIVE DIRECTOR/FOUNDER



We are proud to present... the Little Black Pearl Magazine! This amazing magazine is designed to highlight and share Little Black Pearls most valuable assets, resources and relationships with our readers. The Little Black Pearl Magazine is in a unique position to fill a void by providing a resource that emphasizes the impact of art and culture on education, business and the community. The LBP magazine reflects the unique and exceptional cultural lifestyles and positive contributions made by remarkable people engaged in the beauty of living and giving in urban communities.

For the past two decades, LBP has had the pleasure of partnering with City and State Agencies, Foundations, Corporations, Community Based Organizations, Schools, Artists and youth from Chicago and around the world. The LBP Magazine will feature many of the extraordinary people, places and things that demonstrate the impact of "giving" on communities. Each issue includes; featured Black:unplugged artists, Art=Smarts, Funder Profile, and the Art of Community Giving. Readers are informed, inspired and renewed by our editorial content and utilize the magazine as a resource guide to identify community service and philanthropic opportunities.

Little Black Pearl Magazine is distributed to our visitors through LBP's special events department which host an average of 9,000 guest per year via networking groups, conferences, professional associations, family and community events. Our magazine is also featured on LBP's website expanding its viewership nationally and internationally.

Little Black Pearl Magazine delivers devoted and dedicated customers to our advertisers. We look forward to celebrating the richness of Art and Culture while promoting the best that our Urban Communities have to offer to our loyal readers and advertisers.

All the best,

Monica Haslip  
Founder/ Executive Director  
Little Black Pearl

# BLACK PEARL MAGAZINE

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1060 EAST 47TH STREET, CHICAGO, IL 60653

BLACKPEARL.ORG

### ADVERTISEMENT ORDER FORM

Company Name					
Street Address					
City		State		Zip	
Contact Name					
Telephone					
E-mail Address					
Signature		Date			

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