

**STRATEGIC ALLIANCE ADVERTISING AGREEMENT**

**CORE 100**

MOST INFLUENTIAL BLACKS TODAY

**Bo Porter**

Founding President and  
Chief Executive Officer



**PUBLICATION:**

Annually

[PUBLISHER@CORE-MAG.COM](mailto:PUBLISHER@CORE-MAG.COM)

# CORE 100 MOST INFLUENTIAL BLACKS TODAY STRATEGIC ALLIANCE ADVERTISING AGREEMENT

**CORE 100**  
MOST INFLUENTIAL BLACKS TODAY

**CORE**  
MULTIMEDIA GROUP

The CORE 100 is an annual list of the most influential Blacks today. It pays tribute to and honor champions who have changed the game by transforming people, policies, and practices through transformational leadership. It's a distinguished group of individuals whose stories are inspirational because they're currently removing barriers that will pave the way for generations to come. This well accomplished list of honorees is a mark to and reminder of the beauty, boldness, and brilliance of Blackness.

The CORE 100 annual issue is further proof positive that Blacks have been so good, for so long, at so many things, that we can do anything. We are the CORE; Champions Of Real Excellence.

## How the CORE 100 will Reach a Captive Audience

### REACH A CAPTIVE AUDIENCE

This full color special issue will attract those entrenched in Diversity Equity & Inclusion, high ranking executives of Fortune 500 companies, law offices, and all those with a fervent appetite for excellence. This annual publication will reach those influenced by the influencers covered in this esteemed periodical. That same influence will attract the attention of customers and clients that patronize and support highlighted companies and the executives that lead them. The CORE 100 Most Influential Blacks Today honorees social media platforms will only further the reach of your advertising investment and bring priceless value to your brand. With a heart beat centered around excellence, the CORE 100 will extend beyond its competitors because the viewers and readers will come from diversified groups of high earning power individuals such as::

- Corporate Executives
- Professional Sports Organization
- Professional Athletes
- Sports Agencies
- Doctor's Offices
- Home building companies
- High value sales real estate agents
- Brokers, law firms & other intermediaries
- Banks, trust companies, life insurance & other financial institutions
- Executive Search Firms
- Current CORE 100 Honorees
- CORE 100 Club Members
- CORE Mentees
- Dignitaries

### PRICING

Ad Size/# of Issues	Specifications	1-Year	5-Years Agreement
Full Page	8.5 H x 11.0 W (with 0.125 bleed)	\$1,500	\$6,000
Half Page	9.562 H x 3.375 W	\$800	\$3,200
Inside Front Cover	8.5 H x 11.0 W (with 0.125 bleed)	\$10,000	\$45,000
Inside Back Cover	8.5 H x 11.0 W (with 0.125 bleed)	\$10,000	\$45,000
Outside Back Cover	8.5 H x 11.0 W (with 0.125 bleed)	\$15,000	\$60,000
Front Cover Presenting Sponsor	8.5 H x 11.0 W (with 0.125 bleed)	\$25,000	\$100,000
CORE 100 Congratulatory Full Page	8.5 H x 11.0 W (with 0.125 bleed)	\$250	
CORE 100 Congratulatory Half Page	9.562 H x 3.375 W	\$450	

All CORE 100 Most Influential Blacks Today Cover Strategic Alliance Advertising Agreements will include the agreed Cover Sponsorship selected, a Full page ad, VIP invitation to the CORE Fest, mention in the CORE 100 annual Press Release, cross marketing collaboration, social media content branding, billboard spot on video content, marketing presence on digital content, and an e-blast partnership announcement.

# CORE 100 MOST INFLUENTIAL BLACKS TODAY STRATEGIC ALLIANCE ADVERTISING AGREEMENT

Date: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ APG Number: \_\_\_\_\_

**DEADLINE: Six weeks preceding publication**

**ADVERTISING SPACE:** You are hereby requested and authorized to insert the advertising for the Advertiser by the undersigned authorized representative, as follows:

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**DISPLAY ADS**

FREQUENCY: 1X \_\_\_\_\_ 5X \_\_\_\_\_ Rate: \_\_\_\_\_ Size: \_\_\_\_\_

PREFERRED POSITION: Inside Front Cover \_\_\_\_\_ Outside Back Cover \_\_\_\_\_

Inside Back Cover \_\_\_\_\_ Front Cover Presenting Sponsor \_\_\_\_\_

**TOTAL AMOUNT DUE:** \_\_\_\_\_

Advertiser is responsible for notifying advertising representative of any changes regarding the advertising contract as soon as possible.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please email your completed form to [publisher@core-mag.com](mailto:publisher@core-mag.com).

For Office Use Only: \_\_\_\_\_