



Philadelphia Association of Black Journalists
P.O. Box 8232
Philadelphia, Pa. 19101

2012 PABJ PROGRAM ADS
Perfect for SMALL BIZ and INDIVIDUALS

December 19, 2011

Greetings PABJ Supporter:

The Philadelphia Association of Black Journalists (PABJ) is a non-profit organization of journalists, students and media-related professionals that provides quality programs in the Greater Philadelphia region. PABJ is seeking your organization's support in 2012.

PABJ is committed to offering community outreach programming, awarding student scholarships, honoring excellence in the media and promoting diversity in newsrooms and in media coverage. Formed in 1973, PABJ is the founding chapter of the National Association of Black Journalists (NABJ), which today boasts about 3,300 members worldwide. PABJ won national honors in 2008 and 2010 as NABJ's "Chapter of the Year." In 2011, PABJ hosted the NABJ Convention & Career Fair, which was held in Philly during August 2011.

PABJ is proud to partner with like-minded companies that are committed to diversity and community engagement. PABJ is seeking your organization's support as a 2012 sponsor.

The 2012 PABJ Corporate Sponsorship and Small Business/Individual Sponsorship packages include a variety of opportunities for exposure throughout Greater Philadelphia and beyond. Our signature programs in 2012 are the PABJ Awards Ceremony on May 19, launching a new organizational project called PABJ-TV, and professional development workshops over the course of the year. There are additional opportunities for visibility on the PABJ website and additional programming during the year.

PABJ looks forward to working with your organization. Please feel free to contact us with questions.

Sincerely,

Sarah J. Glover
PABJ President
Corporate Sponsorship Contact
215-854-4224 - phone
president@pabj.org

Kristin Holmes
Program Ad/Small Business Sponsorship Contact
media@pabj.org

PABJ is a 501(c)(3) organization
www.pabj.org



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PABJ offers small businesses and individuals with the opportunity to reach PABJ's constituents via an ad in the PABJ Awards Ceremony program book.

Attendees at the PABJ Awards Ceremony and PABJ members have a reach that ripples within and beyond the Delaware Valley. By sponsoring PABJ as a small business or individual, your organization will support PABJ and also gain visibility. Please read the details below and select your desired ad size. The awards event takes place on Saturday, May 19, 2012. Camera-ready ads are due no later than Tuesday, May 1, 2012 at 5pm to media@pabj.org

Please select the desired program ad size / level and submit a check payable to "PABJ" addressed to, Attn: Melanie Burney, treasurer, P.O. Box 8232, Philadelphia, Pa. 19101.

PABJ's state exemption # is 75523812 and IRS ID# is 23-2094500. PABJ is a non-profit organization with 501(c)(3) status. Your donation to PABJ is tax deductible as allowable by law. All donations will be acknowledged with a receipt.

PROGRAM AD CONTACT:

Kristin Holmes
media@pabj.org
(215) 854-2000

Send SPONSORSHIP PAYMENT to:

Melanie Burney, PABJ Treasurer
P.O. Box 8232
Philadelphia, PA 19101
treasurer@pabj.org
"Please make check payable to PABJ"

Send AWARDS PROGRAM AD, LOGO by MAY 1 as JPG or PDF to:

Kristin Holmes
media@pabj.org
(215) 854-2000
Due by May 1, 2012



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2012 PABJ PROGRAM ADS Perfect for SMALL BIZ and INDIVIDUALS

Take advantage of these 2012 discounted rates. All ads are inside black-and-white ads. Small business/individual program ad levels include the following program book size specifications:

FULL PAGE AD \$275

- Full page black-and-white ad 8.5 X 11 inches / vertical
- Ad and/or logo due as a pdf or jpg by May 21 to media@pabj.org

HALF PAGE AD \$150

- Half page black-and-white ad 8.5 X 5.5 inches / horizontal
- Ad and/or logo due as a pdf or jpg by May 1 to media@pabj.org

QUARTER PAGE AD \$75

- Quarter page black-and-white ad 4.25 X 5.5 inches / vertical
- Ad and/or logo due as a pdf or jpg by May 1 to media@pabj.org

BUSINESS CARD AD \$50

- Business card size black-and-white ad 3.5 X 2 inches / horizontal (standard biz card size)
- Ad and/or logo due as a pdf or jpg by May 1 to media@pabj.org

PATRON SUPPORT \$25

- Patron support with a one-line message one-liner, 40 characters including spaces / horizontal
- One-liner text due in an email by May 1 to media@pabj.org



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(Please submit this sheet with payment)

Amount enclosed: \$ _____ Date: _____

Name: _____ Title: _____

Company Name: _____

Address: _____

E-mail: _____ Tel : (_____) _____

Website: _____

Please check ad level:

___ **FULL PAGE AD \$275**

___ **HALF PAGE AD \$150**

___ **QUARTER PAGE AD \$75**

___ **BUSINESS CARD AD \$50**

___ **PATRON SUPPORT \$25**

Note: Please make check payable to “**PABJ.**”

Payment, program ad size and camera-ready ad must be received by May 1, 2012 in order to be included in the printed program book. Thank you.