

# MOOD

ARTS  
CULTURE  
TRAVEL  
LIFESTYLE



Advertising rates are on a monthly schedule, we ask advertisers to invest in quarterly blocks and are provided a 10% discount for doing so. Deadlines for print is the 15<sup>th</sup> of each month. Deadlines for Digital issue each month is the 27<sup>th</sup> of each month (if this date falls on a weekend it will be on the Friday at 5:00 pm EST of that weekend. We offer a 15% discount for Nonprofit 501(c)3 organizations. All transactions are processed online [www.moodmagazinenc.org/shop](http://www.moodmagazinenc.org/shop)

## SALES SHEET

Contact our design & production to assist you in designing or creating your advertising campaign. You can email them at [d&p@moodmagazinenc.org](mailto:d&p@moodmagazinenc.org), or our sales department to assist you in tailoring advertising campaign that fits your any size budget.

## PRINT ADVERTISING

Distribution Locations in Harlem



Are you working with an agent?

☐ Yes ☐ No

## Ad options

- ☐ Full page advertisement \$1,889
- ☐ Half page advertisement \$1,209
- ☐ Quarter page advertisement \$967
- ☐ Center spread \$2697
- ☐ Back cover \$4589
- ☐ Inside cover \$2309

## DIGITAL ADVERTISING



Are you working with an agent?

☐ Yes ☐ No

## Ad options

- ☐ Full page advertisement \$1,209
- ☐ Half page advertisement \$1,000
- ☐ Quarter page advertisement \$897
- ☐ Center spread \$2000
- ☐ Back cover \$2509
- ☐ Inside cover \$1526

## ONLINE ADVERTISING

- ☐ Harlem Collective- [www.harlemcollective.org](http://www.harlemcollective.org)
- ☐ Harlem Boys Choir- [www.harlemboyschoir.org](http://www.harlemboyschoir.org)
- ☐ Mood Magazine- [www.moodmagazinenc.org](http://www.moodmagazinenc.org)
- ☐ Mais Soufflé Gourmet popcorn- [www.maissoufflenyc.com](http://www.maissoufflenyc.com)
- ☐ Morning Show- [www.morningshownyc.com](http://www.morningshownyc.com) & [www.morningshownyc.org](http://www.morningshownyc.org)



Are you working with an agent?

☐ Yes ☐ No

## Ad options

- ☐ 250x250 web banner \$564
- ☐ 250x 900 web banner \$890
- ☐ 30: video commercials \$980
- ☐ 15: video commercials \$654

## ONDEMAND ADVERTISING



Are you working with an agent?

☐ Yes ☐ No

## Ad options

- ☐ Lower third promo \$489
- ☐ Top banner right side opener
- ☐ 30: video commercials \$500
- ☐ 15: video commercials \$300

# PODCAST ADVERTISING



Are you working with an agent? ☐ Yes ☐ No

## Ad options

- ☐ 30: second audio commercials \$434
- ☐ 15: second audio commercials \$586
- ☐ 30: second audio commercials \$330
- ☐ Promotional consideration provided by \$440

# SOCIAL MEDIA ADVERTISING



Are you working with an agent? ☐ Yes ☐ No

## Ad options

- ☐ 250x250 graphic post on (5) platforms \$450
- ☐ 15: second video on (5) platforms \$350
- ☐ 30: second video on (5) platforms \$450
- ☐ Advertorial \$456

# IN THEATRE ADVERTISING



Are you working with an agent? ☐ Yes ☐ No

## Ad options \*tailored

- ☐ 30: second pre show announcement
- ☐ Corporate message from spokesperson pre show announcement
- ☐ Host pre or post production mixer

# HBCU CAMPUS ADVERTISING

Name:  
Address:  
Email:  
Phone #:

Are you working with an agent? ☐ Yes ☐ No

## Ad options

- ☐ Digital screens on campuses
- ☐
- ☐
- ☐

# GIFT STORE ADVERTISING



Are you working with an agent? ☐ Yes ☐ No

## Ad options

- ☐ Digital screens
- ☐
- ☐
- ☐