



PROSPANICA[®]
THE ASSOCIATION OF HISPANIC PROFESSIONALS

2017 MEDIA KIT

Print | Digital | Events

Reach a
Network of
30,000+

For more information contact:

Celio Ramos
Media Project Manager
352-333-3493
cramos@naylor.com

Mark Miller
Event Sales Manager
703-259-6125
mmiller@naylor.com

WHO WE ARE

Prospanica is the non-profit organization dedicated to empowering the Hispanic community to achieve their full educational, economic, and social potential.

Formed in 1988 as the National Society of Hispanic MBAs (NSHMBA), Prospanica advocates the pursuit of higher education and Hispanic leadership advancement. Prospanica is the Association of Hispanic Professionals with 45 Chapters nationwide and hundreds of community partners across the U.S. and Puerto Rico. For more information, visit www.prospanica.org.

Why Prospanica?

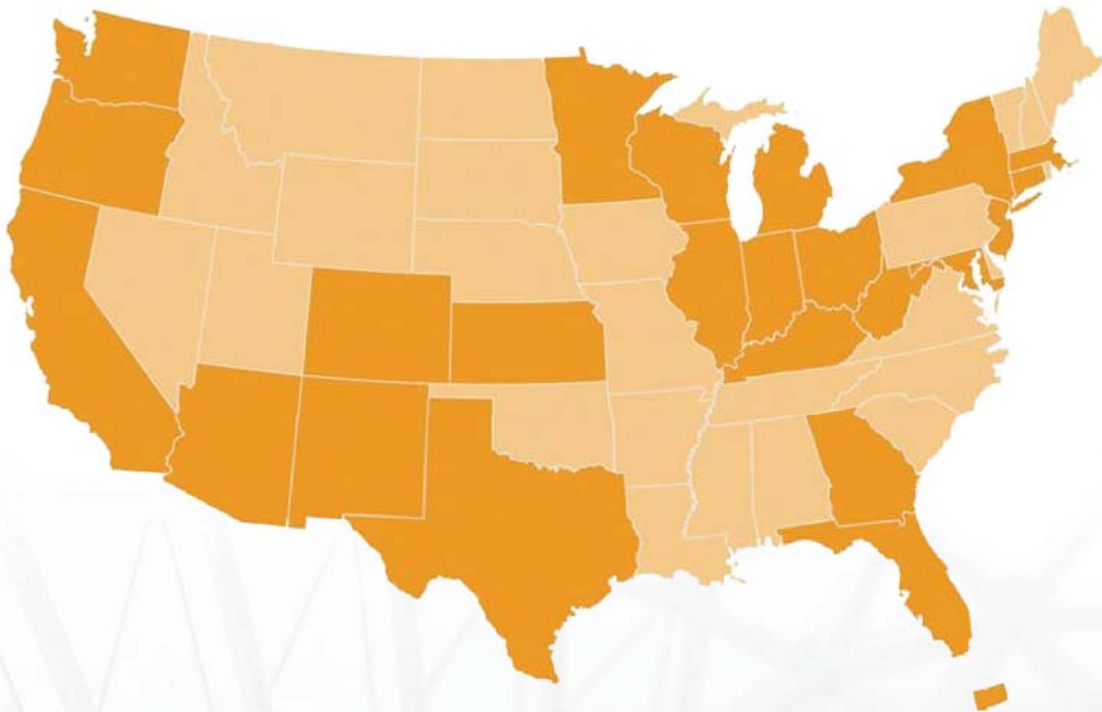
As the largest and fastest growing minority group, Hispanics are severely underrepresented in professional employment, and are expected to account for 60 % of the U.S. population growth by 2050.

Prospanica is dedicated to building and advancing Hispanic leadership through education and professional development and strives as a leading catalyst for professional achievement. Prospanica knows Hispanic success by showcasing professional talent every year at the national conference and career expo, and 2017 will be no exception.

Take part at the 2017 annual conference in Philadelphia, PA, September 26-30, and meet with the nation's best Hispanic professionals and business students.

CHAPTERS

Prospanica has broadened and deepened its reach for Hispanic professionals in what is now 45 Professional and University Chapters that span the U.S. and Puerto Rico. In a single year, Prospanica Professional Chapters execute more than 250 events to provide members with localized and market-specific opportunities to network, gain professional development, and better know university, organizational and corporate partners. Each chapter is established strategically in cities large and small to strengthen the leadership pool and provide corporate and university partners to the nation's top Hispanic talent.



PROFESSIONAL CHAPTERS

Atlanta	Dallas Ft. Worth	Minneapolis St. Paul
Austin	Denver	New Jersey
Bakersfield	Detroit	New Mexico
Boston	El Paso	New York
Chicago	Houston	Orange County
Cincinnati	Indianapolis	Oregon
Cleveland	Kansas City	Orlando
Columbia	Los Angeles	Philadelphia
Columbus	Louisville	Phoenix
Connecticut	Milwaukee	Puerto Rico

UNIVERSITY CHAPTERS

- Northeastern Illinois University
- California State University
- Dominguez Hills University of Puerto Rico
- University of Central Florida

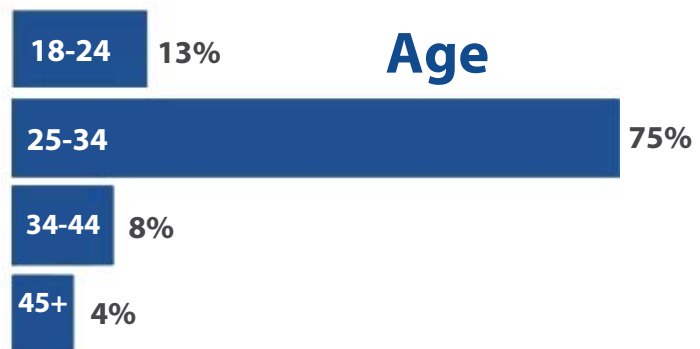
2017 MEDIA KIT



AUDIENCE BREAKDOWN

Our print, online and event opportunities reach an audience of more than 30,000 professionals across 45 chapters in the U.S. and Puerto Rico. Prospanica includes **professional members, entrepreneurs, Hispanic graduates and undergraduates across the country.** You have the opportunity to target the fastest growing demographic in the U.S.

30,000+
45 chapters



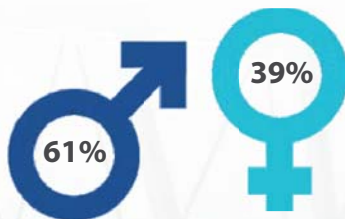
Top 3 Bachelor Degrees

1. Science
2. Arts
3. Engineering

Top 3 Master Degrees

1. Administration
2. Business
3. Finance

Gender



Prospanica communications give you the ability to increase brand awareness, recruit talented professionals, promote your MBA program or display your company as a pillar of diversity and inclusion to the growing Hispanic population.

Contact Naylor today for custom marketing packages to fit your company's budget and needs.

Highly Educated
73% are MBA Graduates
61% are Students

High Achievers
Nearly 20% have Management Experience
51% have 3-6 years of Professional Experience

Net Advertising Rates

Prospanica Magazine is the premier magazine for Hispanic Professionals designed to assist the recruitment, career development and promotion of Hispanics in public, private, academic, and business.

Prospanica Magazine is distributed to 30,000+ in print and online, as well as to hundreds of Fortune 500 partners, Universities and more. Circulation includes professional members, entrepreneurs, Hispanic graduates and undergraduate business students across the country.

Visit the publications section on www.Prospanica.org to read the most current issue.



2017 Content Plan*

Publications	Themes and Bonus Distribution	Important Dates
Spring/Summer 2017 issue	TBD	Space Res: Feb 3 Ad Due: Feb 10 Release: April 2017
Fall/Winter 2017 issue	2,500 copies at the 2017 Conference & Career Expo	Space Res: July 14 Ad Due: July 21 Release: Sept 2017

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Outside Back Cover	\$ 9,000	\$ 8,100
Advertorial	\$ 9,000	\$ 8,100
Inside Front or Inside Back Cover	\$ 8,000	\$ 7,200
Full Page	\$ 7,000	\$ 6,300
1/2 Page	\$ 4,500	\$ 3,600
1/4 Page	\$ 2,500	\$ 2,200

*Content plan and dates subject to change without notice.

Advertising Rates

Gain brand visibility year-long by sponsoring or advertising in **Prospanica News**. This monthly communication is emailed to more than 24,000 and hosted on www.prospanica.org to be viewed by Prospanica website visitors. It contains articles of interest to Hispanic professionals, students and entrepreneurs, news from Prospanica Chapters, and important information about the organization and its national events. The high readership rate makes it an excellent advertising vehicle for any product or service directed to this highly sought audience.



Box Ads

Located between popular sections of the eNewsletter

12 issues | \$6,500

6 issues (Jan.-June) | \$3,750

6 issues (June-Dec.) | \$4,500

- 6 total positions available with no rotation
- 300 x 250 pixels
- JPG, PSD or GIF at 72 DPI
- Provide link URL

Distribution Schedule

January 12, 2017

February 9, 2017

March 8, 2017

April 12, 2017

May 10, 2017

June 14, 2017

July 12, 2017

August 9, 2017

September 13, 2017

October 11, 2017

November 8, 2017

December 13, 2017

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.

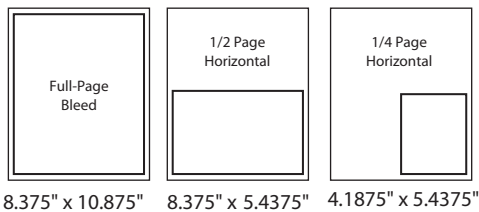
For more information regarding online specifications, visit:

www.naylor.com/clientSupport-onlineGuidelines.asp

Specifications

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Artwork Requirements

- Ads must be full color and hi-resolution Adobe Acrobat PDF format
- PDF format must include live and bleed crop marks:
 - Full-page: 8.375 x 10.875 and should include a .125 bleed on all sides that bleed
 - 1/2 page: 8.375 x 5.4375 and should include a .125 bleed on all sides that bleed
 - 1/4 page: 4.1875 x 5.4375 and should include a .125 bleed on all sides that bleed
- All screened graphics must be converted to CMYK format at hi-resolution 300dpi
- All RGB, LAB, and index colors must be converted to CMYK, gray scale or spot color

Online Advertising Specifications

Prospanica Website

Leaderboard

- 728 x 90 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

Prospanica News

Box Ads

- 300 x 250 pixels
- JPG, PSD or GIF at 72 DPI
- Provide link URL

PROSPANICA WEBSITE



Advertising on
www.prospanica.org

Advertising on the Prospanica website allows you to position your company with Hispanic business professionals across the country. Visitors log on to prospanica.org to learn about upcoming association events, view the latest issue of **Prospanica Magazine**, read the **Prospanica News** and find information on education and career advancement. Advertising on prospanica.org offers several cost-effective opportunities to connect with Hispanic MBA professionals and students.

Features of website advertising:

- Year-round visibility reinforces brand recognition
- Directs visitors to the landing page of your choice
- Allows dynamic, time-sensitive promotion

On average, www.prospanica.org receives:

- More than 14,700 visits per month
- 9,600 unique visits per month
- More than 48,000 pageviews per month
- More than 3 minutes spent per visit
- 3 1/2 pages per visit

** Traffic numbers from April 30, 2016 - Oct. 31, 2016*



Top Leaderboard (728 x 90 pixels)

12 Months | \$6,000

- Home Page Only
- Four banners rotating in position

Leaderboard (728 x 90 pixels)

12 Months | \$5,000

- Run of Site
- Six banners rotating in position

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing-ready.

For more information regarding online specifications, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp