



## BlkVision Media Advertising Rate Sheet

**Effective Date:** January 2025

BlkVision Media provides premium advertising opportunities designed to help brands engage with Black audiences through digital, streaming, and social platforms.

### EARLY COMMITMENT ADVERTISING OPPORTUNITIES

#### LOCK IN 1 YEAR OF ADVERTISING AT 60% OFF!

Commit to a full year of advertising with BlkVision Media and receive an exclusive **60% discount** on all digital, streaming, social media, email, and podcast ad placements. This limited-time offer allows brands to maximize their reach at a fraction of the cost.

### DIGITAL DISPLAY ADVERTISING (Website & App)

Ad Type	Placem ent	Specs	Original CPM	Discoun ted CPM	Original Flat Rate (Monthl y)	Discoun ted Rate
Leaderbo ard Banner	Top of Page	728x90 px	\$15	<b>\$6</b>	\$3,000	<b>\$1,200</b>
Medium Rectangl e	Sidebar/ Mid-Page	300x250 px	\$18	<b>\$7.20</b>	\$3,500	<b>\$1,400</b>
Full Page Takeover	Homepa ge	Custom	\$25	<b>\$10</b>	\$6,000	<b>\$2,400</b>

### STREAMING VIDEO ADVERTISING (BlkVision Originals & Partner Content)

Ad Type	Placem ent	Length	Original CPM	Discoun ted CPM	Original Flat Rate	Discoun ted Rate
Pre-Roll Ad	Before Content	15-30 sec	\$20	<b>\$8</b>	\$10,000	<b>\$4,000</b>



Mid-Roll Ad	During Content	15-30 sec	\$22	<b>\$8.80</b>	\$12,000	<b>\$4,800</b>
Post-Roll Ad	After Content	15-30 sec	\$18	<b>\$7.20</b>	\$8,000	<b>\$3,200</b>
Branded Content Integration	Within Shows	Custom	N/A	N/A	\$25,000 +	<b>\$10,000 +</b>

### **SOCIAL MEDIA ADVERTISING (Instagram, X/Twitter, Facebook, TikTok, YouTube)**

<b>Ad Type</b>	<b>Platform</b>	<b>Specs</b>	<b>Original CPM</b>	<b>Discounted CPM</b>	<b>Original Flat Rate</b>	<b>Discounted Rate</b>
Sponsored Post	Instagram/Facebook/TikTok	Image/Video	\$18	<b>\$7.20</b>	\$3,500	<b>\$1,400</b>
Story Ad	Instagram/Facebook	1080x1920 px	\$17	<b>\$6.80</b>	\$3,000	<b>\$1,200</b>
Video Reel Ad	Instagram/TikTok	Up to 60 sec	\$20	<b>\$8</b>	\$5,000	<b>\$2,000</b>
YouTube Pre-Roll	YouTube	15-30 sec	\$22	<b>\$8.80</b>	\$8,500	<b>\$3,400</b>

### **EMAIL NEWSLETTER SPONSORSHIPS**

<b>Ad Type</b>	<b>Placement</b>	<b>Specs</b>	<b>Original Flat Rate (Per Send)</b>	<b>Discounted Rate</b>
Sponsored Banner	Top of Email	600x200 px	\$2,500	<b>\$1,000</b>
Featured Brand Spotlight	Mid-Email	100 words + Image/Logo	\$3,500	<b>\$1,400</b>



Dedicated Email Blast	Exclusive Email	Custom	\$6,000	<b>\$2,400</b>
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### PODCAST ADVERTISING (BlkVision Audio Network)

Ad Type	Placem ent	Length	Original CPM	Discoun ted CPM	Original Flat Rate	Discoun ted Rate
Pre-Roll Ad	Before Podcast	15-30 sec	\$20	<b>\$8</b>	\$4,000	<b>\$1,600</b>
Mid-Roll Ad	During Podcast	15-30 sec	\$22	<b>\$8.80</b>	\$5,500	<b>\$2,200</b>
Post-Roll Ad	After Podcast	15-30 sec	\$18	<b>\$7.20</b>	\$3,500	<b>\$1,400</b>
Sponsore d Episode	Branded Content	Custom	N/A	N/A	\$12,500 +	<b>\$5,000+</b>

### SPONSORSHIP PACKAGES

Package	Includes	Original Price	Discounted Price
<b>Gold Sponsor</b>	Video ad, digital banners, social promo, email feature	\$40,000	<b>\$16,000</b>
<b>Silver Sponsor</b>	Digital banners, social promo, email newsletter	\$25,000	<b>\$10,000</b>
<b>Bronze Sponsor</b>	Social media ads, email newsletter	\$12,500	<b>\$5,000</b>
<b>Event Sponsor</b>	Branding at BlkVision live events + digital promo	\$20,000	<b>\$8,000</b>



## LIMITED TIME OFFER — ACT NOW!

Secure your **1-year advertising** commitment with **BlkVision Media** and maximize your brand's exposure at an unbeatable rate.



**For inquiries and bookings, contact:**

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