



# Reach Influential Decision Makers in the LGBT Business Community

## THE BIZ MISSION

BIZ is a unique online resource for LGBT business news and networking from the National Gay and Lesbian Chamber of Commerce (NGLCC). It reaches decision makers in the corporate and small business worlds with timely information and distinctive Web-based tools for LGBT business leaders.

BIZ celebrates the passions of LGBT business owners, revealing the dynamic personalities and innovative practices at the heart of their successes. BIZ also serves up in-depth stories about corporate allies that have embraced diversity as a guiding principle.

As a continually updated online resource, BIZ is always current, always relevant, always insightful.

## THE BIZ COMMUNITY

Attracted by the BIZ mission and its distinctive approach to LGBT business news and networking, the online magazine's audience of LGBT business owners and allies includes:

- ◆ Entrepreneurs drawn from the membership of NGLCC and its 47 affiliate chambers, numbering some 27,000;
- ◆ Opinion leaders who influence how LGBT consumers spend their dollars, an estimated \$712 billion annually;
- ◆ Business executives who advocate for brands that support LGBT charitable causes and support LGBT employees in the workplace;
- ◆ Corporate managers, including supplier diversity officers, marketing and communications directors, and human resources professionals.



## ABOUT NGLCC

The National Gay and Lesbian Chamber of Commerce is the only national not-for-profit advocacy organization dedicated to expanding the economic opportunities and advancements of the LGBT business community. NGLCC is the exclusive certifying organization for LGBT-owned businesses. NGLCC is the direct link between corporate America and LGBT businesses and entrepreneurs. NGLCC has partnered with OmniStudio, an NGLCC-certified communications firm, to produce BIZ.

For advertising information, contact Eileen Kessler • 202-464-3050 • ekessler@omnistudio.com

[www.nglcc.org/BIZ](http://www.nglcc.org/BIZ)



## BIZ CONTENT AREAS

**Management** - News and information designed to help LGBT leaders sustain and grow their businesses

**Financial** - Expert advice and unique solutions for entrepreneurs planning their business and personal financial strategies

**Supplier Diversity** - Insights from corporate supplier diversity officers and LGBT entrepreneurs who benefit from NGLCC certification

**Issues & Advocacy** - Timely updates on local and national political advocacy efforts by NGLCC and its allies

**Life & Travel** - Stories from the personal side of business, coupled with the latest news about the LGBT recreation and travel industry

**Community** - Innovative Web features designed to strengthen the community of LGBT entrepreneurs and local chambers

## AD SIZES



## UNIQUE SPONSORSHIP OPPORTUNITIES

In addition to Biz Web page advertising, opportunities are available to sponsor unique media and special features such as:

### BIWEEKLY ENEWS SPONSORSHIPS

Boost your visibility by sponsoring the Enews, a 10,000+ biweekly publication of the NGLCC, its affiliate chambers and corporate allies. 3-month minimum, exclusive sponsorships:

- ◆ 3 months \$1,500 (6 blasts)
- ◆ 6 months \$2,800 (12 blasts)

### NEED HELP CREATING YOUR AD?

OmniStudio can create your ad. Ask us about pricing.

### FOR MORE INFORMATION

Please contact:  
Eileen Kessler  
OmniStudio  
202-464-3050  
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### SUPPLIED WEBCAST

Showcase your company's products and services by posting your streaming video presentation or Webcast on BIZ. Inquire about pricing for these sponsorships.

## ADVERTISING RATES\*

	3 months	6 months
<b>Leaderboard</b> (728 x 90 pixels)		
Home Page	<i>Reserved for Corporate Partners</i>	
<b>Wide Skyscraper</b> (160 x 600 pixels)		
Home Page only	\$400	\$750
<b>Button</b> (120 x 90 pixels)		
Home Page	\$250	\$450
Sub Page	\$200	\$350
<b>Vertical Banner</b> (120 x 240 pixels)		
Home Page	\$300	\$550
Sub Pages	\$250	\$450

\* Ads rotate with a maximum of six ads per space. Exclusive ad rates available upon request.

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