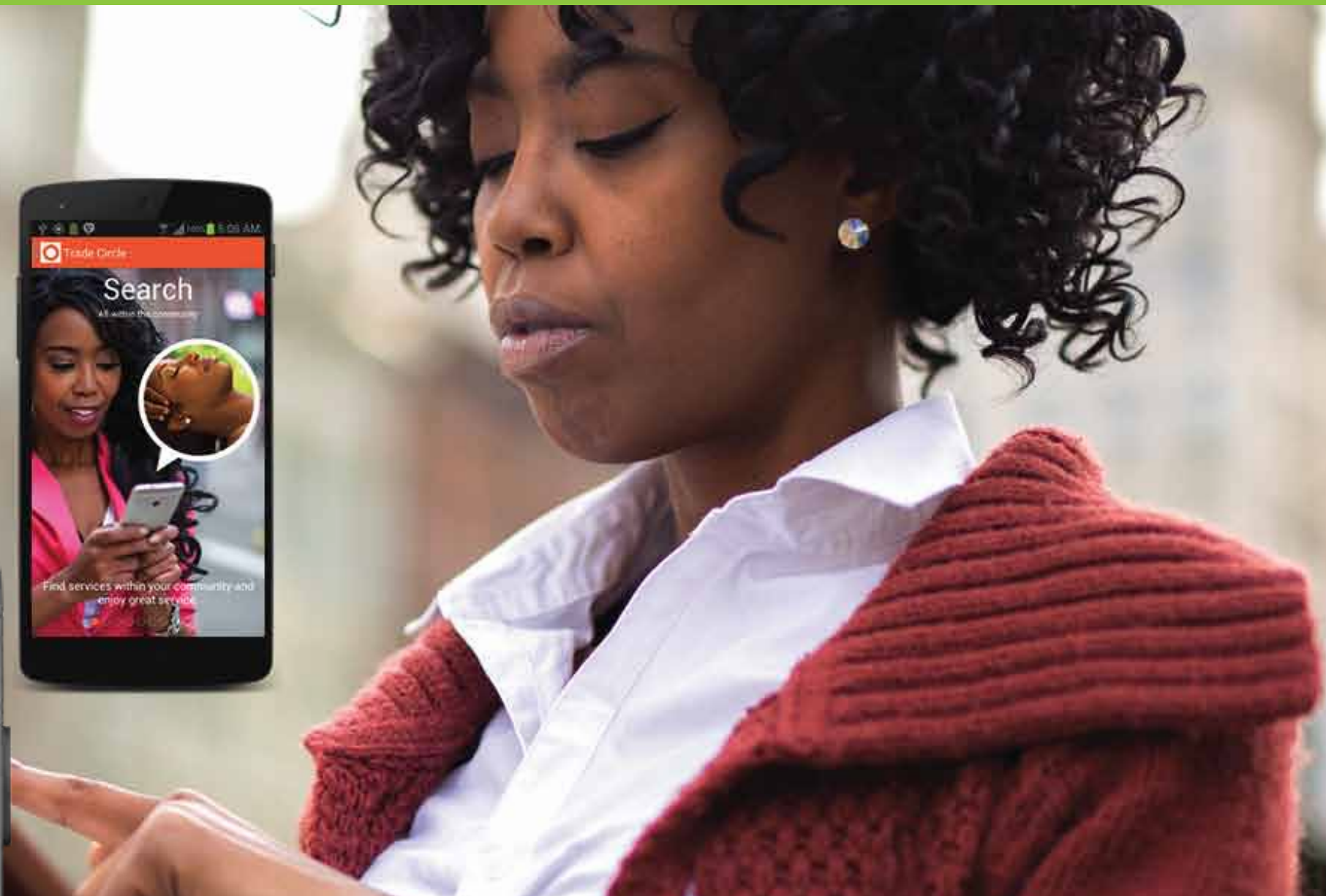
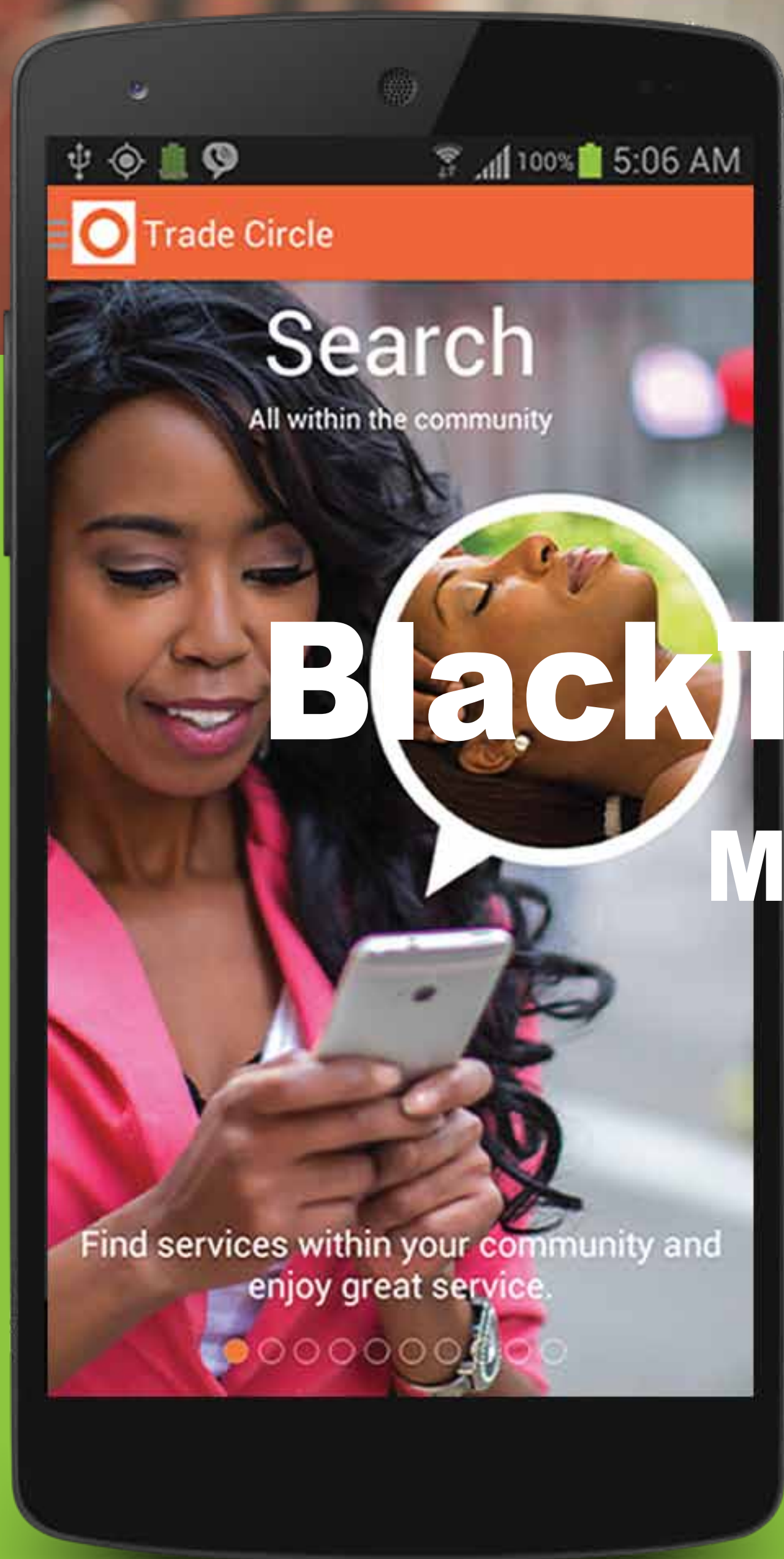


BlackTradeLines

Community Economic Development

BlackTradeCircle App



BlackTradeLines

Media Kit

2015

November

BlackTradeLines
Los Angeles, California
Phone: (310) 272-5438
Website: <http://www.blacktradelines.com>

Text "BLACK" to (310) 272 5438 to
download the mobile app.

Facebook: <http://facebook.com/BlackTradeLines>
Twitter: <http://Twitter.com/BlackTradeLines>
YouTube: <http://YouTube.com/BlackTradeLines>

DEMOGRAPHICS

USER PROFILE

Total Monthly Unique Users
3,360 users (November 2015)
Average Time Spent 2:39

User Profile

Average Age	35
Women	64%
Men	35%

Education

High School	35%
Undergraduate Degree	25%
Post-Graduate Degree	15%

Household

Average Annual Income \$30,000
Household Income \$100k+ 2%

Employment

Professional/Managerial	8%
Owner/Part Owner of Business	6%
Other	25%

Top Market Segment

- Apparel & Accessories
- Employment
- Financial/Investment Services
- Women's Apparel
- Dating Services
- Beauty Products & Services
- Business Services/Advertising & Marketing
- Home & Garden
- Financial Services/Tax Services
- Business Services/Business Technology/Web Design

SOCIAL MEDIA

The BlackTradeLines social media audience is highly interactive with media pertaining to black businesses and social economic issues facing the black community.

Our social media promotes black business and customer engagement.

Topics on interest are:

- Business
- Social & Political Issues
- Lifestyle
- History & Culture
- Science & Technology

Statistical Data

Twitter Followers	7,100+ 16,000
Facebook Fans	7,000+
Google+	1,000+
Youtube	15,600+



MOBILE OPPORTUNITY

MOBILE

The BlackTradeLines mobile applications help users locate the nearest black owned business, products or services.

The apps use both voice-enabled search and a built-in GPS locator to find black businesses within a given proximity.

Network Features

- Black Business Directory
- Ecommerce Stores
- Social & Trade Walls
- Mobile Chat
- Mobile Classifieds
- Mobile Groups & Communities
- Entertainment

SOCIAL MEDIA

The BlackTradeLines social media audience is highly interactive with media pertaining to black business and social economic issues facing the black community.

Our social media promotes black business and customer engagement.

Topics on interest are:

- Business
- Social & Political Issues
- Lifestyle
- History & Culture
- Science & Technology

Statistical Data

Twitter Followers	7,100+ 16,000
Facebook Fans	7,000+
Google+	1,000+
Youtube	15,600+



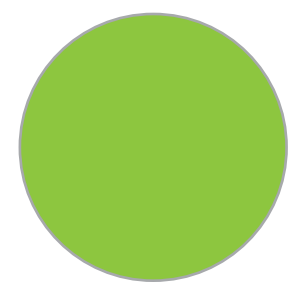
Get Connected
and engaged!



AD SPECIFICATIONS

MOBILE ADVERTISING

CREATIVE SIZE	MAX FILE SIZE	FORMAT	OPTION CHARACTER AND TIME LIMIT
320X50 pixels	10K	GIF, JPG, PNG	Smart phone spec.
300X50 pixels	10K	GIF, JPG, PNG	Smart phone spec.
1024X768 pixels	40K	GIF, JPG, PNG, HTML 5	30 sec
768X1024 pixels	40K	GIF, JPG, PNG, HTML 5	30 sec



STANDARD WEB MEDIA

CREATIVE SIZE	MAX FILE SIZE	FORMAT	RICH MEDIA
728 X 90 Leader board	49K	SWF, GIF, JPG, PNG, HTML 5	audio/video/interactive/text
300 X 250 Large Rectangle	49K	SWF, GIF, JPG, PNG, HTML 5	audio/video/interactive/text

Advertising Center

ADVERTISING CENTER

Social Media Campaign:

We advertise your business via our twitter and facebook feeds. Your campaign messages are exposed to thousands of social media users. Your campaign is automated and targeted to reach your intended audience.

Mobile Video Ads:

These are TV style 15, 30 & 60 sec video ads that are geo targetedly sent to our 65,000+ mobile app subscribers. Each campaign can be geo targeted by zip code, city, state, country and miles from a referential point or users proximity. Target users of various demographics
Get real-time statistical data for each campaign

Radio Ad Campaign:

These are audio 15, 30 & 60 sec jingles that target our network radio listeners and our 100,000+ mobile app subscribers. These radio ads are streamed via our network radio broadcast: <http://www.blacktradelines.com:10080/stream>
The ads stream on our individual network radio stations broadcast by our users

Automated Phone and Text Messaging:

These are short audio or text messages that can be sent to a targeted audience
Geo targeted by zip code, city, state, country and miles from a referential point or user proximity.
Target users of various demographics