

A New Perspective on Business

The Ebony Cactus Magazine

&

On The Air

Internet Radio Business Show

Podcast format



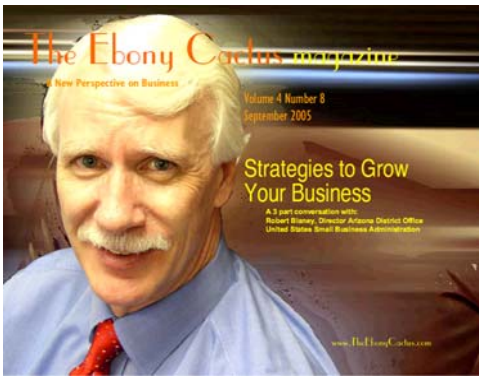
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www.TheEbonyCactus.com

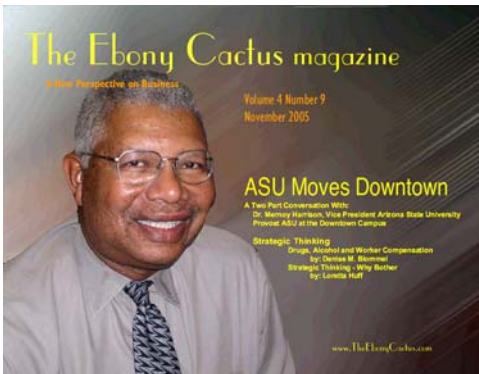
2006 Overview

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September 2005



November 2005



February 2006

Summary:

Ebony Cactus facts:

General Information

Staff: Angela R. Miller-Brooks
George B. Brooks, Jr. Ph.D.
Karl Rothweiler
Steven Williams

Publisher
Editor
Webmaster
Sales

Brief Description:

The Ebony Cactus is a free electronic business magazine with a focus on minority businesses and professionals.

First edition published:

March 2002

Publication frequency:

On the 1st of every month.

WEB page:

<http://www.TheEbonyCactus.com>

Projected Readership:

500,000 per edition (July 2006)

2006 Readership Target:

One Million per edition (December 2006)

Readership Facts:

60% significantly affect purchasing and/or hiring decisions for their business.

**Annual personal incomes range from \$45K to \$250K+
90% have earned a BS/BA degree or better.**

**50% African American, 30% Latino, 20% Caucasian and other
55% Women, 45% Men**

- According to our research, at more than 75 editions The Ebony Cactus library is the largest non-governmental free online source of detailed information on minority businesses in the Southwest United States.
- Hundreds of companies and government agencies mine the online Ebony Cactus library searching for information on small and minority businesses.
- Every edition of the Ebony Cactus is formatted to be scanned by search engines such as Google making the entire content available to keyword search.

Type of Business:

The Ebony Cactus is a for profit business supported by magazine advertising revenues.

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Products:

The Ebony Cactus magazine: is a full color electronic magazine that takes advantage of the best of the World Wide Web, E-mail and print. Written in Adobe PDF format, the Ebony Cactus can be e-mailed as an attachment directly to the reader or read as a page from the web archive. It may also be downloaded directly to the reader's PC and thus accessible off line. Approximately 50% of the current reader base indicate that they saved multiple back issues of TEC in their computers for future reference. Sixty Seven percent of the readers have recommended the magazine to associates or sent them copies to review. Most of these features are not available from a traditional web linked E-zine.

On The Air is the Internet Business Radio Show of The Ebony Cactus magazine. Broadcast monthly, the goal of On The Air is to show business how to turn knowledge into opportunity and to connect the dots between small business and large corporations. On The Air is broadcast in the rapidly growing Podcast format. As a Podcast, you may listen to the program when ever you wish using your desktop computer, laptop, Blackberry, iPod (or any mp3 player), Treo or many of the newer "smart" phones.

Content Focus:

Tactics for today and strategies for tomorrow is the general writing theme for The Ebony Cactus. Within this theme, the magazine presents a rich mixture of business news, business calendar information, in-depth "C-Level" profiles, business management and strategic planning tips. The magazine seeks to present big economic ideas and then demonstrate the opportunities there in for the small business person.

C-Level Interviews:

C-Level refers to individuals who have achieved the rank of CEO, CSO, COO etc. To maximize the value of the magazine and the Podcasts to the readers, we seek to bring the wisdom, vision and inspiration of C-Level leaders to our readers and listeners.

Selected 2004 - 2006 C-Level Profiles

Hon. Janet Napolitano - Governor Arizona
Mr. Marion Meadows - International Smooth Jazz Star
Mr. Kenny Harris - Vice President Tourism and Sports Authority
Mr. Sid Wilson - General Manager, Central Arizona Project
Mr. Earnest Calderon - Member Arizona Board of Regents
Dr. John Carpten - Senior Project Leader, Translational Genomics Institute (TGEN)
Mr. Robert Blaney - Director Arizona District Small Business Administration
Dr. Mernory Harrison - Vice President Arizona State University, Provost ASU at the Downtown Phoenix Campus
Ms. Carole Coles Henry - Equal Opportunities Department Director City of Phoenix/Interim Deputy City Manager
Mr. John Adler - Director of Procurement State of Arizona
Ms. Kenyatta Lewis - Supplier Diversity manager, MGM-Mirage Casinos and Resorts, Las Vegas Nevada

Reaching the established readership:

Advertisers place their dollars where there is the greatest possibility of reaching the most people within their target market. There is more to it than that however. Once the target market is reached, the advertising message must also be seen frequently by the reader. The Ebony Cactus is specifically designed to be a useful document so the readers will refer to them often. This process also enhances the message of the advertiser. The concept may be summed up by the following quote: "**A great magazine wraps an advertising message in a beautiful and useful package that is opened again and again and again!**" High quality useful information results in the magazine being retained by the reader and opened again and again increasing the viewing time for the advertisers message. A high quality document also works to increase the readership of the magazine again increasing the value of the magazine to the advertiser.

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Creating new readers:

Word of Net: Because the Ebony Cactus is a useful document, a number of new readers are gained by "Word of Net". This process is enhanced by many readers passing the document along to numerous friends and associates.

Advertising and Sponsorships: It is also a responsibility the Ebony Cactus to its advertisers to maximize the number of readers. Significant resources are dedicated to increasing public knowledge of the magazine. Past activities include radio spots, booths at trade fairs, memberships in chambers of commerce, multiple links across the internet and sponsorships of artistic events such as Showtime at the Herberger (the Herberger is the premier artistic venue in downtown Phoenix Arizona). Maintaining a high quality in the magazine also enhances this effort. For example in Fall 2003, TEC was chosen as a "Web Site of the Day" by TavisTalks.com, the web site of world renowned talk show host Tavis Smiley. In April 2005 the Ebony Cactus was featured on Channel 12 News' Business section. **In 2005, the Ebony Cactus produced the first nationally distributed podshow (podcast) series dedicated to minority business "TEC On The Air. In 2006, OTA was the only podcast and minority voice used on the City of Phoenix Bond Election Website.**

Targeted marketing services:

The Ebony Cactus reaches a diverse and accomplished audience. However, even with such a wide ranging readership base, TEC may not reach all of the individuals and/or institutions desired by the advertiser. To address this challenge TEC, will work with the purchasers of full to 1/2 page ads to develop a custom targeted magazine distribution program to help insure the advertiser's message reaches the desired eyes.

2006 Sponsorship and Distribution Targets:

The following is a summary of the 2006 Target Markets for TEC and OTA:

**Generation X and Y Tech Savvy Business Professionals in Arizona, Southern California and Southern Nevada
Minority Business Owners
C-Level executives of major corporations seeking minority business partners**

Market Characteristics (Generation X and Y)

- (X) = Generation X Ages 44 - 25
- (Y) = Generation Y Ages 24>
- Entrepreneurial (X) Participative (Y)
- Contact directly (X) Contact through Electronics (X & Y)
- Want information Need time Need place (Internet, Cell/PDA) (X&Y)
- Don't believe in leaders (X & Y) However, respect independent, creative people
- Highly skeptical (X & Y)
- Need empowerment, feedback and freedom (X).
- Need immediate feedback and meaningful work (Y)
- See work (and many other things) as means to an end, i.e., tools to reach some personal or professional goal
- Basic Gen X and Y Philosophy: What have you done for me lately and was it meaningful and or valuable.

Strategies to Win Increased Generation X and Y Readership in 2006 (Value/Visibility-Need Time/Need Place)

To win increased and sustained X,Y readership the magazine has implemented a marketing strategy based in increasing the intrinsic value of the information presented to the reader/listener and by maximizing the visibility of the company on and off the internet. The company is also taking advantage of the new mobile technologies that allow access when and where the reader/listener may want or need.

- The magazine will present a new, powerful message with immediate take home value to potential readers.
- The magazine will increase the number of "C-Level" interviews with the goal of improving small business understandings of corporate processes.

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- The magazine will present small business real world "success stories" for all readers to learn from.
- The magazine will create an interactive community through an onsite Blog and through participating on other business related Blogsites.
- The company will outreach through laptops, iPods (mp3 players) and Smart Phone/PDAs.
 - Mobile Friendly Website (Laptops, Smart Phones and PDAs)
 - PDF Magazine (Laptops)
 - Email and Blogs (Laptops, Smart Phones and PDAs)
 - Text Messages (Cell Phones and PDAs)
 - VideoCasts (Video-Podcasts) (Laptops & Video iPods)
- Value oriented talk shows.
 - Podcasts (Laptops, Smart Phones and PDAs)
- Synergize and focus internet message through:
 - Coordinated messages with other aspects of sponsors business needs
 - External media use to drive internet use
- Newspapers (Ads and Articles): The company will produce a hardcopy newsletter supplement to the podcast and magazine.
- Bill boards etc.

Value Added Elements

- There are multiple potential benefits that may not be realized through the traditional marketing process. For example:
 - Custom messages geared to the attention and needs of Generation X & Y readers.
 - Increased value of the sponsors value to reader communicated through alternative and interactive media.
 - Expanded visibility of the sponsors as broadcast through technologies utilized by Generation X and Y readers.
 - Specific content focused in key media (Arizona and Western Region) sources that are frequently used as "proof sources" for credibility.

2006 Readership Goal: 1 million per edition
20% Arizona
40% California and Nevada
40% National and International

Preliminary results from implementation of the Value/Visibility-Need Time/Need Place Strategy

Since the strategy's implementation, the traffic on the Ebony Cactus website has increased more than 400% (Alexa), and the On-The-Air "minority business" podcast has achieved the number one ranking in its category on Google and Yahoo. Note: These are real time statistics and are thus volatile from moment to moment.

True Believers (Clients and Cooperators):

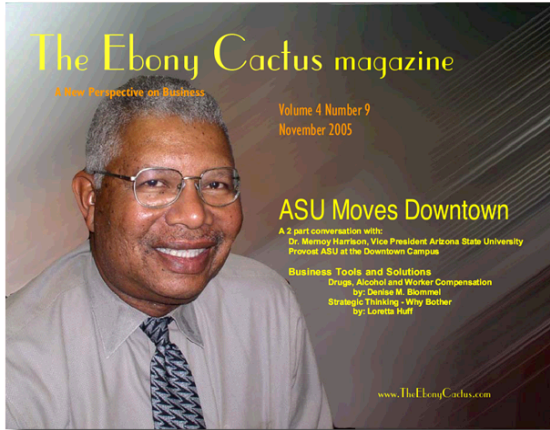
The following is a list of a few of the clients and cooperators The Ebony Cactus has had the pleasure of working with in 2005 and 2006:

Grand Canyon Minority Supplier Development Council
Greater Phoenix Black Chamber of Commerce
City of Phoenix:
Aviation
City Managers Office: Landmark podcast series
Office of Equal Opportunity: Landmark podcast series
City of Phoenix Bond Election:
(Only minority voice on website including podcast of **Dr. Mernoy Harrison of ASU**)
U.S.Small Business Administration
Turning Point Magazine/Wells Fargo
University of Arizona (TEC a of the Sponsor 2006 Water Conference.
Sports and Tourism Authority
Easter Seals
Susan B. Koman
Girl Scouts

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The Ebony Cactus magazine

On The Air



TEC 2006 Readership Goals:

12 Regular Editions:
1,000,000 Readers/ Edition
by December 2006

Total Distribution Goal 2006
5,000,000

(Sample) In the November 2005 Edition:

Tools and Solutions

Drugs, Alcohol and Workers Compensation

The Arizona constitution was amended in 1925 to allow the statutory worker compensation system. Today, all Arizona employers must carry worker compensation insurance or be approved self-insurers by the Industrial Commission of Arizona ("ICA"). Attorney **Denise M. Blommel** provides critical information for employers and workers on how this system works.

Strategic Thinking and Planning - Why Bother?

Many corporate leaders and business owners balk at the idea of assessing and planning. Consultant and Leadership Coach **Loretta Huff** details why not taking time to plan can be very costly.

Strategic Thinking

ASU Moves Downtown Pt1.

The foundation for the next 20 year of economic development in Phoenix is being put in place. What could be the cornerstone of that effort is the new downtown campus for Arizona State University. To learn more, we were pleased to be able to sit down for a wide ranging conversation with **Dr. Mernoy E. Harrison, Jr.**, Vice President at ASU and the Provost of Arizona State University at the Downtown campus.

OTA 2006 Listener Goals:

12 Scheduled Editions:
20,000 Listeners per edition.
www.TheEbonycactus.com

In the November 2005 Show:

ASU Moves Downtown Pt2.



In this second part of our conversation, **Dr. Harrison** provides a strategic overview of the university related development slated for Downtown Phoenix Arizona, the rationale behind it, and the benefits it will bring. We also discuss some of the opportunities presented for minority entrepreneurs in this nearly 1 billion dollar effort slated for construction over the next 5 years.

December 2005 - Carol Coles Henry



In the first of a series of 3 podcasts, Director of the City of Phoenix Equal Opportunity Department **Carol Coles Henry** details the recent advances in the City of Phoenix's Minority and Small Business programs.

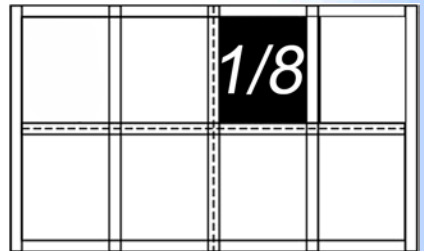
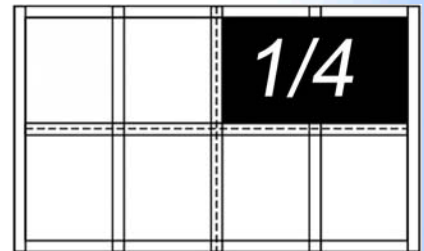
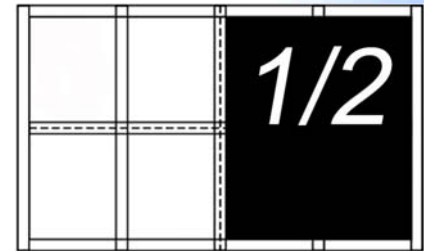
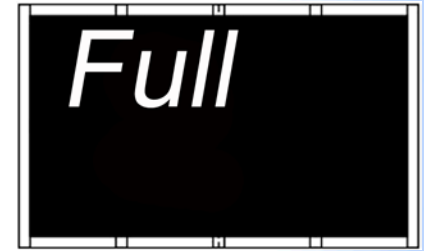
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2006 Advertisement Rates and Specifications

Prices include taxes.

Size:	Frequency			
	1x	3x	6x	12x
Full page: Regular price (Dimensions: 10" Horizontal x 7.5" Vertical)	\$2100.00	1890.60	1795.50	1705.73
	(No Bleeds)			
1/2 page: Regular price (Dimensions: 4.75" Horizontal X 7.5"Vertical)	\$1050.00	945.80	897.75	852.87
1/4 page Regular price (Dimensions: 4.75" Horizontal x 3.5"Vertical)	\$525.00	472.50	448.88	426.43
1/8 page Regular price (Dimensions: 2.375" Horizontal X 3.5"Vertical)	\$262.50	236.25	224.44	213.22
Inside Front Cover Full Page:	\$2,625			
Back Cover Full page only:	\$2,625			
Front or Back (1/2) Cover	\$1312.50			



THE EBONY CACTUS magazine

P.O. Box 24982 Tempe, AZ 85285-4982.

Phone: (602) 821-8191 Fax: (602) 437-8852 Publisher@TheEbonyCactus.com <http://www.TheEbonyCactus.com>

Advertising Agreement

- Advertising rates are for advertising space only.
- All regular ads MUST be pre-formatted (Digital format-Photoshop/JPEG High Resolution-85 dpi only. Mac formats and no documents in Publisher). The customer is responsibility for the resolution (readability) of the ad at 85 dpi. **NOTE: Small font sizes are often difficult to read at 85dpi.**
- TEC can not guarantee a specific ad position except for premium pages (inside front cover and back cover).
- All ads are subject to both the Editor's and Publisher's approval.
- Payment for each ad insertion shall be on a pay per issue basis unless otherwise expressed.
- **Deadlines:** The magazine is published on the 1st of every month. Photo ready advertisements must be received by The Ebony Cactus by the 21st of the month prior to publication. Ads in need of formatting will be charged an additional 15%.
- All payments are due within 30 days after publication (Net 30).
- Any agreements/ contracts that are not fulfilled by the advertiser will be billed accordingly based on said original agreement plus any legal fees and postage that TEC shall incur.
- **Delinquent Accounts:** If an account is not paid by the due date, the advertiser agrees to pay an incurred interest fee of 1.5% per month until the balance has been paid satisfactorily. This interest will be added to and become a part of the principal amount due. Accounts are considered delinquent after 30 days.
- Clients in need of graphic art development, photography, marketing may contact our public relations and marketing department for assistance at: lscphx@aol.com
- Full and 1/2 page ads include a targeted distribution feature (upon request). See Summary/ Call for details.
- Podcasts significantly enhance the effectiveness of your message and the value of your brand. Please call our sales representative for information on this feature.

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Bill to Advertiser (Company Name)

Contact Person

Billing Address: Name City, State, Zip

Telephone _____

Facsimile _____

E-mail _____

Ad Size Request

Ad Frequency:

1x

3x

6x

12x

Month: J

F

M

A

M

J

J

A

S

O

N

D

Form of Payment -Circle One: Cash

Check

Money Order

Visa/Mastercard Credit Card

Acct # _____

Amount of Payment: \$ _____

Advertiser's Signature

Print

Name _____

EC Representative

Publisher Approval _____

Date Accepted ____/____/____

The Ebony Cactus 2006 Editorial Calendar

Publication Date	Issue Theme	Ad Close Dates *Deadline*
January 1	Procurement	December 21
February 1	Supplier & Workforce Diversity Las Vegas Issue	January 21
March 1	Women CEOs Anniversary Issue	February 21
April 1	The Business of the Arts	March 21
May 1	Knowledge Based Economy	April 21
June 1	Entertainment	May 21
July 1	Cardinal's Stadium	June 21
August 1	Developing Central Arizona	July 21
September 1	(TBA)	August 21

The Ebony Cactus 2006 Editorial Calendar

Publication Date	Issue Theme	Ad Close Dates *Deadline*
October 1	Politics	September 21
November 1	Developing a Successful Non Profit	October 21
December 1	Year in Review 2007	November 21

* Note: Please refer to our Media Specifications for ad size criteria

TEC Media Contact: Angela Brooks at lscphx@aol.com or publisher@theebonycactus.com

TEC Graphics contact: George B. Brooks, Jr. @ editor@theebonycactus.com

Note. The Ebony Cactus reserves the right to modify the editorial calendar without notice.

Mail all submissions (articles, photos , media kits) to: PO BOX 24982 Tempe, Arizona 85285

Phone: 602-363-1677

Fax: 602-437-8852

Rvs: April 4, 2006