

YOUNG BLACK AND FABULOUS, LLC (YBF LLC)

Media Kit and Ad Rates

What is YBF?

YBF is an entertainment lifestyle brand. As a website Young Black and Fabulous provides an insightful and often humorous look at Black celebrity gossip, news and culture. As YBF grows, we are expanding our web presence into different online media ranging from online magazines, new and exciting spin-off celebrity blogs and much more.

YBF was a pioneer of black celebrity gossip blogs, and quickly amassed a large and loyal readership. Within two years YBF had gained tremendous buzz, even in the celebrity community. Each year YBF grows larger and now boasts over 10 million page views per month. YBF's unique take on black celebrity gossip helps it reach an audience that other mainstream gossip sites cannot.

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YBF Beginnings and Company Overview

THEYBF.COM

▫ **Site awards.**

The YBF has received various awards from the Black Weblog Awards including Best Blog Community, Best Blog Design, Best Culture Blog, Best Gossip Blog, Best Writing in a Blog and Blog of the Year.

• **Rankings.**

TheYBF.com is among the Top 10 most searched entertainment sites by Yahoo users.

i **Mass media recognition.**

The YBF has gained recognition in various mass media including *Newsweek*, *Essence*, *Black Entertainment Television (BET)*, *Vibe* and *VIBE Vixen*, *Complex*, *AOL Black Voices*, *TMZ*, *E!*, *The Wendy Williams Experience*, and several national radio shows. *YBF's Editor Natasha Eubanks is also the newest addition to one of the nation's largest morning shows "Big Boy's Neighborhood"—and she's heard daily in over 42 major markets as the Entertainment Correspondent.*



ESSENCE

Newsweek

AOL  BLACK VOICES

Important Facts on YBF

Media Recognition

www.TheYBF.com

THEYBF.COM

Demographics Overview

Who's reading YBF?

YBF reaches a target audience that the mainstream mass media does not - the *Young, Black & Fabulous*. Many of our readers are black female professionals between the ages of 18-40. Of course, men and many others are YBF fans as well.

Where are our readers?

YBF has mass appeal throughout the US and abroad. Many of our readers hail from major metropolitan areas such as Washington D.C., New York, Miami, Los Angeles, Chicago, Atlanta, Austin, Philadelphia and even as far as Canada, the Caribbean, Asia and the UK!

Everyone is hooked! Celebrities like Alicia Keys, Alesha Renee, Kimora Lee Simmons, Tamia, Kenya Moore, Diddy, T.I., Chrisette Michele, Jay-Z, and Eve are checkin out what's new! As well as ALL the industry insiders!



THEYBF.COM

ADVERTISING NOTES

YBF boasts over
13 million page
views a month.

Big impact with minimal cost.

We hit a key demographic of Black Americans, Blacks in the UK, and Blacks of Caribbean descent ages 18-40. Our flexible advertising packages help you carry out memorable ad campaigns to our large niche group of readers. There is no doubt we will find a package that best suits your advertising needs.

Please see our ad rates on the following pages.

Important Notes:

- All ads appear on every page of the site
- Ads can be animated or flash, whichever the advertiser chooses.
- The COMPLETE ad script code must be given in order for the banner to be tracked on the site.
- In order to track how many hits each advertised website gets from The YBF, advertiser must include the proper script when submitting the complete ad script code.

THEYBF.COM

AD RATES

(Ad rates continue on next page)

Ad sizes and positioning	Ad sizes	Ad rates
Standard Right side button <i>A mini version of banner placed directly above the "Recent Posts" section on the right sidebar.</i>	160 x 160	\$400
Standard Right Side Banner <i>A vertical banner placed directly above the "Recent Posts" section on the right sidebar.</i>	160 x 600	\$800
Premium Right Side Button <i>A mini version of a banner placed directly beneath the first ad on the right sidebar.</i>	160 x 160	\$500
Premium Right Side Banner <i>A vertical banner placed directly beneath the first ad on the right sidebar.</i>	160 x 600	\$1000
Standard Left Side Button <i>A mini version of banner placed directly beneath the "Issues" section on the left sidebar.</i>	160x160	\$400
Standard Left Side Banner <i>A vertical banner placed directly beneath the "Top Blog Posts" section on the left sidebar.</i>	160x600	\$800

*Please note: All rates are charged on a weekly basis. A Discount of up to 15% are given to advertisers that run ads for longer than one month. **All rates subject to change.***

THEYBF.COM

AD RATES

Ad sizes and positioning	Ad sizes	Ad rates
Pop up ad/Pop under ad <i>A banner sized at the discretion of the advertiser, but no larger than 500x500. Pop Up appears when a user opens TheYBF.com and Pop Up must have a clear "Close" option attached to the pop up. Pop Under opens beneath TheYBF.com when a user visits the site and the Pop Under must have a clear "Close" option attached.</i>	no larger than 500x500	\$1400
Intermittent ads <i>A full page ad that appears after a user pulls up TheYBF.com. After approximately 5 seconds of TheYBF.com fully loading, the full page Intermittent ad appears (TheYBF.com is not showing at all). The ad must have a clear "Close" option that appears at a max of 5 seconds after the ad loads. Script must include code that prevents the ad from appearing more than one time per 24 hours per user.</i>	1024x768	\$1700
Skin <i>A full page background ad that seamlessly blends in with TheYBF.com's layout colors and design. Ad sits in the background of the site and will appear on every page of the site. A skin acts as a background/wallpaper for the site. Skin cannot be in Flash format. Skin must be high quality .jpeg/ .jpg format. TheYBF.com has final approval over skin design. We can also create the skin for you if we are provided your assets.</i>	1024x768	\$2000/day \$10,000/7days

Please note: All rates are charged on a weekly basis. A Discount up to 15% is given to advertisers that run ads for longer than one month. **All rates subject to change.**

THEYBF.COM *EXTRA*

New Project

What is TheYBF.com Extra?

In January 2008, we will introduce a new publication - *TheYBF.com Extra*.

TheYBF.com Extra is a monthly e-magazine that will include the much loved celebrity gossip, along with other exciting content including beauty and fashion.

TheYBF.com *Extra* is a perfect supplement to TheYBF.com. It is able to provide the more detail and in-depth content we are not able to fit into TheYBF.com.

Expanding on our goal to become a true lifestyle brand, TheYBF.com *Extra* exposes our readers to more exclusive gossip, the hottest fashion trends, and the most fabulous places to see and be seen in cities around the world. Emerging black businesses and upcoming leaders within our community will also be featured. As an advertising tool for you, it is a great way to augment your advertising efforts by creating an ad campaign that includes coverage in both TheYBF.com and TheYBF.com *Extra*.

THEYBF.COM EXTRA

An overview

Ads that were not illustrated...

Sponsored contests

Companies looking to place a contest in the magazine must purchase a 1/4 page ad to accompany site.

Back Page Ads - \$800

Commercial Add-Ons

We have the ability to include 15-30 second video advertisements onto our site. Please call for pricing.

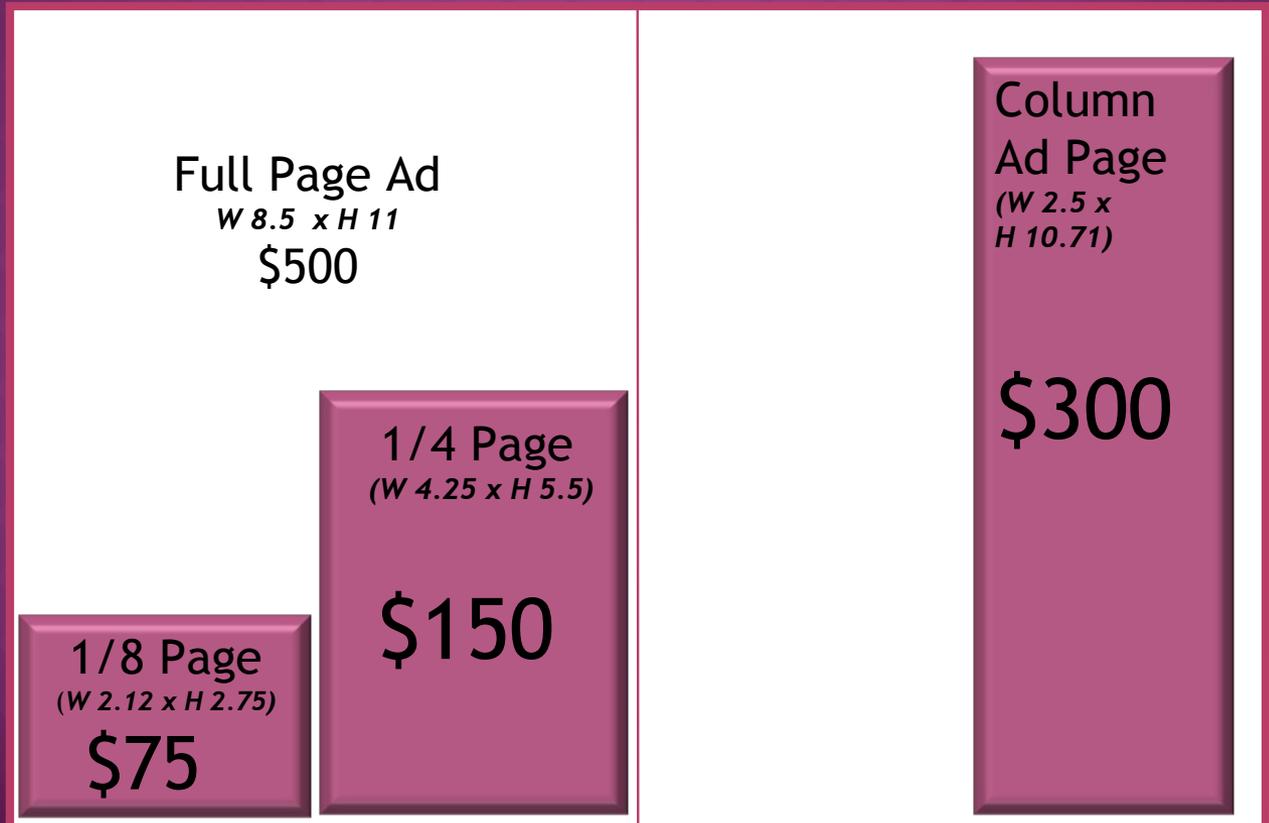
****All rates subject to change.****

THEYBF.COM EXTRA AD RATES AND SIZES

All ad rates run for one month in the e-magazine. We suggest running ads in the e-magazine along with TheYBF.com to increase your ad's exposure.

Full Spread Ad \$1000

(W 17 x H 11)



YOUNG BLACK AND FABULOUS, LLC (YBF LLC)

PayPal is our preferred payment option. Below we have provided instructions on how to secure your ad space through PayPal

If you have a PayPal account:

Here's How:

Log in to your PayPal account.

Click the Send Money tab.

Fill out the form. (YBF's PayPal address is natasharenee1913@yahoo.com).

Click Continue.

Review the details of the payment, including the payment method.

To change any information, click the appropriate Change link.

Note: If you edit your payment details, the payment method will return to the default method of payment.

Click Send Money to send the payment.

If you do not yet have a PayPal account:

Here's How:

Visit <https://www.paypal.com>.

Click the Send Money tab.

In the Send Money box:

Fill in the recipient's email address or phone number.

Fill in your email address.

Fill in the amount in U.S. Dollars.

Select the appropriate payment type.

Click the Send Money button.

To complete your payment, you must create a PayPal account:

Here's How:

Enter your first and last name.

Select your credit card type.

Enter your credit card number, the expiration date, and your card security code.

Enter your address, city, state, and ZIP code.

Enter your telephone number and your email address.

Enter and confirm your PayPal password.

Enter the code shown in the box.

Click the User Agreement and Privacy Policy links.

Click the Agree & Continue button.

Review your payment details.

To change any information, click the appropriate Change link.

To cancel the payment, click Cancel.

Click the Send Money button.

THANK YOU FROM THEYBF.COM

We appreciate your interest in advertising with TheYBF.com and TheYBF.com Extra. We are available to answer your questions.

Please submit your question to us at
advertise@theybf.com