



MoDomains, LLC
BlackMissouri.com
Media Kit

Version 1.0
7/1/06

1



www.BlackMissouri.com · 816-214-6494 · blackmissouri1@yahoo.com
a wholly owned web publication of **MoDomains, LLC** 2006 Copyright © All Rights Reserved

BlackMissouri.com: Overview

BlackMissouri.com is destined to be the premiere African American website for Missouri business, news, entertainment and more! BlackMissouri.com is an internet trendsetter, honoring the rich cultural heritage of Missouri, while staying on the cutting edge of the best entertainment coverage and special reports. This is more than a website. It is an entertaining and exciting community!

If you want your business or event to effectively reach African Americans in Missouri, your online media buy must include BlackMissouri.com.

Increase your marketing return on investment and take advantage of affordable diversity niche marketing! The site is an appealing marketing tool, to an ever growing demographic. Your media decision will be justified.

Our logo:



Our slogan: **Get the business. Spread the Word.**

This slogan was selected to empower African Americans to advertise and market their businesses and skills on the Internet. Traditional methods of advertisement in the African American community has been through "word of mouth." In today's technologically advanced age and with the number of individuals who use the Internet to research businesses online, it is imperative that black businesses and black consumers utilize the Internet. BlackMissouri.com is the newest form of word of mouth advertisement.

Features

Features of the site include a business directory, who's who of BlackMissouri, entertainment information, news, education, city guides, a radio station, podcast, video commercials and a calendar of events. BlackMissouri.com has created progressive partnerships to provide small business services.

BlackMissouri.com: Why You Should Advertise!

Black consumers have shown a preference for products marketed directly to them using positive, upbeat images.

Black Buying Power is estimated to be \$679 Billion (2004) and increasing each year. (source: targetmarketnews.com)

Our visitors are brand loyal consumers. Where consistently branded to, this particular group will become brand loyal consumers.

This consumer has not been consistently marketed to. You can be the first to create an online marketing campaign that promotes your business and diversity programs on BlackMissouri.com.

Online media buying combined with niche marketing is the most effective and affordable advertising today.

BlackMissouri.com is the first and foremost website of its kind to market the entirety of Missouri African American products online.

BlackMissouri.com provides a one-stop resource that reaches users living, visiting, and doing business in Missouri.

BlackMissouri.com assists educational institutions, corporations, and government departments by compiling this information and making it available online 24/7/365.

BlackMissouri.com provides an educated glimpse inside the worlds of celebrity, business, education, travel, transportation, cuisine, real estate, arts, culture, and entertainment.

BlackMissouri.com provides the alternative to “hard news” formatted community newspapers and cutting edge information source for the Black community.

BlackMissouri.com is the contemporary choice for urban subscribers between the ages of 18 and 39 years old. Our unique position also enables us to reach the entire audience of 0 to 100 years old.

BlackMissouri.com's goal is to focus on the positive contributions in Missouri towns and to enhance and uplift the images of African Americans by saluting their achievements.

BlackMissouri.com: Market Trends and Demographics

African Americans who live in smaller communities travel to St. Louis and Kansas City frequently to conduct business and attend events. Research indicates that most African Americans in larger cities are unaware of the black businesses, organizations and events in smaller communities. Most African Americans in the larger metros do not feel that they are welcomed in some Missouri towns; there is a common misconception that some towns do not have a black presence, black businesses, black history, or reasons for black visitors. BlackMissouri.com is helping to change this misconception. BlackMissouri.com has proven that African American travelers (and those interested in African American culture) benefit by having a one-stop resource that enables them to research cities and towns, businesses and attractions that might otherwise go unnoticed and unadvertised. As a result, this means an increased economic impact for Missouri communities and is a benefit to the African American consumer.

Statistics

General Statistics: 295,742 hits

Page Views: 76,548 pages

Visits: 31,520

Newsletter Subscription: 9,425

Our target audience(s) consists of the following:

- African American businesses in Missouri
- African American residents in Missouri
- African Americans who are interested in traveling or doing business in Missouri.
- Non African Americans both inside and outside Missouri who are interested in doing business or learning more about African Americans in Missouri. *(Research data reflects a large following of English speaking Latinos and Asians with a growing number of Caucasians that now visit BlackMissouri.com each day.)*

Targeted Cities: All cities and towns in Missouri. Nearby states including: Arkansas, Illinois, Kansas, Nebraska, Iowa

Subscriber Profile

BlackMissouri.com's subscribers are active, well read, trendsetters and style weavers of the world. *BlackMissouri.com* provides a true insider's view of the most influential in this niche. The subscribers are overwhelmingly African-American consumers that love to party at clubs, concerts, and events. They are interested in higher learning, entrepreneurship, and career growth.

BlackMissouri.com's subscribers possess enormous **untapped** buying power.

Sex

Male.....	41.4%
Female.....	58.6%

Age

18-21.....	12.9%
21-25.....	34.2%
25-34.....	30.8%
35-39.....	16.6%
40-45.....	15.2%

Median Age.....25 years old.

Marital Status

18% married
70% single
12% divorced or separated

Income

14% make less than 25k
20% make 25k to 34999K
36% make \$35000 to 49999
22% make \$50000 to \$74999
5% make \$75000 to \$99999
3% reported making over 100K

Education

Some High School 2%
Just High School Graduate 2%
Some College 25%
Technical/Vocational 6%
Current College Student 6%
Associate's Degree 10%
Bachelor's Degree 41%
Graduate Degree 8%



Urban Market Trends

- Only 35% of African-Americans receive a daily newspaper, however a robust 80% of the African-American community have access to the Internet via schools, jobs, at home, public libraries, and more.

- Of African-Americans 18-35, 70% will spend more to “get the best”.

- Today’s urban consumer has more discretionary income, is more computer literate and print media savvy than any other generation of Urban consumers before them.

- Today’s urban consumers typically spend a higher-than-average proportion of their household income in such key areas as entertainment, fast-food, computers, household items, personal care products and services, apparel, automobiles, business travel and vacations. (which is in excess of their white counterparts).

THE PAYOFF: A higher yield and a higher return on investments in target marketing, than in investments in traditional advertising that attempt to reach the urban consumers only through mass marketing (i.e. national media).

"Combine phenomenal increases in buying power, a growing population, and rising internet penetration, and find a valuable demographic market. The African American community is becoming a strong online presence, and creating its own unique identity. "...Marketers should take notice that most African Americans read online ads, and 46 percent find them informative compared to 26 percent of the general population."

Source:
Internet.com
Statistics



BlackMissouri.com: Testimonials, Advertisers, Sponsors and Press Coverage

Testimonials:

"I have advertised on BlackMissouri.com and also utilized their web development services through the parent company MoDomains, LLC. I must say that I am thrilled at the results! After 30 days of being listed, I had 4 visitors from as far away as Springfield who said that they heard about us on BlackMissouri.com."

Selam, owner Blue Nile Café (www.KCBlueNileCafe.com)

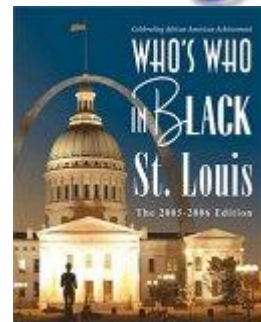
"I relocated my airbrushing business from Kansas City to Sikeston. At first I was skeptical to get listed because I didn't think it would benefit me since I am in Sikeston. But I have received business from a church and a school who was thrilled to have found me on BlackMissouri.com.

Derik, owner Sikeston Airbrush Factory (www.sikestonairbrushfactory.com)

"BlackMissouri.com is awesome! I have learned so much about Missouri and my history. Thank you." **Nicole**, age 9

Missouri Black Attorneys
Liberian Movement Organization
Who's Who In Black St. Louis

Universoul Circus
Google.com
Firefox



BlackMissouri.com: Advertising Opportunities and Ad Specifications

BlackMissouri.com offers several avenues to reach our ever-growing and important demographics. As an advertiser, we can package deals, based on your interests in the following areas.

Black Business Directory (you don't have to join a chamber and can reach a larger audience- exclusively for black businesses)

Banner Advertising ... Banners allow advertisers great visibility throughout the pages of BlackMissouri.com

Flash Rotator Banner Advertisement on Main Page – be seen by every visitor that reaches the homepage! This is our prime area of advertisement that will be hotlinked directly to your website. (only five positions available).

NewsFlash e-blast ... BlackMissouri.com blasts out newsletters to its whole registered subscriber list. The most effective form of advertising available!

Event Websites ... Event websites allow promoters to create a major impact through BlackMissouri. Site comes with 2 webpages just for your event, 1 month free hosting, and 1 form for event participation and registration or for selling tickets online! No domain registration needed.

Sectional Sponsorships ... Develop a customized section of the site to meet the consumer's needs or sponsor a current section. This is a high traffic opportunity! This will also include opportunities for web exclusive articles and stories, breaking news, and art and entertainment.

Online Contests and Promotionals ... Whether contest giveaways, or using our demographic to run polls and surveys, BlackMissouri.com can accommodate special requests. Our niche marketing allows a very ripe demographic.

Political ads: All ads must indicate who is responsible for paying for the ad (such as "Paid for by the Committee and approved by XYZ). Like all other ads, political ads are subject to BlackMissouri.com's approval.

Creative Customized Packages - We develop customized packages to meet our advertisers' individual marketing objectives. Your BlackMissouri.com sales representative will custom-build an online advertising solution to meet your marketing objectives.

Ad Design Specifications

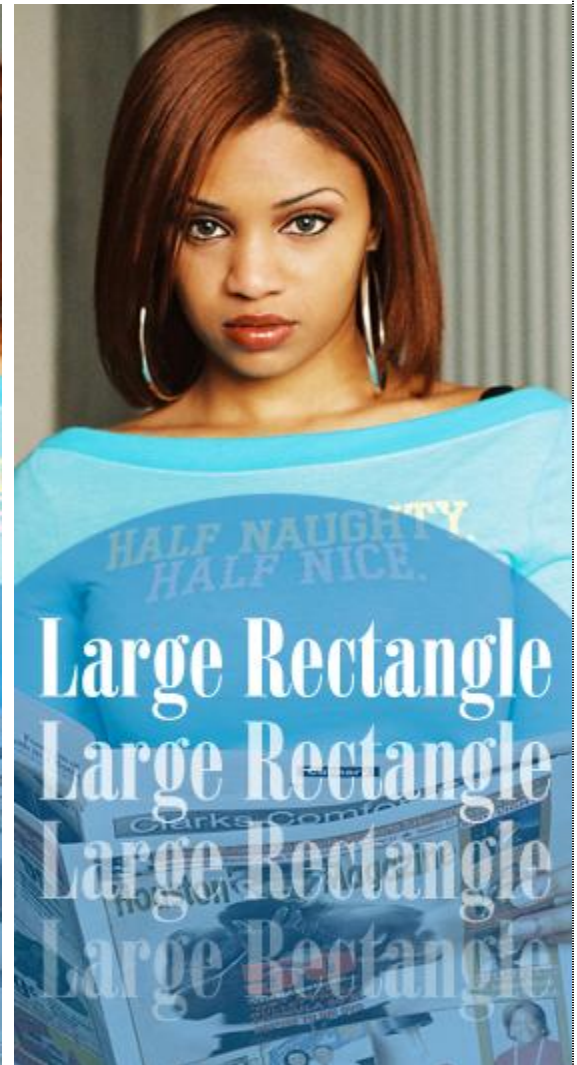
Image files that may be accepted are GIF, JPG, and Rich Media that contains HTML, Java or Flash. (Rich Media must be approved by a BlackMissouri.com Account Executive). GIF animations and Flash may be limited by loop and all images are subject to 15K - 25K size restrictions. Materials must be provided at least 3 days prior to media campaign, or staff can develop materials for preset prices. Ads must be presentable. No adult content, partial or full nudity, or ads implicating foul and inappropriate lude behavior will be accepted. Liquor sponsors are accepted.

Ad Size Examples

Flash Super Banner 280 x 260 on homepage only
Large Rectangle 300x600 on homepage only
Title Banner 728x90
Medium Rectangle 280x260
Billboard 150x500
Body Banner 475x90
Video commercials (15 and 30 second spots)

Targeting by Sections

Homepage
News
Education
City Guides
And more!



NEWSFLASH E-blast (BlackMissouri.com's newsletter)

Place your product, event, or website information in front of more than 9,000 registered users who have opted to receive advertisements from BlackMissouri.com business partners. Advertise in a newsletter with other vendors OR as an exclusive vendor e-blast. With the exclusive package, advertisers are able to solely send out their ad with no other competing ads. This works if you have a special event, a business announcement, for political candidates, etc. We are able to track the number of opened e-mails to show you it's efficiency.

Competitive positioning statement

Our competitive edge has centered around creating powerful alliances and partnerships with key society organizations and businesses. Our multi-angled approach to marketing will also assist us to rising to the top.

BlackMissouri.com is in itself an icon and speaks of potential. We are the "first to market" this online concept and therefore are well on our way of becoming a household name.

BlackMissouri.com is creating Missouri Internet History by archiving the achievements of African Americans who live in very small to very large Missouri cities.

Contact Information

Kimberly Kimbrough, Media Manager

BlackMissouri.com

C/O **MoDomains, LLC**

10833 State Line Road, Ste. 5

Kansas City, MO 64114

PHONE: 816-214-6494

ABOUT MoDomains, LLC

MoDomains, LLC is a privately held internet marketing and e-commerce company officially chartered in Kansas City, MO.

Services of **MoDomains, LLC** include the following:

Internet Marketing Solutions

- Best Practices Strategic Planning and Consulting
- Strategic Traffic Building Programs
- Diversity & Niche Marketing
- Search Engine Optimization and Marketing
- Customized Database, eCommerce, & Web Technology
- Performance Tracking and Reporting
- Online Revenue Generation and Media Placement
- Customer Relationship Marketing, Direct email, and Press Release

Web Technology

- Web Site or Portal Development and Maintenance
- Content Editing, Publishing and Management
- eCommerce and Revenue Generation Programs
- Visitor Registration & Customer Relationship Marketing
- Online Coupons, Contests, and Specials
- Technical Consultation of Third Party Development Groups
- Lead Generation & Management and Target Audience Tracking

Brick and Mortar Marketing

- Street Teams and Vehicle Wraps
- Graphic Design: Flyers, Business Cards, Logos, and Media Kits
- Audio and Video Production
- Clothing: TShirts, Hats, Jerseys, etc.

Computing Technologies

- Networking and PC Imaging
- Hardware and Software Rentals (Short Term and Long Term Leases)
- Custom Programming

MoDomains, LLC accepts secure payments in the following method:

We also accept: company checks and money orders

Resources: <http://www.census.gov/pubinfo/www/NEWafamML1.html>

<http://targetmarketnews.com/buyingpowerstats.htm>

<http://quickfacts.census.gov/qfd/states/29000.html>

<http://internet.com>

New Markets: Untapped Retail Buying Power In America's Inner Cities, HUD, July 1999 and Source Book of Multicultural Experts, 2003)