

# ADVERTISING REPORT

## CHOCOLATE INFORMED ONLINE MAGAZINE™

Looking for CHOCOLATE...



Rihanna and Travi\$ Scott  
Collaboration for her  
eighth Studio Album



Live Performance, Miguel  
Sings 'Coffee' Live in the  
1Xtra Live Lounge



Blacks Racially Profiling  
other Blacks: Why Did  
Claudia Jordan Feel She  
was Racially Profiled?



Netflix's Original New  
Series 'The Get Down'  
Authentic or Nah?



Idris Elba Trains for  
'Fighter'

CHOCOLATE  
INFORMED.COM

# Get Your Ad In Front of Thousands!

**CHOCOLATE'S  
INFORMED.COM**

We understand first-hand how **Online Advertising Drives Sales and Return on Investment (ROI)**. So, we want to let you in on an opportunity to drive traffic and grow awareness about your company's products and services.

Chocolate Informed Online Magazine

Chocolate Informed VISIT SITE

Entertainment News

Entertainment and celebrity news videos and more.

chocolateinformed.com

**Chocolate Informed Online Magazine™** is offering ad space at very **competitive & affordable rates**.

You tell us your target audience, city and state, purchase the ad, and benefit from our online marketing campaigns to include our Nationwide TV and locally targeted (throughout state of NC) advertisements. Continue Reading to **LEARN MORE...**

**“\$1.4  
trillion in  
Buying  
Power...”**



A **Nielsen study** concluded that brands can experience a return of almost three dollars in incremental sales for every dollar spent in online advertising that has been precisely delivered using purchase-based information.

Online advertising has become essential to nearly every marketing mix. Your customers are online, so you should be too, and sooner rather than later!

Moving your **marketing campaigns online** offers you the access to a global audience. By advertising online, your ads can be **working for you** 24 hours a day.

**Chocolate Informed Online Magazine** has reached nearly a **Million viewers**. Continue Reading to **LEARN MORE...**

# African-American Buying Power

Our audience consists African American consumers who shop online.

Chocolate Informed Viewer's Demographics: 54 percent female viewers and 46 percent male.

African-American buying power is expected to **\$1.4 trillion by 2020**, according to the University of Georgia's Selig Center for Economic Growth.

In 2013, time spent with digital media among U.S. adults surpassed time spent with TV, and this gap will likely continue to widen.

Online advertising provides the opportunity to be highly engaging and can increase brand recognition, giving your product, service, or company a competitive edge.

Online advertising can be used to drive traffic to your site and build brand awareness. Use the infinite online platform space to get online consumers excited about who you are and what you have to offer.

Your customers, potential clients, and competitors are online – consider getting their attention by getting more out of your budget with online ads. Continue Reading to **LEARN MORE...**

# What's In It For You & Your Business?

## How Your Business Can benefit

**Chocolate Informed Online Magazine™** is offering ad space at very competitive rates. Our aim is to **assist** [entrepreneurs, writers, models, musicians, and small business owners](#) in promoting their products and brands.

Our Marketing Department has implemented targeted content marketing strategies to grow the site's organic reach.

As we expand awareness of the Chocolate Informed brand through Nationwide targeted TV advertisements and Online Geo-Targeting, **your business can benefit** from our content marketing strategies in a variety of ways.

Our Geo-targeting aims to improve the cost-effectiveness of marketing programs.

**How Geo-Targeting works:** When you advertise with us, we can specifically target your ad to individuals in your local area.

For example, let's say that you own a small clothing store in any city USA and you want to grow awareness about your store. You can purchase ad space on [ChocolateInformed.com](http://ChocolateInformed.com) and **benefit from our geo-targeted advertising campaigns.**

With geo-targeting, we specifically display your ad on every visitor's computer with an IP address that indicates your specific location. Continue Reading to **LEARN MORE...**



# Why We Use Online Advertising Combined with TV Advertising to Grow Our Brand and Yours

## African Americans



**46%**  
married

**11%**  
have a college  
education

**43%**  
own a home

**\$38k+**  
median HHI

**20%**  
have kids age 6-11

**68%**  
use search sites

### In the past 30 days...

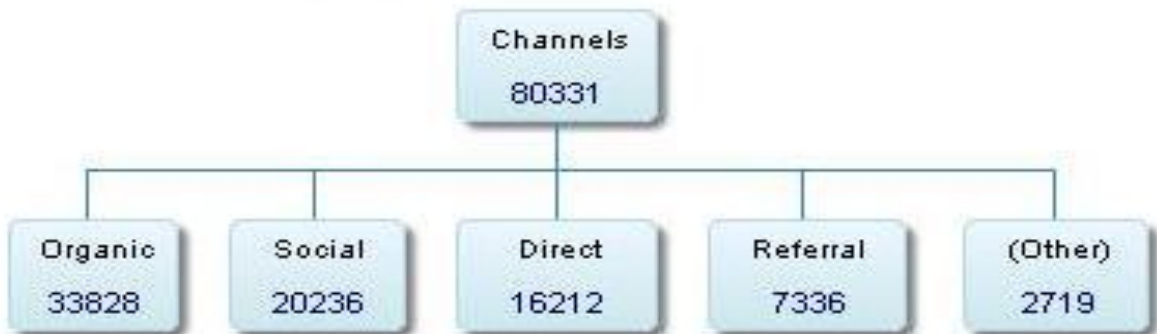
**65%** use social  
networking sites.

**38%** went online to shop.

**12%** visited a cable  
network site.

**17%** searched online for  
automobile information.

## SITE VISITS BY THE NUMBERS



Pages	Views
Chocolate Informed - About Us	11,258
Hip Hop's Artificial Reality: 50 Cent and Olivia Alexa Reveal the Fakeness in Hip Hop Music   ChocolateInformed.com	4,732
The Seven Needs Of A Man In A Relationship   Chocolate Informed Online Magazine	3,724
Kountry Wayne Comedy Videos   ChocolateInformed.com	3,273
Home page	2,531
Brazilian Curly Hair Styles   ChocolateInformed.com	1,180
Kountry Wayne Comedy Videos   Chocolate Informed Online Magazine	1,166
Bryann Andrea Guyton is Selected as White House Initiative on HBCUs Student Ambassador for Shaw University   ChocolateInformed.com	1,147
Kilo Carter: Rapper Wins The 2015 Best Upcoming Artist Award for Northeast Louisiana   ChocolateInformed.com	1,132
Olivia Alexa: How Her Videos Go Viral and are Defining Entertainment of the Future   ChocolateInformed.com	1,121

## Demand for ad space has skyrocketed!

Our ad rates have increased! Ad Space is Limited! We **NOW only offer 4 ad slots** per month. **1 month (30 days) and 4 months (120 days )** advertising periods are available to purchase using secure PayPal. **Reserve your ad space today.** (See Next Page for details)

Only **\$399.00** For 1 month

**CHOCOLATE**  
**INFORMED** .COM

ADVERTISE  
RESERVE YOUR SPACE NOW

### AVAILABLE AD DISPLAYS



**Advertise for 4 months**

Only **\$599.00**



## Purchase Your Ad Space Using the Instructions Below:

- E-mail [Advertise@chocolateinformed.com](mailto:Advertise@chocolateinformed.com)
- Include the title “Advertisement Space” in the subject line of your e-mail.
- Briefly, tell us about the mission of your company. This is the message you wish to get out to your audience.
- Indicate a 30 day or 90 day ad.  
Current Rates: \$399 – 1 Month  
**\$599 for 4 months -- Less than \$5 per day**
- Specify your geographical location. If you have a website, Instagram, Facebook page etc., and wish to drive traffic to your site, please include the link.
- Attach a photo. File type: JPEG, PNG, or TIF.
- We will send you a PayPal invoice. Upon receipt of payment, your ad will be placed in rotation on the site.

Thank you for your choosing to advertise with Chocolate Informed Online Magazine!