

Supplier Diversity 2004 Media Plan Rev. 2/6/04

Organization - Publication - Event Dates	Ad Due Date	Type of Ads	Format	Cost	Issue	Status
Minority Business Entrepreneur Magazine	Feb. 21	Full Page B&W		\$2,800	March/April	
NJ Association of Women Business Owners (NJAWBO) Annual Conf. Journal April 18-19	Feb. 1, April 1, June 1, Aug 1, Oct 1, Dec 1.	6 - ¼ Page B&W	Rev. Ad for ¼ Page	In Sponsorship	April/May June/ July Aug / Sept. Oct / Nov. Dec / Jan. Feb / March	Redesi gned Ad – Sent 3/03
Garden State Women Magazine		Full Page		TBD		
Minority Business News USA	April 1	Full Page B&W		\$3,000	May	
Caribbean Business Journal	April 15	Full Page B&W		\$3,150	May	
NY/NJ Minority Purchasing Council Expo June 2 & 3	May 9	Full Page Color	8 x 10 Camera Ready Artwork	In Sponsorship	June	
Caribbean Business Journal	June	Full Page B&W		\$3,150	July	
NJ/PA/DE NMSDC AC Conference Journal Sept. 20-21	July 1	Display & Full Page B&W		In Sponsorship	September	
Minority Business Entrepreneur Magazine	July 15	Full Page B&W		\$2,800	September/ October	
Minority Business News USA	August 15	Full Page B&W		\$3,000	September	
Regional Alliance for Small Contractors Lunch Journal October 14	August 15	Full Page B&W		In Sponsorship	October	
National Minority Supplier Development Council (NMSDC) Annual Conference Journal Oct. 17 - 20	Sept. 1	Full Page B&W		\$1,000	October	
Minority Business News USA	Sept. 15	Full Page B&W		\$3,000	October	
NY/NJ Minority Purchasing Council Awards Gala November 12	October 1	Full Page Color		In Sponsorship	November	

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