

THE URBAN POST

WORLDWIDE

YOUR DAILY DOSE OF NEWS, LIFESTYLE, ARTS, CULTURE AND ENTERTAINMENT THAT INFORMS, EMPOWERS AND INSPIRES.

Media Kit/Advertisement Packages

www.theurbanpostworldwide.com

THE URBAN POST WORLDWIDE

ABOUT US

- **The Urban Post Worldwide** is an internet website :www.theurbanpostworldwide.com
- **The Urban Post Worldwide** is an information news source with an African American target audience.
- In-conjunction to internal reporting the **TUPW** pulls information through over 50,000 news site links.
- Its goal is to educate and report on world, national and local news and to empower and inspire through entertainment , cultures and lifestyles.
- **The Urban Post Worldwide** is a brand of **P.L.B. Media Inc.** All Rights Reserved.

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OUR PRIMARY TARGET

Target: African American

AGE

- Primary 25-44
- Secondary 45 plus
- Third 18 plus

Gender

- Male & Female

Black Buying Power: \$803 Billion (2008)

Some Statistics about our target:

Black U.S. Population:
41.1 million

Top Five Black Cities:

New York Chicago Detroit
Philadelphia Houston

Top Five Black Metros:

New York-New Jersey - Washington - Baltimore -
Chicago-Gary - Los Angeles - Philadelphia

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Advertising Packages

TUPW

Grassroots

Non-Profit

TUPW

Corporate

Title
Sponsor

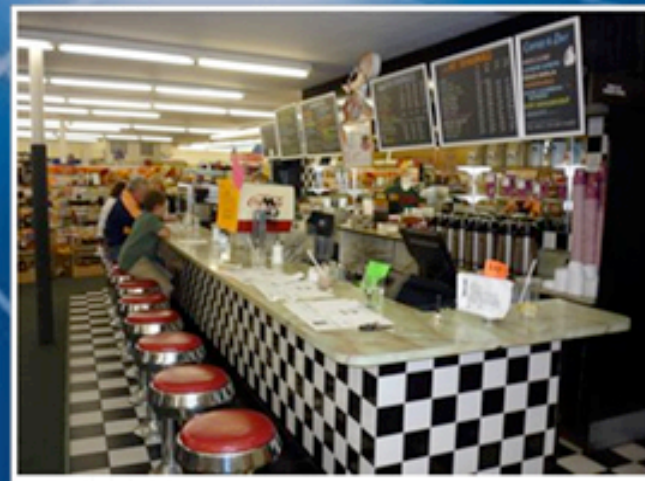
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GRASSROOTS PARTNER

~This package is designed for the Ma and Pops and small businesses.

~This package is designed to help market your product or brand without breaking your budget.





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NON PROFIT/COMMUNITY PARTNER

Non-profit organizations benefit greatly by advertising with The Urban Post Worldwide.com. Not only do we advertise your organizations but we like to work with you in our news department on covering events/projects that your organization is working on.

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CORPORATE SPONSOR



With the state of the economy we understand

every corporate dollar must be stretched and maximized.





SPECIAL MARCH MADNESS INTRODUCTORY OFFER

FOR RATES AND PACKAGES email:

sales@theurbanpostworldwide.com.