

sac cultural hub

u r b a n e n t e r t a i n m e n t

Promotional Media Kit - Sacculturalhub.com Media Company

Bookmark Sacculturalhub.com



See things to do and places to go!

Connect with African American professionals and families!
Share your services, products and events with
Sacculturalhub.com and **THE HUB Magazine** ... your leading
Urban Resource for Business, Education & Entertainment
News in Northern California.

SUBSCRIBE TODAY to THE HUB Magazine



Follow us on Facebook : facebook.com/Sacculturalhub1
instagram.com/thehublive
twitter.com/sachub916

Sac Cultural Hub, Inc./THE HUB Magazine Advertisement and Promotions Agency

Online/Print/E-blast/Community Engagement

Founder & CEO, Pleshette Robertson

Mailing address: 7902 Gerber Road, #367, Sacramento, CA 95828
(916) 234-3589 | 866-302-6429 | contact@sacculturalhub.com

OUR MISSION



Sacculturalhub.com Media Company

Providing Relevant Business, Entertainment, Political & Community Resource News for African Americans

INTERNET

PRINT

COMMUNITY ENGAGEMENT

**REACH
THE URBAN
COMMUNITY**
INTERNET



MAGAZINE



COMMUNITY



INTERNET...365-days, 24-7: The Sacculturalhub.com website is the #1 premiere and leading source for urban entertainment news, community events and outreach opportunities in Northern California. The website launched in March 2002 providing an internet platform of a variety of multicultural events, career profiles on various people, professional business services, community resources, educational opportunities, advertising, and a photo gallery of Northern California residents, visitors, and celebrities. The website currently receives over 2 million national hits each month with over 50,000 unique visitors each month.

SPECIAL EDITION PRINT ISSUES: *THE HUB: Urban Entertainment & Lifestyle Magazine* informs and caters to affluent urban professionals, working class families and the underserved areas of the African American and mainstream communities. Our mission is to expose individuals for their talents and contributions in what they do to increase enthusiasm in the community, help others to live and celebrate what life has to offer. We publish true stories that inspire hope and encourage individuals to think for themselves as well as pursue their goals and dreams

COMMUNITY ENGAGEMENT: Annual special events and activities are held under the auspices of the Sac Cultural Hub Media Foundation, which develops and implements programs that educate, empower, and train young adults and women of color in underserved communities. Event programs that are held in partnership with non profit organizations, corporations and businesses are designed to promote higher education, further diversity, and entrepreneurship/ business opportunities include:

- **Exceptional Women of Color Conference**
- **Black Physicians Forum**

Our mission is to provide exciting vehicles of engagement where businesses and non profit organizations can display services and products, share their events, as well as provide public service information to educate and inspire the urban community. **Our primary goal is to inform, educate, empower, and inspire African American professionals and their families to thrive and succeed in life.**

The Sacculturalhub.com Media Company serves as #1 grassroots multi-media organization in Northern California and is the most popular resource for networking of businesses, non-profit organizations, community resources, entertainment, places to go and people to meet. For more information on advertising and sponsorship, call (916) 234-3589 or e-mail contact@sacculturalhub.com.

Why **ADVERTISE** with **Sacculturalhub.com** & **THE HUB Magazine**?

We provide consistent marketing opportunities to connect and brand your services/products with Urban consumers, small business owners, and entrepreneurs in Northern California.



THE FACTS

1. The **online community of Sacculturalhub.com** is receiving 100,000 to 300,000 million HITS each month with over 20,000 unique visitors on the website monthly where **web pages** are updated **daily** to keep the online community informed about local news, cultural events, business activities, political news, youth educational programs, and exciting things to do, places to go, and people to meet throughout California and beyond.
2. Sacculturalhub.com has a growing e-mail list of users/readers (now over 59,000 "opt- in" e-mail addresses). Our consumers look forward to receiving our exclusive E- blasts and the "**Urban Weekly**" e-magazine for breaking news about what's happening in their community.
3. **THE HUB Magazine** is quarterly publication that is available as a FREE digital flip thru publication via <https://issuu.com/thehubmag> and is also distributed to over 50 locations throughout the Greater Sacramento Valley Region and mailed directly to businesses and residents with a circulation of 25,000 throughout Northern California with select locations outside of California.
4. Sacculturalhub.com is **registered with Google and Yahoo search engines** making it quick and easy for users to find news, events, and business services relevant to their lifestyle in Northern California.
5. Sacculturalhub.com also uses its **FACEBOOK, TWITTER, INSTAGRAM, and LINKEDIN** pages (www.facebook.com/sacculturalhub¹, www.instagram/thehublive, www.linkedin.com/sacculturalhub, www.twitter.com/sachub916) to cater to the urban lifestyle of affluent African American residents (24-54 years old). The community, urban professionals, young adults, families, residents, newcomers and visitors of Northern California bookmark the website for a one-stop shop of info.

USER/READER PROFILE

“African Americans and Urban Communities”

PRIMARY TARGET: African American consumers > **AGE:** 24-54 years of age

PRIMARY Combined INCOME STATUS: \$65,000 to \$150,000

SECONDARY Single (low socio economic status) INCOME STATUS: \$10,000 to \$45,000

WEBSITE STATS: 100,000 to 300,000 monthly hits **Unique Monthly Visitors:** 20,000+

POPULATION REACH: over 2 million African Americans living in California

CIRCULATION: THE HUB Magazine - 25,000 | **Urban Weekly e-news/E-blasts:** “Opt-in” list over 59,000

OCCUPATION: state workers, students, career moms, teachers, realtors, loan officers, nurses and physicians, hairstylists and barbers, lawyers, corporate executives, entrepreneurs, thespians (poets, actors, singers, models), musicians, and job seekers.

Hairstylists



Barbers



Corporate Executives



Entrepreneurs



Poets



Actors



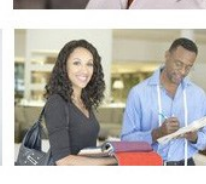
Singers



Musicians



Job Seekers



State Workers

Students

Career Moms

Teachers

Realtors

Loan Officers

Nurses

Physicians

Lawyers

THE HUB

THE URBAN ENTERTAINMENT & LIFESTYLE MAGAZINE

FREQUENCY

THE HUB: The Urban Entertainment & Lifestyle Magazine is published quarterly (4 issues). Our publication and website is the #1 premiere source of urban entertainment news in the Greater Sacramento Valley region and throughout California.

DEMOGRAPHICS/TARGET MARKET

Primary location: Northern California

Circulation: 25,000

Primary population: African Americans

Estimated Reach: Over 2 million African Americans living in California

Target population: Hispanic American, Asian American, Indian American

Age range: 24-54 years of age

Occupation: Students, state workers, hairstylists, school teachers, thespians, nurses, physicians, entrepreneurs, lawyers, and corporate executives.

DISTRIBUTION

U.S. mailings to residents and businesses throughout Northern California that include: Bookstores, churches, hair salons and barbershops, gym centers, community centers, libraries, restaurants, college campuses.

Select mailings to areas beyond California: Reno, Las Vegas, Arizona, Atlanta, Houston, New York.

TERMS & CONDITIONS

- All payments must be submitted as follows: 100% upon written confirmation of advertisement.
- Advertising rates are subject to change without notice.

For questions contact
(916) 234-3589

PUBLISHING DATES – Quarterly Special Edition Issues

Winter Issue-January 2024 (reserve by 12/18/2023)

Political & Technology Review

MLK Tribute/Black History Month Dedication

Spring Issue-April 2024 (reserve 3/15/2024)

Unity & Diversity, Mental Health Awareness, Vacation Travel & Leisure

Summer Issue-June 2024 (reserve by 05/17/2024)

Graduation Highlights, Black Music Month Tribute,

Black Men in Leadership/Father's Day Tribute

Fall Issue-September 2024 (reserve by 8/16/2024)

*Exceptional Women of Color Spotlight,
Education & Mentorship*

"WE ACCEPT CAMERA READY ART"

STANDARD ADVERTISING RATES ~ FULL COLOR

Ad Size	1x-2x	3x-4x	Spec Size
Full Page	\$3,788.00	\$3,446.00	No bleed 7.5 x 10"
Inside FRONT Cover	\$4,400.00	\$4,100.00	Full bleed 9 x 11.5"; with print area of 7.5 x 10" (1/4" bleed)
Inside BACK Cover	\$4,940.00	\$4,550.00	
BACK Cover	\$6,270.00	\$5,720.00	
½ page	\$2,930.00	\$2,540.00	Horizontal 7.5 x 5" Horizontal with bleed: 9 x 6"; with print area of 7.5 x 5" (1/4" bleed) Vertical 3.75 x 10" Vertical with bleed: 4.75 x 11.5"; with print area of 3.75 x 10" (1/4" bleed)
¼ page	\$2,310.00	\$2,175.00	No bleed 3.75 x 5" With bleed: 4.75 x 6"; with print area of 3.75 x 5" (1/4" bleed)
Business Card Size	\$ 1,550.00	\$1,370.00	3.75 x 2.5"

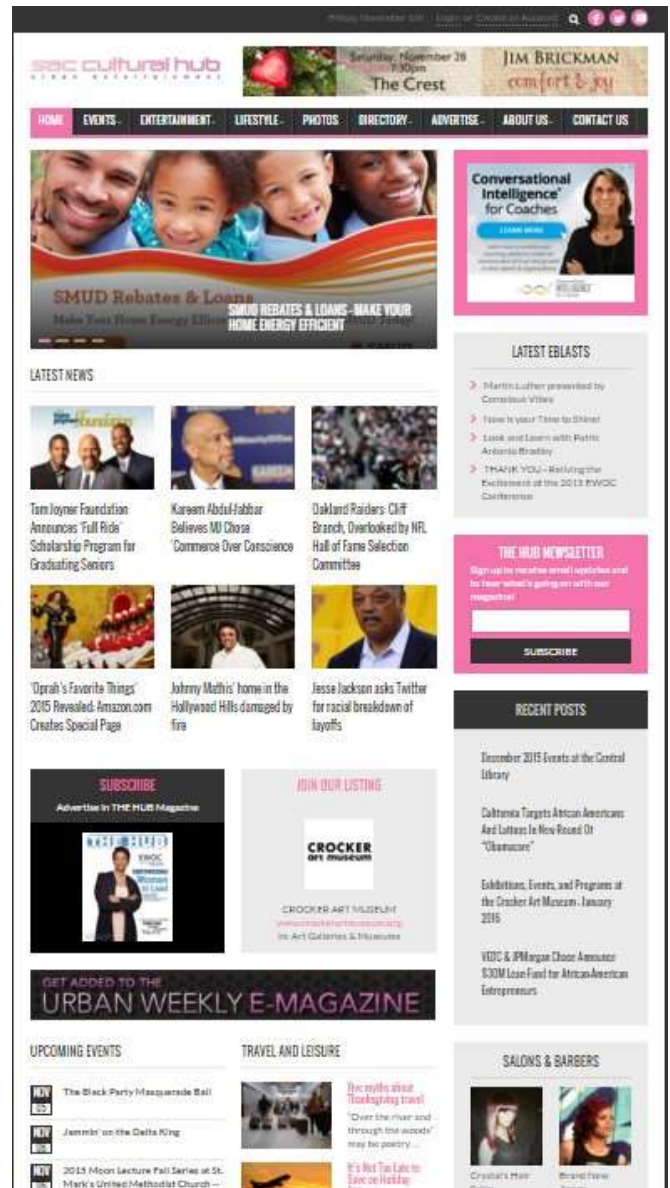
ADDITIONAL CHARGES

Graphic Design (hourly)

\$550/hr

ONLINE AD display/space on Sacculturalhub.com

- **Top Page Position Banner advertising** (728x90) – Home page top rotating position with unlimited impressions, and a direct link to your company's web site or exclusive campaign link.
 - **\$59.00 per day - 30-day minimum**
- **Internet Video Ad** – Exclusive internet commercial ad commercial message that promote campaigns. Locked instant communication to share your message to all visitors to www.sacculturalhub.com website. Opportunity to build rapport with the African American/Urban audience with personalized visual messaging.
 - **\$79 per day – 1 month minimum**
- **Flash Ad** (960x640 pixels) – Center slide show position to include photo and title message with and a direct link to your company's web site or exclusive campaign link.
 - **\$69 per day – 1 month minimum**
- **Urban Weekly e-newsletter** (728x90, 700x700 pixels) – Promo banner ad of unlimited impressions with direct link to your company's web site or exclusive campaign link.
 - **\$310/week – 1 month minimum**
- **Online Classified Ad** (700x700 pixels) in Business Directory – Direct link to your company's web site or exclusive campaign link and a classified web page in online business directory to include image and business/service description.
 - **\$475/mo – 3 month minimum**



E-blast Campaign - \$1,100/mo

<http://www.sacculturalhub.com/entertainment/e-blasts>

SPECIALIZING IN E-BLAST MARKETING CAMPAIGNS

THE HUB's exclusive e-blasts promotes credibility and the anticipation of users to open and read your e-mail announcement. Based on your images and content we formulate, produce and send your promo message monthly about your service, product, event/project or campaign through Constant Contact.

Exclusive e-blast announcement – all eyes on your message - two eblasts sent during a 4-week period)

Our TARGET AUDIENCE:

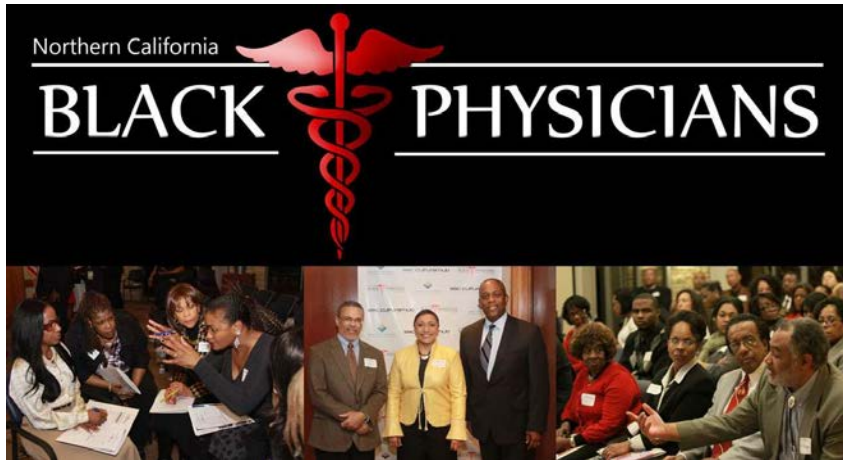
1. Over 59,000 loyal adults “opt in” subscribers receive our e-mail/e-blast ads/e-newsletter who live primarily in the Greater Sacramento Valley Region and Central Valley with an extending reach to the Bay Area, and Southern California.
2. Estimated readership of over 500,000 African Americans in Northern California. This readership included communities of lower social economic status, affluent urban professionals, and young adults.
3. Our user population and readership:
 - (a) Affluent urban professionals: 24-65 years old with combined family income of \$65k to \$140k
 - (b) College professionals, Corporate Executives, Entrepreneurs, Young adults: 21-39 years old – users on FaceBook Fan page at: www.facebook.com/Sacculturalhub1
 - (c) 75% female and 25% male

The screenshot displays the Sac Cultural Hub website interface. At the top, the navigation bar includes links for HOME, EVENTS, ENTERTAINMENT (highlighted), LIFESTYLE, PHOTOS, DIRECTORY, ADVERTISE, ABOUT US, and CONTACT US. A featured article titled "Are you ready to become a licensed Real Estate Agent? Call (916) 601-7653" is prominently displayed, featuring a photo of a classroom at Nehemiah Real Estate School. To the right, there are promotional banners for PandaDoc and HUD Homes for Sale. Below the main article, a sidebar lists "LATEST EBLASTS" and "THE HUB NEWSLETTER" with a subscribe button. The bottom of the page features a footer with the Sac Cultural Hub logo and contact information.

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M e d i a F o u n d a t i o n

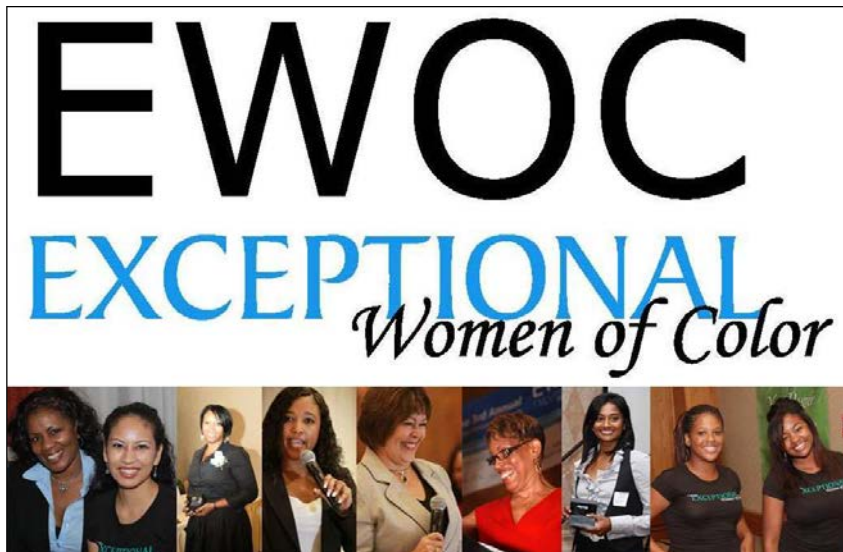
Join us as a **SPONSOR PARTNER** in our annual
Special Community Engagement Events & Activities
Presented by the Sac Cultural Hub Media Foundation



Spring 2024

The Northern California Black Physicians Forum is an annual program in its 14th year providing a national virtual platform about preventive and proactive measures to be taken in medical and health issues related to the needs of African American families.

Community activities are developed to promote healthy living and improve the overall quality of life for African Americans and medically underserved people in Northern California.



Fall 2024

EWOC is an annual program in its 16th year that includes a conference which offers training and development of several workshops to support women of color in underserved communities.

Sacculturalhub.com and The conference is an outreach program that promotes mentorship and leadership in

the community. EWOC was designed to promote collaborative partnerships for the purpose of contributing to the professional and personal growth of women of color.

To participate as a sponsor or vendor, contact (916) 234-3589
or e-mail contact @sacculturalhub.com.



About the Founder of Sacculturalhub.com & Chief Editor of *THE HUB Magazine*

In March 2001 Pleshette Robertson, a newly arrived Bay Area transplant and former employee of Stanford University School of Medicine, made a habit of hanging out at the South Sacramento beauty salon where her sister had just landed a job as a stylist. There, Robertson observed a custom widely practiced among African-American salons and barbershops, where getting the 411 on everyone's plans for the weekend is well worth the price of a shampoo. This informal exchange over cuts and colorings was sometimes the only way people in her community heard about local happenings. Robertson was inspired to create a centralized spot where everyone could access information about community events. In November 2001 she created a four-page newsletter, which in March 2002 transformed into a website. Sacculturalhub.com began the adventure of celebrating the urban lifestyle of African-Americans in the capital region and serving as a virtual information kiosk for black-oriented movies, concerts, theatrical performances, art exhibitions, sporting events, festivals and black-owned businesses and entrepreneurs. *[Profiled in August 2007, Sacramento Magazine, by Dayna Duntelman].*

Over time the website gained significant momentum with becoming a local sensation and thus expanded with an internet platform of a variety of multicultural events, career profiles on various people, professional business services, community resources, educational opportunities, advertising, and a photo gallery of Northern California residents, visitors, and celebrities.

In 2003 Pleshette created the Sac Cultural Hub Media Foundation to develop and implement programs that educate, empower, and train young adults and women of color in underserved communities which have included the: Exceptional Women of Color Conference, Hub Choice Awards Show, Black Physicians Forum (BPF), BPF Medical Student Scholarship Program, Young Exceptional Women of Color (Y-EWOC) Scholarship Competition, Young Women's Summit (YWS).

In February 2006 Pleshette developed and implemented a signature publication to complement the website, *THE HUB: Urban Entertainment & Lifestyle Magazine*, with the assistance of Phil Givant and the late Ken Fears of Tree of Hope Funding who were instrumental in supporting the long-term vision of Sac Cultural Hub Media Company. The partnership created a highly credible resource of up-to-date diversified news and is now well-connected in local communities of the Greater Sacramento Valley Region, throughout California, and an extended reach to Las Vegas, Arizona, Atlanta, Houston and in the East Coast.

In 2013 Pleshette became a Covered California Certified Outreach Educator and Enrollment Counselor and manages the Certified Enrollment Entity-Sac Cultural Hub Media Foundation

Pleshette holds a B.A. in Business Administration from San Jose State University. She is a single parent of 3 beautiful daughters and is the owner of PR & Associates Business Resources which is an advertisement and promotions agency specializing in providing e-mail/e-blast marketing campaigns, website production and consultation to new business and start-up organizations.

Pleshette has received several awards that include: 2016 Martin Luther King Jr. Difference Maker Award for Service and Advocacy; Winner of the 2015 Wise Business Woman Award presented by National Association of Women Business Owners; Recipient of the 2013 Ella Hill Hutch Award presented by BWOPA-Black Women of Organized for Political Action in November 2013; International Women's Day in Recognition of Visionary Leadership Benefiting the Sacramento Community in March 2013; UC Davis Chancellor's Achievement Award for Diversity and Community for 2012-2013 in the Community Member category in February 2013; Community Impact Award in February 2012 from the Genesis Missionary Baptist Church in Sacramento, the Outstanding Women of Color Day Award for Community Service Meeting Today's Needs in March 2011; Business Award in November 2009 from the National Coalition of 100 Black Women, Sacramento Chapter; in April 2009 was awarded for be an Outstanding Speaker at the 7th Annual Enterprising Women: Shaping the future of Business Conference presented by the Sacramento Black Chamber of Commerce. Pleshette also received the Women of Excellence Award in March 2008 from the Sacramento Kappa Psi Zeta Chapter of Zeta Phi Beta Sorority. Pleshette was featured in the August 2007 issue on her personal style and noteworthy achievements in "Sacramento Magazine".