

# AMERICAN DBE

American Diverse Business Enterprise Magazine



## MEDIA KIT



The premier resource for diverse companies, administrators and professionals doing business in the infrastructure, construction and transportation industries.

# AMERICAN DBE

American DBE Magazine is a publisher of content to help diverse firms in the infrastructure, construction and transportation industries thrive in business. Our mission is to provide industry information, opportunities, and business trends to industry stakeholders to foster dialogue and collaboration between diverse firms, buying organizations and large corporations, thereby increasing the success of all stakeholders.

## About American DBE

American DBE is the only print and digital publication focused on providing information, business opportunities and business trends to diverse businesses in the design, construction and transportation industries. American DBE is a national magazine published quarterly and distributed in all 50 states to diverse firms, diverse program administrators, corporate executives and industry stakeholders. American DBE provides an objective platform via multimedia resources to highlight major projects, contracting opportunities, program components, industry Best Practices and trends.

Through feature stories, profiles, guest columnists and project updates, American DBE connects industry professionals and diverse program administrators through a nationwide publication providing local, state, regional and national news about diverse program activities in the United States.

American DBE publishes stories covering the following industry segments: Transportation Infrastructure Design and Construction, Airport Concessions, Commercial Building Design and Construction, Public Transit, Aviation Industries, and good & services supporting transportation and construction.

## Why advertise in American DBE?

American DBE presents a unique opportunity to connect directly with firms in the infrastructure, construction and transportation industries. We are the only publication that is targeted to this segment of diverse firms. American DBE is an efficient tool to market your organization's products, services or business opportunities. American DBE connects your organization to diverse firms, industry executives, suppliers, and leading corporations in the targeted industries.

Advertising in American DBE allows your organization to:

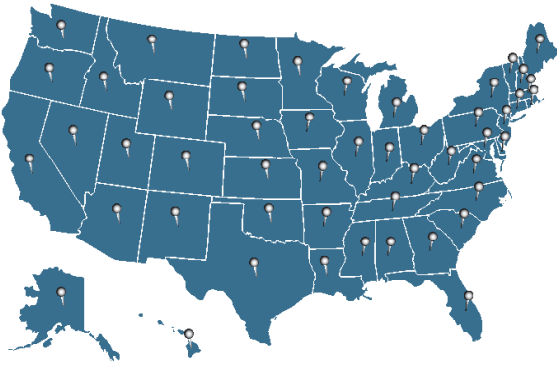
- Market your products and/or services to an established target market of business owners, industry professional, and executives.
- Enhance positioning and increase visibility in the marketplace as a industry leader.
- Introduce your company's products and services nationally to potential customers with the infrastructure, construction and transportation industries.
- Promote your business to a captive national audience of targeted diverse business program stakeholders including:
  - ✓ Corporate and Agency Executives
  - ✓ Design and Construction Executives
  - ✓ Diverse Business Owners
  - ✓ Manufacturers and Suppliers
  - ✓ Prime Consultants and Contractors
  - ✓ Program Administrators
  - ✓ Airport Concessionaires
  - ✓ Strategic Partners
- Announce upcoming business contracting opportunities to facilitate robust participation of diverse companies.
- Find new markets and extend existing marketshare within the infrastructure, construction and transportation industries.

## In Every Issue

American DBE provides relevant industry information, educational content, and important news for industry stakeholders. Each issue of American DBE contains:

- Publisher's Page
- Feature Stories
- Business Development Articles
- Diverse Business Program Spotlight
- Power Players – "Profiles of Success"
- Industry Highlights

## Demographic Profile of American DBE Readers



## American DBE Serves Diverse Firms Nationwide in the Design, Construction and Transportation Industries.

- American DBE has a distribution of more than 5,000 readers per issue across print and digital channels. Our publication has readers from all 50 states representing diverse firms, major contractors, concessionaires, industry professional and major buying organizations.
- American DBE reaches thousands of readers through our social media, website and blog. These channels allow American DBE to help agencies and contractors connect with potential bidders on major opportunities.
- American DBE distributes information about the publication to diverse firms and industry participants at numerous conferences and events throughout the year.

### Advertisement Specs

All ads should be supplied as CMYK PDFs with a resolution of 300 dpi.

#### Advertisement Dimensions

Full-page: 8.625" X 11.125"  
(includes .125" bleed on all sides)  
Trim size for full-page ad is 8.375" X 10.875"

Half-page: 7.176" X 4.814"  
(horizontal, non-bleed)

Quarter-page: 3.5" X 4.802"  
(vertical, non-bleed)

Website Banner Advertisement  
(728 pixels x 90 pixels)

Website Advertisement  
(300 pixels x 250 pixels)

## Diverse Construction Industry Statistics

Minority and Woman-Owned Construction Firms w/ Employees

**61,694**  
MINORITY

**50,596**  
WOMEN

**112,290**  
COMBINED

Minority- and Woman-Owned Construction Firms with Employees – Revenues in 2012 (in 000's)

**\$67,131,271**  
MINORITY

**\$79,755,132**  
WOMEN

**\$146,886,403**  
COMBINED

\* Source: U.S. Census Bureau data



**Email**  
editor@AmericanDBE.com  
to inquire about special inserts and "Advertorial Features."

**Email ads and editorial content to:**  
editor@AmericanDBE.com

# Advertising Rates

All Advertising Rates are based on 4-color ad placements. All Rates Are Net. Prices listed are per issue — frequency discounts are for advertising in multiple issues.

**Ad Design Fee:** Full-page \$150, half-page \$100, quarter-page \$75.

Advertising Options	1 issue	Discount	Discount	Discount
		10%	15%	20%
Inside or Back Cover	\$1,500	\$1,350	\$1,275	\$1,200
Full Page	\$1,000	\$900	\$850	\$800
Half Page	\$600	\$540	\$510	\$480
Quarter Page	\$350	\$315	\$298	\$280
30-day Website Ad	<b>\$300</b>			

*\*Note - Print ad prices are per issue and are billed with first insertion*

# American DBE Publication Deadlines

## American DBE Quarterly Publication Dates

**Winter:** January 2022  
**Spring:** March 2022  
**Summer:** August 2022  
**Fall:** November 2022

## Advertising Reservations Deadline

**Winter:** 11/18/2021  
**Spring:** 2/25/2022  
**Summer:** 8/5/2022  
**Fall:** 10/28/22

## Advertising Artwork Submission Deadline

**Winter:** 12/2/2021  
**Spring:** 3/4/2022  
**Summer:** 8/12/2022  
**Fall:** 11/4/2022

## Editorial Submission Deadline

**Winter:** 12/2/2021  
**Spring:** 3/4/2022  
**Summer:** 8/12/2022  
**Fall:** 11/4/2022

Contact American DBE today to ask about special advertising campaigns like advertorials or combination packages.

To speak with an American DBE account representative, call (919) 741-5233 or email: [editor@AmericanDBE.com](mailto:editor@AmericanDBE.com).

# Advertising Reservation Form

Complete form and email to [editor@AmericanDBE.com](mailto:editor@AmericanDBE.com), or mail form to:  
 American DBE Magazine, 514 Daniels Street #186, Raleigh, NC 27605



Contact Name

Company/Organization

Phone

Email

Ad Size

Amount Enclosed

Number of Issues

Bill Me