MULTICULTURAL MARKETING RESOURCES, INC.

The Source Book of Multicultural Experts, 2013/14

Please select your Listing Type of choice and Display Ad (if applicable).

Listings	Rate	Display Ads	Rate
☐ **Simple Company Listing** (Contact information only)	**$295**	☐ **1/4 Page B/W Ad**	**$1,000**
☐ **Enhanced Company Listing** (Add 30-word description)	**$650**	☐ **1/2 Page B/W Ad**	**$1,500**
☐ **Enhanced Company Listing with Logo** (30-word description & logo)	**$975**	☐ **Full-Page B/W Ad**	**$2,000**
☐ **Company Profile** (125-word description & logo)	**$1,500**	☐ **Inside *FRONT* Cover Color Ad**	**$3,500**
☐ **Extra Market and/or Industry Categories** (See page 2)	**$25 Each x_____** # of cat. **= $_____**	☐ **Inside *BACK* Cover Color Ad**	**$3,500**

☐ **Purchase Extra Source Books** (1 Copy Included With Listing)	**$19.95 + $3.50 S&H (+$1.77 tax for NYS address)** x____# of copies = $_____	☐ **Sponsorship of Section** (Title Page, 550-word Bylined Article, Headshot, Full Page B/W Ad, Company Profile)	**$6,000**

MULTICULTURAL MARKETING RESOURCES, INC.
150 West 28th Street, Suite 1501 • NEW YORK, NY 10001 • T: 212.242.3351 • F: 212.691.5969
www.multicultural.com

MULTICULTURAL MARKETING RESOURCES, INC.

Sign Up Form – The Source Book of Multicultural Experts, 2013/14

Please fill in the following information EXACTLY as you would like it to appear in your listing/profile:

Company Name:_____

Address:_____

City:_____State:_____Zip:_____

Telephone:_____Fax:_____

Email:_____

Web site:_____

Contact First Name: _____Contact Last Name:_____

Title:_____

Number of Employees:_____Percent Minority Owned_____%

Cross Reference Information – Complete ALL sections

I. **Business Type** – SELECT ONLY ***ONE (1)*** :

___Advertising Agency
___Conferences & Seminars
___Consulting
___Direct Mail/Marketing
___Diversity Consultant
___Exec Srch/Employ. Agency
___Government Agency
___Large Corporation
___Library/Museum
___List Manager/Broker
___Market Research Firm
___Marketing/Communications
___Marketing/Promotions
___Media-Broadcast
___Media-Cable
___Media-Print
___Media-Website
___Media Buying Company
___Media Representative
___Media Research
___Professional /Not-for-Profit Organization
___Public Relations Firm
___Telemarketing
___Translation/Interpretation Services
___Training & HR Development

II. **Market Sections** – SELECT UP TO ***THREE (3)*** categories in which your company has expertise. If you select more than three (3) categories, additional charges are $25 each.

___African American market
___Asian American market
___Canadian market
___European market
___Filipino market
___Gay and Lesbian market
___General market
___Hispanic market
___Latin American market
___Middle Eastern market
___Multicultural market
___ Native American market
___People w/disabilities market
___Russian/Polish market
___50+ / Senior market
___South Asian American market
___ Women in Business market
___Youth/Teen market
___ US Emerging African market

III. **Industry Expertise** – SELECT UP TO ***THREE (3)*** industries in which you operate or have expertise in (for example, Both an insurance company and an ad agency with an insurance company as a client would select insurance).
Additional categories are $25 each.

___Apparel
___Automotive
___Banking
___Beer & Spirits
___Beverages
___Cause Related Marketing
___Entertainment/Music
___Fast Food
___Financial Services
___Insurance
___Multiethnic Talent/Casting
___New Media
___Real Estate
___Retail
___Social Services
___Sports
___Supplier Diversity
___Technology

MULTICULTURAL MARKETING RESOURCES, INC.
150 West 28th Street, Suite 1501 • NEW YORK, NY 10001 • T: 212.242.3351 • F: 212.691.5969
www.multicultural.com

MULTICULTURAL MARKETING RESOURCES, INC.

___Census
___Cosmetics & Beauty
___Education
___Packaged Goods
___Pharmaceutical/Health Care
___Publishing
___Telecommunications
___Translations
___Travel

Insertion Order Form – The Source Book of Multicultural Experts

Fax Forms to 212-691-5969
(Or, mail with check to address below.)

I am authorized to make purchasing decisions for my company and I understand that this is a binding purchase order and agree to pay $_____.

Signature: _____Date:_____

Payment**: ☐ Please bill my credit card.

☐ Send an invoice. After receiving invoice, we will pay our bill in ____ days.

☐ **Check enclosed *(Federal Tax ID # 13-3873925;* payment MUST be received to confirm listing)**

Credit Card Information (please circle credit card type): Visa MasterCard Amex

Credit Card Number:_____ Last 3 digits on back of credit card:_____

Expiration date: _____ Signature: _____Date:_____

Name of person placing this order – this is information for payment contact:

Name:_____ Title: _____

Company:_____

Address:_____

City:_____ State:_____ Zip:_____

Phone:_____ ___ Fax: _____

Email:_____

****Reservations Considered Confirmed Only Upon Receipt of Payment**

MULTICULTURAL MARKETING RESOURCES, INC.
150 West 28th Street, Suite 1501 • NEW YORK, NY 10001 • T: 212.242.3351 • F: 212.691.5969
www.multicultural.com