

Info about featuring your company on multicultural.com

### **Featuring your company on multicultural.com**

The fee is \$1,500 per year and it includes the following items:

1. Full page profile on multicultural.com

Example for your review: INFUSION <https://multicultural.com/experts/infusion/>

You can see all companies featured in the Source Book of Multicultural Experts online at this link <https://multicultural.com/experts/>.

2. one bonus solo eblast – essay or announcement distributed via MMRNews to marketer list plus mini social media campaign and open rate report (value \$850)

- your eblast goes out on the date you select to MMRNews subscribers: almost 9000 subscribers including multicultural brand marketers, multicultural and general agencies and organizations
- Posted on home page of multicultural.com as news of the day, then archived on the site
- Includes mini social media campaign to further promote your news

Here are the quantities for social media:

Lisa's tweet to @Multicultural50 over 3000 followers

Posted on Facebook to our company page Multicultural Marketing Resources

Posted on LinkedIn to Multicultural Marketing Experts group of over 16,000

members.

- a report with the names of the companies who read your eblast, example: [Open rate report example](#)

Please see all our eblasts archived at this link <https://multicultural.com/articles/>.

A few more recent eblasts that we sent out include these examples:

[A LACK OF INCLUSION IS A QUANTIFIABLE RISK . . . MANAGE IT!](#)

[Mundo Hispanico Becomes MundoNow in Move to Reach New Generation of U.S. Latinos](#)

[|REPORT| Asian American Retail Behaviors](#)

3. Bonus inclusion of your company in our promo eblasts

Example: [Meet the Diversity and Multicultural Marketing Expert Companies Featured on multicultural.com](#)

4. Bonus inclusion of your company in the special editions of the newsletter, MMRNews

Example: [Meet the Experts in Hispanic Marketing in the Sept Hispanic Heritage Month issue of Multicultural Marketing News](#)

5. rfps that we are asked to distribute

If you would like to move ahead with any of the services, please make a purchase at this link <https://multicultural.com/shop/>.