CAREER COMMUNICATIONS GROUP, INC.
PROMOTING DIVERSITY IN STEM SINCE 1976

PRICING SCHEDULES

K-12 PIPELINE DEVELOPMENT • EMPLOYEE TRAINING AND DEVELOPMENT • TECHNICAL RECRUITMENT
EMPLOYEE RETENTION • EMPLOYEE RECOGNITION

www.ccgmag.com
Editorial Philosophy & Mission

Career Communications Group, Inc. (CCG) publications target students actively pursuing paths to science, technology, engineering and math (STEM) careers. CCG publications promote STEM as integral parts of global competitiveness and America’s advancement. Therefore CCG magazines aim to reach, engage and retain diverse readers as we expose them to job horizons, professional life, and forward-thinking role models in STEM fields.

CCG publications have one critical mission: To help diverse people succeed in STEM careers. Because many CCG magazine readers are also first-generation students to and through college, CCG publications aim to serve as a guide with inspirational templates. The magazine collaborates with employers to provide readers with information, insight and perspectives on job horizons, professional life and people they need to know.
One on One is a conversation with a public sector or corporate leader on topical issues in science, technology, engineering, and math (STEM). Invited parties will end the conversation with an opinion. This column presents insights and perspectives from people of different backgrounds and gives readers a larger worldview.

PEOPLE YOU SHOULD KNOW

Individuals of merit who are considered role models in their industry. One of the key factors in encouraging and recruiting minorities and women is showing that there are real opportunities for advancement in these career fields. Showcasing individuals who are actually progressing, growing and succeeding.

FIRST STEPS: INTERNSHIPS

Internships are the gateway to meaningful jobs for STEM students. First Steps is a 360-degree first person narrative of the internship experience from application process to the workplace experience.

EDITORIAL CONTENT

Columns:
PEOPLE AND EVENTS

ONE ON ONE

One-on-one is a conversation with a public sector or corporate leader on topical issues in science, technology, engineering, and math (STEM). Invited parties will end the conversation with an opinion. This column presents insights and perspectives from people of different backgrounds and gives readers a larger worldview.

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CORPORATE LIFE

In the workplace, what you don’t know can hurt you. Etiquette and good manners are an important part of relationship building. Some of these unspoken rules are in place to respect and protect time, people, and processes. This column takes an in depth look at social interactions and attitudes that impact business success. Readers will understand the rules and expectations and gain greater confidence and assertiveness to navigate organizational politics and develop connections.

FEATURES:

CAREER OUTLOOK

Career Outlook is a comprehensive career guide for students and entry-level job candidates. With entry-level STEM placement as competitive as it currently is, hiring managers depend more and more on internships to distinguish the best candidates and assess potential for full-time positions. Career Outlook is the career guidance tool job seekers look to for guidance.

Every issue gives an industry overview, followed by an employer directory and profiles of successful role models in the industry.

Students, career placement professionals, and academic counselors look to Career Outlook to assist students in their career search.
Editorial Calendar

US Black Engineer & Information Technology

BEYA STEM CONFERENCE ISSUE (FEBRUARY)
BEYA STEM Conference issue is a talent-rich environment for recruitment, networking and professional development. This issue reaches college representatives and thousands of elite professionals and students from across the country who represent the upper echelon of the science, technology, engineering and mathematics (STEM) disciplines and careers.

HBCU ENGINEERING DEANS JOBS ISSUE (JUNE):
Organizations that recognize employees at the annual BEYA STEM Conference and support Historically Black College and University Engineering Schools view the USBE&IT Conference and Jobs issues as a must. Both issues are a place to showcase employees and best practices of the many corporations that actively recruit HBCU graduates and support HBCU STEM programs.

*This magazine has a bonus circulation at the HBCU Engineering Deans Event with employers during the BEYA STEM Conference.

BACK TO SCHOOL INTERNSHIP ISSUE (SEPTEMBER):
This issue helps readers understand the value of applying for STEM internships with corporations and agencies. The magazine is a step-by-step roadmap to evaluating and selecting opportunities.

CAREERS AND VETERANS (DECEMBER):
The Careers and Veterans issue looks at the many STEM career opportunities in finance, insurance, healthcare, logistics, relationship management, operations and more.

*This magazine has a bonus circulation at the Stars and Stripes Military Tribute and Veterans Transition Initiative during the BEYA STEM Conference.

Hispanic Engineer and Information Technology

SPRING JOBS EDITION (MAY):
This is just the issue for top employers wanting to reach new STEM graduates. Many of them are from the nation’s Minority Serving Institutions, which provide exceptional talent for the pipeline. The Jobs issue also highlights best practices from the corporations that support MSI STEM programs.

FALL DIVERSITY CAREERS EDITION (AUGUST):
This issue helps returning students and college entrants understand the value of applying for internships with corporate STEM employers and federal agencies. Fall Diversity Career offers a step-by-step roadmap to evaluating and selecting opportunities.

Women of Color Magazine

SPRING-WOMEN’S HISTORY MONTH JOBS EDITION (MARCH):
This issue focuses on women in STEM and offers opportunities to reach and engage thousands of students and graduates from Minority Serving Institutions. This issue highlights accomplishments of women in STEM, career progression and promotion, and diversity and inclusion.

FALL CONFERENCE EDITION (OCTOBER)
The Women of Color (WOC) STEM Conference issue recognizes outstanding women in the STEM fields. It provides editorial for professional development, networking, and recruiting.
PHYSICAL AND DIGITAL DIVERSITY DISTRIBUTION
Despite considerable progress over the past couple of decades for underrepresented minority groups and women earning bachelor’s degrees in engineering and computer fields, the gap in educational attainment between young minorities and whites continues to be wide. The percentage of the population ages 25–29 with bachelor’s or higher degrees was 19% for blacks, 12% for Hispanics, and 37% for whites.

Our magazines’ controlled and digital distribution strategy is designed to address this issue with distribution to 300 colleges and universities including Historically Black Colleges & Universities (HBCUs) and the Hispanic Serving Institutions (HSIs) to the offices of the deans of engineering, career centers, and key active student organizations. Combined, the magazines reach 67 percent of all enrolled science and engineering minority students. The magazines also reach 8,000 professionals, including community and corporate leaders.

Of the undergraduate students majoring in engineering and computer science, the disciplines of our readership break down into the following percentages:

<table>
<thead>
<tr>
<th>DISCIPLINES OF ENGINEERING MAJORS</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical/Biomedical Engineering</td>
<td>6.50%</td>
</tr>
<tr>
<td>Chemical Engineering</td>
<td>8.00%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>17.00%</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>6.00%</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>21.00%</td>
</tr>
<tr>
<td>Industrial Engineering</td>
<td>5.50%</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>20.00%</td>
</tr>
<tr>
<td>Other</td>
<td>16.00%</td>
</tr>
</tbody>
</table>

VALUE ADDED: ONLINE DISTRIBUTION
The online version is posted to www.blackengineer.com that has over 1 million page views with an average of 8 minutes per visit each averaging 7 pages read. Blackengineer.com has a monthly audience of 180,000.

READER DEMOGRAPHICS MAGAZINE READERS
Our readership includes African-Americans, Hispanics, and minority women. The majority (72%) are between the ages of 18 and 34. The remaining 28% are largely between 35 and 44 years of age, 80% of our undergraduate student readers maintain a 3.0 grade point average or greater.

ONLINE READERS
Online readers are 55% male and 45% women. 75% of our online readers have attended or graduated from college and 20% have earned an advanced degree. The majority (70%) is in the professional/managerial ranks in the workplace, 20% are students, and 10% are self-employed.
Advertising Rates

B/W
Full-Page $5085 $4576 $4323 $4017
2/3-Page $3990 $3591 $3391 $3221
1/2-Page $3195 $2875 $2716 $2580
1/3-Page $2798 $2517 $2378 $2260

2-Color
Full-Page $5835 $5251 $4960 $4710
2/3-Page $4740 $4266 $4029 $3827
1/2-Page $3945 $3550 $3354 $3186
1/3-Page $3548 $3193 $3015 $2864

3/4-color
Full-Page (Standard-Level) $6360 $5724 $5406 $5135
2/3-Page (Value I) $5265 $4739 $4475 $4251
1/2-Page (Value II) $4470 $4023 $3800 $3610
1/3-Page (Value III) $4073 $3665 $3461 $3288

Back Cover
(Premium-Level) $7125 $6413 $6056 $5753

Inside Cover
(Premium-Level) $7125 $6413 $6056 $5753

Special College Rates
Full Page $3810
2/3 Page $2993
1/2 Page $2125

Web Rates

Reaching our diverse, upscale base of technologists and scientists is cost-effective. One rate gives you presence on all four of the sites in CCG’s Suite:

Blackengineer.com
Womenofcolor.net
Hispanicengineer.com
Intouch.ccmag.com

SITE SPONSORSHIPS
Site sponsorships are simply the most cost-effective way to enhance your diversity recruitment efforts. With the combined draw provided by our editorial coverage and your advertising, these packages maximize the impression you make on potential employees.

Millennium Sponsorship
Unlimited job listings
Featured Job listing
Featured Company profile
10 user IDs for the minority resume bank
Rotating banner on CCG’s Suite of Web Sites
$6,000 for three months or 100,000 impressions

Silver Sponsorship
50 job listings
Featured Company profile
4 user IDs for the minority resume bank
Rotating banner on CCG’s Suite of Web Sites
$4,500 for three months or 100,000 impressions

Bronze Sponsorship
25 job listings
Featured Employer listing
2 user IDs for the minority resume bank
Rotating Web banners on any three sites in CCG’s Suite of Web Sites
$3,500 for three months or 75,000 impressions

Standard package
10 job listings
1 Employer of the Day listing
1 user ID for the minority resume bank
Rotating Web banners on any two sites $2,500 per month
Resume database $5,000 for Unlimited Access to resumes

Web Marketing package
Web Banner Advertisements rotating for 1 month on CCG’s Suite of Web Sites $1,500

Banners
100,000 impressions $3,500
150,000 impressions $4,800
50,000 impressions $7,500
500,000 impressions $14,000

Mechanical requirements
535 x 90
468 x 60

Job Board Web Rates

http://ccom.jobs.careercast.com

30 Day Job Posting
1 Job Posting $300 for 30 Days
3 Job Postings $474 ($158/job)
5 Job Postings $695 ($139/job)
10 Job Postings $1,300 ($130/job)

High Visibility 30 Day Posting $384
30 day job posting includes:
Spotlight Ad, Featured Job, Employee Spotlight of the Week, CareerCast Directory Network, Free print magazines

Flexible Slot Packages
3 Job Pack of Slots $2,181 ($727/slot)
5 Job Pack of Slots $2,970 ($594/slot)
10 Job Pack of Slots $4,620 ($462/slot)

Job Posting Enhancements
When you post your job, you will be presented with a variety of enhancement options that will increase your listing’s visibility.

Spotlight $70
Featured Jobs $60
National Network $50

Mechanical requirements
535 x 90
468 x 60
Conference Rates

October 23-25, 2014
2014 Women of Color STEM Conference
Detroit Marriott at the Renaissance Center


Like us on Facebook: www.facebook.com/WOCITC
Follow us on Twitter: twitter.com/#!/woctechnology

WOMEN OF COLOR STEM CONFERENCE
Diamond Plus Level Participation $50,000
Diamond Level Participation $45,000
Platinum Plus Level Participation $35,000
Platinum Level Participation $27,500
Gold Level Participation $22,500
Silver Level Participation $17,500
Bronze Level Participation $10,000
Academic/Small Business Exhibit $1,500

BEYA STEM CONFERENCE
Diamond Plus Level Participation $50,000
Diamond Level Participation $45,000
Platinum Plus Level Participation $35,000
Platinum Level Participation $27,500
Gold Level Participation $22,500
Silver Level Participation $17,500
Bronze Level Participation $10,000
Academic/Small Business Exhibit $1,500

Stars and Stripes Veteran Transition Initiative
Large Business Program Sponsor $25,000
Medium Business Program Sponsor $10,500
Education Program Sponsor $15,000

FOR MORE INFORMATION ON CONFERENCE RATES, CALL (410) 244-7101
STEM K-12 Program Rates

K-12 AND EMPLOYEE VOLUNTEERISM

TAP-in-a-Box is Easily Customized and Branded for your company

TAP-in-a-Box provides both community awareness products and services to make them useful to Fortune 1000 businesses and government agencies. We are especially focused on providing community awareness products and services to large businesses that are well known in their communities.

Our products and services include a direct channel to underrepresented communities. For corporations and government agencies, we provide customized and branded packages.

TAP-in-a-Box is positioned as the product that meets the needs of the Fortune 1000 customer. It is designed to integrate horizontally with existing corporate community initiatives in order to expand the scope of their programs. Its specifications include:

1. Speaker's bureau tied to local community organizations
2. Branding opportunities tied to K-12 activities
3. Distribution channel directly to community
4. Vetted list of community organizations
5. Branding opportunity tied to role-model events
6. Branding opportunity on program poster

TAP-in-a-Box can be scaled to meet the needs of your organization whether you have active employee participation or are simply providing your branded support materials to the school or community group. TAP-in-a-Box is positioned to meet the needs of organizations that are very active and are ready to take their organization’s participation.

About FEDI
The Foundation for Educational Development, Inc. (FEDI), a 501(c) (3), was founded in 1993 to promote engineering, science, and technology to minorities and women through professional and career development, educational programs, awards programs, and career placement opportunities. For more information about FEDI, please visit www.fedifoundation.org.

<table>
<thead>
<tr>
<th>Level</th>
<th>Metro Area Limit</th>
<th>Location Limit</th>
<th>1 Year Fee</th>
<th>2 Year Fee</th>
<th>3 Year Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>15 metro licenses + 2 community based organization selections</td>
<td>30</td>
<td>$50,000/year paid in 1 annual installment</td>
<td>$42,500/year paid in 2 annual installments</td>
<td>$35,000/year paid in 3 annual installments</td>
</tr>
<tr>
<td>Gold</td>
<td>10 metro licenses + 1 community based organization selection</td>
<td>20</td>
<td>$30,000/year paid in 1 annual installment</td>
<td>$25,000/year paid in 2 annual installments</td>
<td>$20,000/year paid in 3 annual installments</td>
</tr>
<tr>
<td>Silver</td>
<td>5 metro licenses + 1 community based organization selection</td>
<td>10</td>
<td>$15,000/year paid in 1 annual installment</td>
<td>$12,500/year paid in 2 annual installments</td>
<td>$10,000/year paid in 3 annual installments</td>
</tr>
<tr>
<td>Bronze</td>
<td>1 metro license + 1 community based organization selection</td>
<td>3</td>
<td>$5,000/year paid in 1 annual installment</td>
<td>$4,000/year paid in 2 annual installments</td>
<td>$3,000/year paid in 3 annual installments</td>
</tr>
</tbody>
</table>
Simplify your search for upstanding minority interns in STEM fields

Interns offer immense value to organizations by delivering skilled short-term support along with opportunities to minimize recruiting expenses. When those interns are also minority professionals, businesses comply with EEOC requirements and build a dynamic workforce that’s as diverse as their customer base. But it can be difficult to reach this limited talent pool given traditionally low enrollments in science, technology, engineering, and math fields among minority groups.

This is where we excel. Career Communications Group, Inc. (CCG) focuses exclusively on the promotion of STEM opportunities to historically underrepresented groups. With access to thousands of students in STEM fields at some of the nation’s most prestigious academic institutions, CCG can help you fill your diversity talent pipeline while dramatically shrinking college recruitment costs.

A solution to meet your organization’s needs
CCG can deliver the right placement solution for your organization, whether recruiting summer/temporary interns or entry-level direct hires. Collaborate with a placement associate to manage the search, certification, and screening process. We ensure interns complement your workplace culture and your precise job requirements. All candidates are interviewed prior to placement, with alumni-hosted local mentoring meet-ups scheduled to guarantee each match is a success.

We deliver the right placement solution to your organization…

<table>
<thead>
<tr>
<th>Summer temporary interns</th>
<th>Entry-level direct hires</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10 Placements</td>
<td>$4,500/Placement</td>
</tr>
<tr>
<td>11-25 Placements</td>
<td>$4,000/Placement</td>
</tr>
<tr>
<td>26-50 Placements</td>
<td>$3,500/Placement</td>
</tr>
<tr>
<td>More than 50 Placements</td>
<td>$3,000/Placement</td>
</tr>
</tbody>
</table>

Internship Rollover to 2nd Year $1,000/Placement

We are a force multiplier for your workforce diversity initiatives.
Print ad mechanicals

FULL PAGE
With bleeds:
8.125 in. x 10.875 in. trim area
Must include 0.125 in. bleeds on all sides. Please maintain a safe area 0.25 in. from trim edges

No bleeds:
7.625 in. x 10.375 in.

2/3 PAGE
5 in. x 10.375 in.

HALF PAGE
With bleeds:
8.125 in. x 5.2375 in.
Must include 0.125 in. bleeds on all sides. Please maintain a safe area 0.25 in. from trim edges

No bleeds:
7.625 in. x 4.9875 in.

1/3 PAGE
2.4 in. x 10.375 in.

Advertising Copy and Contract Terms and Conditions

a. All copy is subject to approval of CCG (publisher). Publisher reserves the right to cancel any advertising at any time.

b. Neither the advertiser nor its agency may cancel (or make changes in) insertion orders after closing date. Cancellations or changes in insertion orders must be in writing, and are not considered accepted until confirmed in writing by publisher.

c. All advertisements are accepted and published by publisher or warranty of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.

d. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless publisher, its officials, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.

e. Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which any advertisement accepted by publisher is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher’s control.

f. All advertisements must clearly and prominently identify the advertiser by trademark or signature. Advertisements that in the opinion of publisher simulate the editorial format of USBE&IT, HE&IT, and Women of Color magazines are not acceptable. Advertisements prepared in editorial style of any kind may be subject to the inclusion of the word “advertisement” at the top.

g. Any reference to USBE&IT, HE&IT, and Women of Color magazines in advertisements, promotional material or merchandising by the advertiser of the agency is subject to prior written approval by publisher for each use.

h. All advertising contract position clauses are treated as requests. Since editorial requirements change as issue production progresses, publisher cannot guarantee fixed positioning.

i. Publisher is not responsible for errors in printing key numbers.

j. Publisher may change the rates published herein at any time provided that no increase in rates will apply to advertisements whose closing date precedes the announcement of increased rates.

k. Publisher will not be bound by any condition, printed or otherwise, appearing on order blanks, proofs or copy instructions when such conditions conflict with the conditions set forth in this rate card.

l. Agency commission to recognized advertising agencies is 15% of gross when paid within 30 days. Interest will be charged at a rate of 1.5% per month on past due balances.

m. Cash discount 2% of the net allowed for payment within 10 days.

n. Due date: (Upon receipt of Invoice)

o. In the event publisher does not receive payment, advertiser and/or its agency agree they shall jointly and severally liable for such monies as publisher is entitled to receive.

p. In the event publisher does not receive payment or advertiser otherwise breaches the terms of this contract, advertiser and/or its agency shall pay all of the publisher’s costs and expenses in connection with enforcement and/or collection proceedings.