

A New Magazine for a New Day!



Next  
Horizon  
Magazine

Where Knowledge and Opportunity Meet  
The Voice of Minority Business

2007 Media Kit

[www.NextHorizon.com](http://www.NextHorizon.com)

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**"The Synergy of Diversity drives the synthesis of ideas that makes earthshaking Innovation possible!"**  
George B. Brooks, Jr. Ph.D. Jan 2007

*NxT Horizon Magazine*



## A New Magazine for a New Day!

The Voice of Minority Business

[www.NxTHorizon.com](http://www.NxTHorizon.com)

**Mission:** The mission of NxT Horizon magazine is to present the knowledge that makes opportunity possible.

**Strategy:** To accomplish our mission we:

- Use highly qualified and credible sources to inform, inspire and empower multicultural entrepreneurs and business professionals to build great businesses, capture opportunities, network with their peers and to engage the society.
- serve as the voice of minority business by educating the corporate community that these business enterprises provide dependable, quality products and services on time at competitive prices and are a source of innovation that make excellent long term business partners.
- Create space where advertisers can showcase their products and messages and connect directly via the web to our readers.

**Format:** Published bimonthly, NxT Horizon is a fully internet interactive PDF magazine supported by blogs, mp3 and mp4 podcasts, sponsored events, lectures audio and video features.

**Guiding Principles:** Empowerment - Synergy - Diversity - Transformational Leadership - Innovation - Ingenuity - Vision - Proactive Engagement - Business - Opportunity - Culture -Horizon Scanning

### General Information:

**Staff:** George B. Brooks, Jr. Ph.D.  
Angela R. Brooks  
T. J. Leake

Publisher  
Co-Publisher  
Photography

### 2007 Results:

#### Increase in Readership:

The launch of the July 2007 edition of NxT Horizon was our most successful yet with an estimated 30,000 plus people reading the magazine

#### 2007 Minority Media Cornerstone Award San Francisco Region U.S. Department of Commerce MBDA

This honor is given to the media company that does the most to promote and create opportunity for minority business. Last year (2006) our magazine won for Arizona. This year (2007) we won for the entire western United States (Arizona, California, Nevada, Oregon, Washington, Alaska, Hawaii and Guam). Ebony Cactus/NxT Horizon is the first "New Media" company to receive this award

#### Powerful Partnerships:

- City of Phoenix EOP Department: How to do business with the city of Phoenix Podcast series (<http://phoenix.gov/mwsbe>) Carole Coles Henry Director
- ASU at the Downtown Phoenix Campus Jazz Lecture Series: Dr. Mernoy Harrison Executive Vice Provost (Sept 5th, 2007 with International Jazz Artist Award Winner Nick Colonne Noon at the Herberger Theater)
- Arizona Minority Business Enterprise Center (programs TBA)

#### People of influence sharing valuable information for small business including:

July 2997

Arizona Governor the Honorable Janet Napolitano  
Dr. Lattie Coor Past President ASU CEO Center for the Future of Arizona  
Mr. Sid Wilson General Manager Central Arizona Project  
Alika Kumar Director Az. Minority Business Enterprise Center  
Carol Coles Henry Director City of Phoenix Equal Opportunity Department

September 2007

Diane Brossart, President Valley Forward  
Robert Blaney Arizona District Director Small Business Administration  
Anthony Floyd, Green Building Director City of Scottsdale Arizona  
First light on the new City of Phoenix EPP (Environmentally Preferred Purchasing) program.

**Increase numbers of advertisers confident that we can carry their message to our educated and accomplished readership.**

# NxT Horizon magazine 2007 Advertising Rates and Specifications (continued)

Prices include taxes.

| Size:  | Frequency   | Frequency |        |        |
|--|-------------|-----------|--------|--------|
|  |             | 1x        | 3x     | 6x     |
| Full page: Regular price<br>(Dimensions: 10" Horizontal x 7.5" Vertical)       | (No Bleeds) | \$700.00  | 630.20 | 598.50 |
| 1/2 page: Regular price<br>(Dimensions: 4.75" Horizontal X 7.5" Vertical)      |             | \$350.00  | 315.30 | 299.25 |
| 1/4 page Regular price<br>(Dimensions: 4.75" Horizontal x 3.5" Vertical)       |             | \$175.00  | 157.50 | 150.00 |
| Business Card Regular price<br>(Dimensions: 2.375" Horizontal X 3.5" Vertical) |             | \$125.00  | 125.00 | 125.00 |

Inside Front Cover Full Page: \$1,000  
 Back Cover Full page: \$1,000  
 Front or Back (1/2) Cover: \$ 500

**Business Card ad: \$125.00 (135 w/weblink)**  
**100% payment due at time of ad (Dimensions W 3.253 x H 1.86 in)**  
**submission or by credit card.**

Basic Audio Podcast marketing message: **\$100**

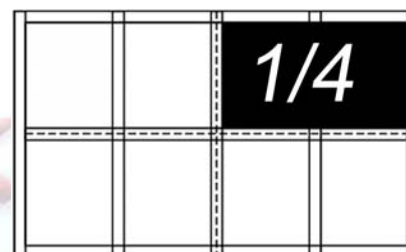
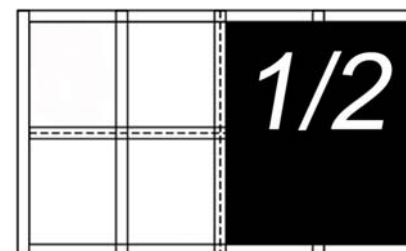
[Click here](#) to hear sample audio on page

[Click](#) to hear sample audio in a new window

1 to 2 minutes in length (High Speed Internet Connection Needed)

\$39.99 Sponsored Link program: Call for details

Call for additional details on marketing opportunities using podcasts, web pages, NxT Horizon and E-Blasts



Sample Business Card  
Actual Size

The Art of  
**Lisa Albinger**  
www.lisaalbinger.com



# Advertising Requirements

- **50% payment due at time of ad submission. Remainder due within 30 days after publication (Net 30) unless pre arrangements are made. (100% due for business card and sponsored link ads)**
- Advertising rates are for advertising space only.
- All regular ads **MUST** be pre-formatted (Digital format-Photoshop/JPEG High Resolution-150 dpi only. Mac formats and **no** documents in Publisher). The customer is responsibility for the resolution (readability) of the ad at 150 dpi. Two (2) Color proofs are required to insure color consistency and accuracy. Business cards may be mailed (regular US Mail) in to by scanned but must be received by the submission deadline date.
- TEC can not guarantee a specific ad position except for premium pages (inside front cover and back cover).
- All ads are subject to both the Editor's and Publisher's approval.
- Payment for each ad insertion shall be on a pay per issue basis unless otherwise expressed.
- **Deadlines:** The magazine is published on the 1st of every month. Photo ready advertisements must be received by The Ebony Cactus by the 21st of the month prior to publication. Ads in need of formatting will be charged an additional 15%.
- Any agreements/ contracts that are not fulfilled by the advertiser will be billed accordingly based on said original agreement plus any legal fees and postage that TEC shall incur.
- **Delinquent Accounts:** If an account is not paid by the due date, the advertiser agrees to pay an incurred interest fee of 1.5% per month until the balance has been paid satisfactorily. This interest will be added to and become a part of the principal amount due. Accounts are considered delinquent after 30 days.
- Clients in need of graphic art development, photography, marketing may contact our public relations and marketing department for assistance at: [lscphx@aol.com](mailto:lscphx@aol.com)
- Podcasts significantly enhance the effectiveness of your message and the value of your brand. Please call our sales representative for information on this feature.

## Contact

**NxT Horizon**  
**magazine**

Ebony Cactus Publishing  
P.O. Box 24982 Tempe,  
AZ 85285-4982  
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Fax: (602) 437-8852  
[Publisher@NxTHorizon.com](mailto:Publisher@NxTHorizon.com)  
<http://www.NxTHorizon.com>

# NxT Horizon 2007 Editorial Calendar

| Scheduled Publication Date | Issue Theme   | Media Submission Deadline Dates |
|----------------------------|---|---------------------------------|
| March                      | <b>NxT Horizon Inaugural Edition</b><br><b>Entertainment &amp; Sports</b><br>The Phoenix Jazz Festival<br>The Phoenix Flame Basketball Team<br>Podcast: ASU Downtown Jazz Lecture with Marion Meadows<br>Podcast: Central Arizona Project Director Sid Wilson   | February 21                     |
| July                       | <b>NxT Horizon</b><br><b>Minority Business and the Innovation Economy.</b><br>Innovation America, Center for the Future of Arizona<br>Micro Millennium, Victor Vidales<br>NxT On-The-Air Podcast with the City of Phoenix<br>Minority Enterprise Development (MED) Week 2007<br>Eloy continues to Rise, | June 21                         |
| September                  | <b>NxT Horizon</b><br><b>Going Green: MWSBEs can lead the Green Business Revolution</b><br>City of Phoenix EPP (Environmentally Preferred Purchasing) Program.<br>Valley Forward, ASU Downtown Jazz Lecture with Nick Colionne  | August 21                       |
| November                   | <b>NxT Horizon</b><br><b>Seeds of Innovation: Education &amp; Social Entrepreneurship</b><br>Keys Community Center, Elementary Institute of Science<br>Arizona State University Polytechnic   | October 21                      |
| January 2008               | <b>NxT Horizon</b><br><b>Supplier Diversity</b>   | December 21                     |

\* Note: Please refer to our Media Specifications for ad size criteria

NxT Media Contact: Angela Brooks at [lscphx@aol.com](mailto:lscphx@aol.com) or [editor@nxthorizon.com](mailto:editor@nxthorizon.com)

NxT Graphics contact: George B. Brooks, Jr. @ [publisher@nxthorizon.com](mailto:publisher@nxthorizon.com)

Note. NxT Horizon reserves the right to modify the editorial calendar without notice.

Mail all submissions ( articles, photos , media kits ) to: PO BOX 24982 Tempe, Arizona 85285

Phone: 602-363-1677

Fax: 602-437-8852

Rvs: August 1st, 2007