



FOR LOCAL MEDIA BRAND

Media Kit

Loop Media Brand, we understand that you are your brand. Whether you're an entrepreneur, influencer, or professional, your personal brand speaks volumes. Let us be your compass on this exciting journey.



EVENTS

Best of Loop

Podcast

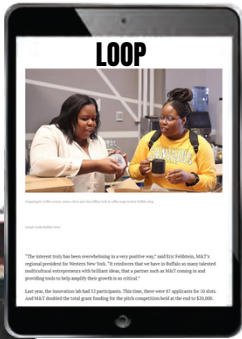
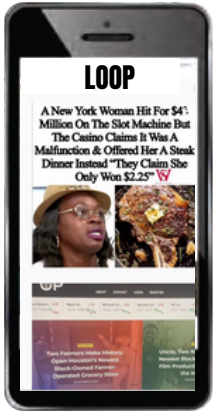
Networking

Pop-Up Parties

Community engagement and sponsors



SOCIAL



NEWSLETTERS

30,000+

Annual Email Blast

72%

Click Rate



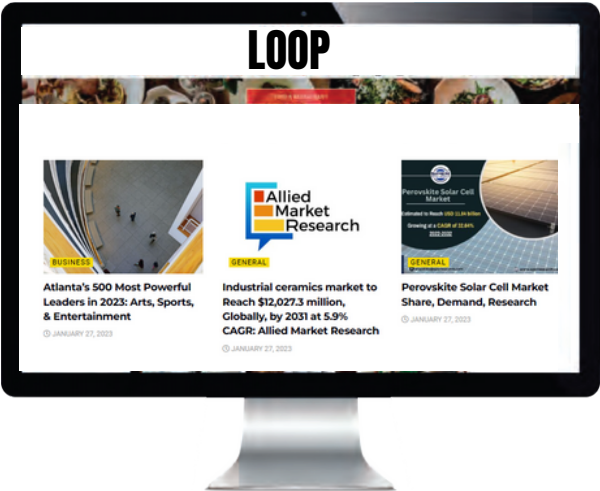
Serving rising entrepreneurs and companies with private equity

152 1.5k
Debra Klutts, Founder and CEO of INVESTGROUP is helping entrepreneurs, as well as beginning business profits through tax, accounting and business consulting, as well as building offering funding to clients to help them become families.
Private equity (PE) may be the best option for most businesses today as banks become more regulated and evasive. PE checks almost every box in the entrepreneur's list: low interest rates, diversification and risk mitigation, and a friendly political climate. In addition, private equity adds working capital to businesses and allows more freedom of growth, without expert money most entrepreneurs strive to achieve. Consequently, this is where Klutts comes in. Klutts is offering rising entrepreneurs and companies private equity to help them grow and bring their idea to fruition.
He is the founder and CEO of INVESTGROUP, a full-service business development group, general management, and financial consulting firm focused on small and medium-sized privately held companies. INVESTGROUP seeks to provide on-demand, growth-oriented support to rising entrepreneurs, giving them the tools and resources to reach their full potential.



ONLINE

Annual increase Impressions on the website



AUDIENCE RESULTS

85%

of website visitors said they were motivated after reading.

91%

enjoyed our digital content over the last years.



#202223

80%

agreed that Loop is a consistent brand.

70%

of members are business owners.

89%

took action to share articles from our source.

87%

of members have used our marketing services at least twice.

59%

of customers believe our prices are too low.

The platform is a valuable resource that provides extensive information regarding stories, interests, and needs.

Rate Card

(Section I)

NEWSLETTER ADVERTISING

Full Page	\$300/Month
1/2 Page H	\$400/Month
1/2 Page V	\$100/Month
1/4 Page	\$175/Month
1/8 Page	\$195/Month
Wallpaper	\$195/Month
Header	\$105/Month
Blast	\$200/Month

DIGITAL VISIBILITY

Press Release	\$500/Blast
Article	\$200+/Post

SOCIAL MEDIA

Facebook Post	\$250/post
Instagram Post	\$180/post

DIGITAL AND EMAIL ADVERTISING



Reach out and inform members wherever they are. Loop Media Brand celebrates the community and continues to grow brands through its consistent funnel of communication.

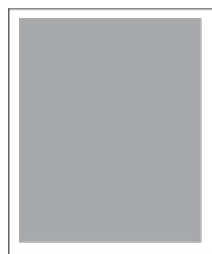
Brand your company with the best digital marketing tools and techniques the Loop has to offer through sponsorship opportunities. Take advantage of unique exposure for your brand or services through digital, and social media, opportunities. Information is available upon request.

Gold Level Sponsors	\$10,000
Silver Level Sponsors	\$6,000
Bronze Level Sponsors	\$3,000
Supporting & Media Sponsors	\$500



Website Ad Basic

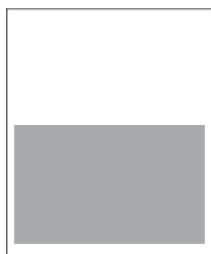
40- Day Run



FULL PAGE

8.5" x 11"

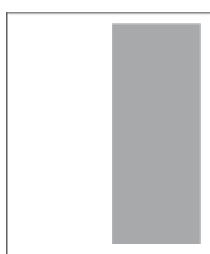
\$1200



1/2 PAGE H

8.5" x 7.25"

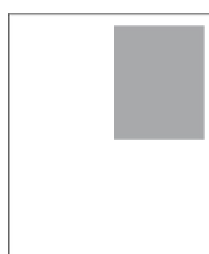
\$625



1/2 PAGE V

11" x 4.25"

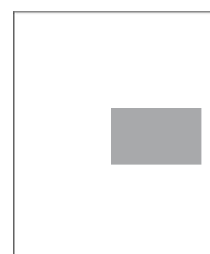
\$419



1/4 PAGE

4" x 6"

\$399



1/8 PAGE

2" x 3"

\$225



Header

8.5" x 1.5"

\$150

All inquiries and orders are to be sent to loop@bizmagmedia.com

Rate Card

(Section 2)

WEBSITE ADVERTISING CAPABILITY

4-col
Vertical



7.97 x 19.53

4-col
Two-Third



7.97 x 16.34

5-col
Two-Thirds



10 x 12.99

3-col
Vertical



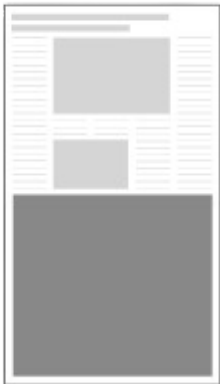
5.94 x 19.53

3-col
Half



5.94 x 16.44

Horizontal
Half



10 x 9.66

2-col
Vertical



3.91 x 19.53

2-col
Third



3.91 x 16.65

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Third



10 x 6.43

Quarter



4.93 x 9.66

Sixth



1.88 x 17.3

Strip



10 x 3.06

**1-col
Sixteenth**



1.88 x 6.43

T-Spread



16.94 x 12.99

**1, 2 & 3"
Color Bar**



10 x 1.11
10 x 2.1
10 x 3.06

Jewel Box



3.91 x 5.15

Peninsula



5.94 x 9.66

**Full
Window**



4.37 x 2.54

**Standard
Window**



2.89 x 2.54

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Themes and Special Occasions

JANUARY–FEBRUARY	BLACK HISTORY/NEW YEAR, NEW YOU Special Advertising: Financial, Health ,History
MARCH–APRIL	EDUCATION/TRAINING/COMMUNITY BUILD Special Advertising: Personal Development
MAY–JUNE	MENTAL HEALTH/FAMILY FUN/TRAVEL VACATIONS Special Advertising: Estate Planning, Health and Fitness
JULY–AUGUST	BUSINESS/ENTREPRENEURSHIP Special Advertising: Business Management, Development, Trends
SEPTEMBER–OCTOBER	RESTAURANT/MUSIC/ART Special Advertising: Owner, Chef spotlight,, best places
NOVEMBER–DECEMBER	GIVING/CHARITY/COMMUNITY BUILD Special Advertising: Holiday Shopping Guide, Donations, Giveaways

What Our Advertisers Have to Say

"IT'S A GREAT MEDIA COMPANY —AND JUST WHEN YOU THINK IT IS PERFECT, THEY RAISE THE BAR AGAIN."

BENSON STANLEY, OWNER OF BENSON'S AGENCY GROUP

Loop Media Brand is a good source for our targeting needs because it's diversified like our customer base.

Hettie Spaener,
Jill Schuler & Elliott Inc.

The perspective of our customer, and upscale entrepreneurial clients see that the loop is passionate about impact it has on the community in a positive manner.

"Their process is professional and very easy to work with."

GERALD LAMOTHE JR., OWNER OF SUPERIOR TALENT

**Juliea Downs,
& Pink Grantt**



THE LOOP DELIVERS OUR MESSAGE IN A MANNER THAT NO ONE ELSE CAN."

Crawford Atkins, General Manager

"In our opinion, Loop Media is the best media venue for reaching affluent customers. We have been successfully advertising on the Loop website for decades and have yet to find a better resource. What we like most is that it has the photography and dynamic writing of a slick big-city publication while still mainly covering local stories, businesses, and personalities — the perfect mix to attract readership. Adding a digital issue and partnering with local experts continues to make this branding company relevant to a diverse readership of all ages!"

Jackie Montrose Owner, The Style Collection

TERMS and CONDITIONS

LOOP Media Brand ("LOOP") accepts publication of Advertisements on the terms and conditions set out herein ("Terms"). By placing an order, the "Advertiser" (which is the person bidding for or placing the order for the Advertisement whether they are the advertiser of the product or service referred to in the Advertisement or the advertising agency or media buyer for such advertiser) accepts and agrees to be bound by these Terms in full.

Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.

All copy, text and illustrations are subject to the publisher's approval before execution of the order. Publisher reserves the right to reject any advertising which is in publisher's opinion unethical, extravagant, challenging, in bad taste, detrimental to public health or interest, or otherwise inappropriate or incompatible with the character of the publication, whether or not the same ad has been previously accepted or published.

Advertiser and agency assume joint liability for payment of all debt incurred by agency on behalf of an advertiser. Space billed to an agency and unpaid 30 days after billing may be billed directly to the advertiser. An order may be canceled by the publisher if advertiser or agent fails to pay account when due. The difference between rates billed and rates earned becomes due and payable immediately. The publisher assumes no liability for advertisements omitted for any reason.

LOOP cannot guarantee the time, dates and/or position of Advertisements and all such decisions will be at the sole discretion of LOOP. However, LOOP will use reasonable efforts to comply with the wishes of the Advertiser.

Payment by AGENCY or ADVERTISER is due upon receipt of invoice, unless it acquires Monthly Payment Terms. AGENCY or ADVERTISER waives any billing dispute if AGENCY or ADVERTISER does not notify LOOP of such dispute in writing within thirty (30) days from date of the invoice containing such amount in dispute. In the event AGENCY or ADVERTISER timely notifies LOOP of such dispute, AGENCY or ADVERTISER and LOOP shall work diligently with each toward a resolution, but any amount not in dispute shall be promptly paid as described herein. Payments by established and recognized advertising agencies for advertising shall be subject to a 15% agency discount on DUE UPON RECEIPT OF INVOICE payments only, except for non-commissionable amounts or as otherwise stated herein or in a governing master contract.

Contracts and space reservations may not be canceled after the advertising deadline; full price will be charged for any cancellations after the advertising deadline. Cover positions require 30 days written notice of intention to cancel contract. Cancellation of any contract is subject to short-rate at the earned frequency rate. Verbal commitments to advertise are binding.

LOOP Media Brand makes no representations or warranties concerning response rates to, or effectiveness of, advertising in its publications, or concerning the size, scope or demographic composition of the circulation of its publications. Previously provided circulation data and estimates are not a guarantee of, or representation about, future circulation performance

CANCELLATION

The cancellation period for an Advertisement varies according to the publication. The Advertiser should refer to the relevant rate card. The Advertiser may cancel an Advertisement if notice in writing is received by LOOP within the relevant cancellation period. In respect of Advertisements on the Website, the minimum notice period for cancellation by the Advertiser is 30 days unless agreed otherwise. Please send notice of your intention to cancel BY EMAIL. Cancellation will only be effective on confirmation of receipt of your notice.

