

# LOVICK

# MEDIA KIT

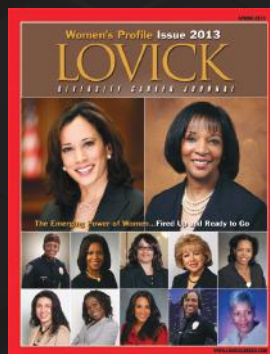
DIVERSITY CAREER JOURNAL



## ATTENTION ADVERTISERS!

The Minority Career Journal is a bi-monthly with a circulation of 40,000 with approximately 17,000 subscribers.

Our quarterly journal reflects our commitment to promulgating user-friendly, insightful and inspiring information. Our goal is to stay at the cutting edge of employment issues and by doing so give our valued advertisers a medium that will be of quantitative value. Simply put, Minority Career Magazine will continue to be a publication that job seekers will look forward to reading each and every month.



## REACH 40,000 READERS

- ✓ Aerospace Industry
- ✓ HBCU's
- ✓ Government Agencies
- ✓ Law Enforcement Agencies
- ✓ Healthcare Industry
- ✓ Business / Corporate
- ✓ Local State Officials

# ATTENTION: ADVERTISERS



Calvin Lovick, Sr  
Founder & Publisher

# MISSION STATEMENT



Lovick Diversity Career Journal (LDCJ)  
Minority Career Expo (MCE)  
[www.lovickdiversitycareer.com](http://www.lovickdiversitycareer.com)

**Lovick Publishing & Sports Group**, is a Los Angeles, California based company with over 20 years of experience, committed to the professional recruitment for Fortune 500 Companies and their affiliates. While building on this success and leadership, we have grown to an organization that recently added a sports group that focuses on HBCU Football Classics. Our tradition continues with a winning quadrant of the Minority Career Journal, Minority Career Expo and a superbly active Website reachable at [www.minoritycareer.com](http://www.minoritycareer.com).

**Lovick Diversity Career Journal (LDCJ)** is a quarterly publication with a circulation of 40,000 that provides comprehensive information and relevant articles about career opportunities in the Aerospace, Financial, Retail, Manufacturing and Technical Industries and more. This quality driven magazine, also embraces sound commentary relating to news items that concern the workplace, while offering considerations that enhance a productive work environment. LDCJ is distributed at all job fairs conducted by Lovick Publishing & Sports Group and to human resource executives, professional and technical groups, community leaders, post-secondary professionals and students.

**Minority Career Expo (MCE)** assists corporations in meeting their diversity recruitment goals in a time and cost effective manner. The regularly scheduled expos feature a large selection of highly qualified minority and women candidates with expertise in technical and non-technical disciplines.

**[www.lovickdiversitycareer.com](http://www.lovickdiversitycareer.com)** is our online career recruiting resource. It provides a central database on the Internet where employers may post their current job announcements and review potential applicant resumes. It also gives interested parties the ability to post their resumes online and view detailed information about member companies and their employment opportunities.

These three centers are reliable vehicles for supporting today's corporate hiring needs. We encourage you to call Lovick Publishing & Sports Group to find out more about our corporate discount packages for advertisers and exhibitors.

If you are interested in advertising with us on the MinorityCareer.com website, please contact us for further details. Individual and Corporate packages are available. You may also reach us at our Sales Dept. by phone at (310) 412-7220 or by fax at (310) 412-7221.

Our quarterly issues reflects our commitment to promulgating useful, insightful and inspiring information. Our goal is to stay at the cutting edge of employment issues and by doing so give our valued advertisers a medium that will be of quantitative value. Simply put, Lovick Diversity Career Journal will continue to be a publication that job seekers will look forward to reading each and every month.

The Lovick Diversity Career Journal is a quarterly with a circulation of 40,000 with approximately 17,000 subscribers. The LDCJ provides comprehensive information regarding career opportunities in the public and private industrial, commercial and institutional sectors.

The subscribers and readers are minority Banking, Sales & Marketing, Engineers, Law Enforcement, Retail

and Professionals. The magazine is designed to bridge the gap between qualified candidates and employers seeking to improve their corporate diversity recruitment. In addition to advertising career opportunities, each issue presents editorial content dealing with issues relating to employment, professional development trends and workplace opportunities affecting diversity employment.

The website [www.lovickdiversitycareer.com](http://www.lovickdiversitycareer.com) is an added value as a logical extension of the LCJ direction. It allows the company to participate in the electronic information exchange arena with Job and Resume Posting.

Very Best!  
Calvin Lovick



### Past Advertisers Seeking Diversity In Employment





# ADVERTISING RATES AD SPECS

## BLACK & WHITE AD

Full Page: \$4,000.00  
 2/3 Page: \$3,500.00  
 1/2 Page: \$3,000.00  
 1/3 Page: \$2,550.00  
 1/6 Page: \$1,950.00

## 4-COLOR AD

Full Page: \$4,500.00  
 2/3 Page: \$4,000.00  
 1/2 Page: \$3,550.00  
 1/3 Page: \$3,050.00  
 1/6 Page: \$2,450.00

Inside Front: \$6,000.00  
 Inside Back: \$5,500.00  
 Back Cover: \$6,000.00

### Mechanical Requirements in inches:

SWOP Coated 4-color process printing  
 Trim size - 8-1/2 x 11\*

### Sizes available:

2 page spread: 15 x 9  
 1 page: 7-1/2 x 9-1/2  
 1/2 page vertical: 3-1/2 x 9-1/2  
 1/3 page vertical: 2-1/2 x 9-1/2  
 2/3 page vertical: 5 x 9-1/2  
 1/2 page horizontal: 7-1/2 x 4-1/4  
 1/4 page horizontal: 7-1/2 x 2-5/8  
 1/4 page square: 7-1/2 x 3-3/4  
 2/3 page square: 3-3/16 x 5

PDF format is the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly.

- ✓ PDF file saved with only one ad per file.
- ✓ All High-resolution images and fonts must be included when the PDF file is saved
- ✓ Images must be SWOP (CMYK or Grayscale) JPEG between 200 and 300 dpi.
- ✓ Images should be CMYK or grayscale only images. Do not nest EPS files into other EPS files. Do not embed ICC profiles within images.
- ✓ All required image trapping must be included in the file(s)

If you are interested in more advertising on the [www.lovickdiversitycareer.com](http://www.lovickdiversitycareer.com) website please contact us for further details.

Individual and Corporate packages are available.

You may also reach us by phone at (310) 412-7220 or by fax at (310) 412-7221.

For rates on Job Expo, please visit our Expo Center



## DISTRIBUTION

The Lovick Diversity Career Journal is a quarterly with a circulation of 40,000 with approximately 17,000 subscribers.

### EXPO & COLLEGE GRADUATE ISSUE

10,000 extra copy are printed and distributed. (Spring Issue).

### SUBSCRIBERS MAILING LIST = 17,000

103 Campus, HBCU's - (Five issue per school) = 515  
 109 Campus, California Community Colleges (5 issue per School) = 545  
 23 Campus, California State Universities & College (5 issue per campus) = 115  
 101 Location, California EDD Employment Office's (5 issue per location) = 505

Human Resources Professional (2 issue per location) = 4250  
 5600 Out of State Subscribers = 5600  
 8700 Retail Outlets

### Serving 305 Locations Throughout Los Angeles & Orange, Riverside and San Bernardino Counties

### DISTRIBUTION LOCATIONS:

7-Eleven, Alberstons, Ralphs, Vons, Savon, Foods for Less, Starbucks, Barnes and Noble

### 275 Church's and Professional Organization

### 180 Marketing and Development Firms