Advancing Diversity in the Workplace

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Taking a Stand on Systemic Change

“Amid calls for an end to systemic inequalities, marketing organizations are prioritizing internal efforts to promote inclusion and combat discrimination. This past spring, the deaths of George Floyd, Breonna Taylor, and Ahmaud Arbery reignited a national conversation around racial injustice and systemic inequalities, culminating in more than a month of protests around the globe calling for change. In the aftermath of their deaths, brands are coming to terms with the reality that, for consumers, actions speak louder than words.”

“With consumers increasingly expecting brands to take a stand against racial injustice, keeping silent was not an option for many companies. “Diversity” and “inclusion” have become industry buzzwords in the past few years as brands looked to resonate with multicultural audiences and attract diverse talent. Despite this focus, many efforts have fallen short of their goals.” By Urey Onuoha

Women entrepreneurs are key economic actors in New York City — building businesses that support families, uplift communities, and generate jobs. The NYC Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs.

The City’s certification programs feature the Minority and Women-owned Business Enterprise (M/WBE) Program, the Emerging Business Enterprise (EBE) Program and the Locally based Business Enterprise (LBE) Program. We certify, promote, and foster the growth of the City’s M/WBEs and eligible small construction and construction-related businesses.

The City spends up to $17 billion per year on goods and services. Getting certified will help you compete for these opportunities and access exclusive programs to help your small business grow.

More than 10,000 businesses currently benefit from New York City Certification, and the City is committed to:

Award $25 billion in City contracts to M/WBEs by the end of Fiscal Year 2025
Award 30 percent of the value of City contracts to M/WBEs by the end of Fiscal Year 2021

NEW YORK CITY’S COMMITMENT TO IMMIGRANTS The City of New York helps immigrant New Yorkers build more stable, secure, and successful lives in our city. The NYC Department of Small Business Services (SBS) provides services and resources targeted to immigrant entrepreneurs. This guide is one such resource. Learn more about all SBS’s immigrant entrepreneur services at nyc.gov/immigrantbusinesses.

Launching and growing a business requires significant time and work. But the success of so many immigrant entrepreneurs in New York City makes clear its promise and possibility. In our city, immigrants make up half of all business owners and are finding success in every sector, from retail to technology. For these entrepreneurs, the opportunities of owning a business were greater than the risks.

For the past two decades, Gay City News has been committed to bringing LGBTQ New Yorkers the highest quality and most comprehensive reporting on the community’s strides in achieving full equality, ensuring equal opportunity in the workplace as well as in housing and public accommodations, and in combatting violence and bias against community members in their neighborhoods, across the city, and in society generally. The newspaper also spotlights LGBTQ achievement in the political world, in the arts and entertainment field, and in both private and public sector workplaces as well as in business enterprises that they create.
Schneps Media in conjunction with NYC Small Business Services of the Office of the Mayor of New York City is producing and publishing two timely special supplements. The purpose of these two supplements, Advancing Black Entrepreneurship in New York City (BE NYC) and Advancing Diversity in the Workplace, is to focus on certain corporate initiatives that target these two current hot button issues.


Schneps Media through the publication of these two special supplements intends to highlight the many corporate initiatives being offered today, and how each initiative is impacting the business community in New York City, while informing our readers how they can participate.

1) **Title “Presenting Sponsor” – $17,500**
   a. Your Company Name presents –
      Advancing Diversity in the Workplace
   b. All press releases and articles will refer to this section as “Your Company’s Name Special Supplement”
   c. Full Page 4-Color Ad (Inside Front-Page Supplement Cover)
   d. Full Page Editorial (Across from Ad)
   e. Your company name included on the Banner Ad on Front Pag of participating newspapers;
      amNY Metro, Caribbean Life, El Correo, Noticia, and Gay City News
   f. 2-weeks Digital Ad on participating websites

2) **Sponsor – $12,500**
   a. Logo included on the Front Page of the Special Supplement
   b. Full Page Color Ad
   c. Full Page Editorial
   d. 2-weeks Digital Ad on participating websites

**Advancing Black Entrepreneurship in NYC Advertising Rates:**
1. Full Page  $8,000
2. Half Page  $4,800
3. Quarter Page $2,800
4. Back Cover  $8,500

**Advertising Rates – Both Supplements:**
1. Full Page  $11,200
2. Half Page  $6,720
3. Quarter Page $4,032
4. Back Cover  $12,000

**Sponsorships – Both Supplements:**
- Title $29,500
- Sponsor $17,500

Please make all inquiries to:
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ome of the world's largest concentrations of Caribbean people call New York City home — and Caribbean Life is their source for local news, commentary, politics, sports, arts, and culture. The tabloid with the unmistakable yellow-and-orange front page is now in its third decade of informing Caribbean New Yorkers about what's going on back home and in their adopted city. Advertisers reach a loyal readership every week in Caribbean Life.

“We have worked with Caribbean Life for over 15 years and we thank them for their constant support as an advertising partner, and for putting us into the homes of their many readers. We have generated with them, and we look forward to a continued long and prosperous partnership.”

Allison Mason
Manager Sales & Marketing
TravelSpan Inc.

DEMOGRAPHICS

- Male 48%
- Female 52%
- Median Age 40
- Ages 25-34 21%
- Ages 35-54 39%

Median HHI $48,300
HHI $50K+ 48%
HHI $75K+ 33%

SOURCE: CNG Research

AUDIENCE

Print Edition
Reaching 111,000 readers, Caribbean Life is distributed every Friday in high traffic retail locations. The print edition is also available online at CaribbeanLifeNews.com

Special Distribution
West Indian/American Day Carnival Parade:
20,000 additional copies distributed at and around the Parade

Monthly Online Traffic of CaribbeanLifeNews.com
Over 39,000 Page Views
Over 16,000 Unique Visitors
Over 18,000 Visits

caribbeanlifenews.com
Since 2004, New York City has been the home to two free daily newspapers, amNY and Metro New York.

In January 2020, amNY and Metro New York merged to become amNY Metro.

amNY Metro has the highest readership of any newspapers in New York City.

**Readership 301,000**

amNY Metro reaches the working population in NYC with thousands of distribution locations through street boxes and subway racks.
Gay City News boasts America’s most experienced and pioneering team in LGBT journalism, a team that since the 1980’s has chronicled cross-currents, struggles and triumphs of the gay civil rights movement and the determined fight to surmount the AIDS epidemic.

Gay City News speaks to the core of “America’s most influential untapped market” according to The Wall Street News, reaching more LGBT New Yorkers than all national gay magazines combined. Gay City News is distributed throughout Manhattan as well as select neighborhoods in Brooklyn and Queens.

Sponsorship & Partner Opportunities: As one of the nation’s leading LGBT media, Gay City News regularly sponsors with local, regional and national businesses and organizations for a variety of dynamic events and promotions. For complete details, contact the marketing department.

CIRCULATION: 40,050 readers bi-weekly

gaycitynews.com

El Correo NY & Noticia

(Spanish language newspapers)

El Correo, NYC

Queens - Jackson Heights, Corona, Ridgewood, Astoria, Sunnyside, Elmhurst, Woodhaven, Richmond Hill, E. Elmhurst, Queens Village, Flushing, College Point, Ozone Park, Rego Park/Forest Hills

Brooklyn - Sunset Park, Coney Island

Bronx - South Bronx

Manhattan - Washington Heights

CIRCULATION: 39,000 readers

Noticia, Long Island

Nassau - Elmont, Franklin Square, Inwood, Mineola, Baldwin, Freeport, Glen Cove, Hempstead, W. Hempstead, Uniondale, East Meadow, Long Beach, Roosevelt, Valley Stream, Westbury, New Cassel, Levittown, Hicksville

Suffolk - North Amityville, West Babylon, North Bay Shore, North Bellport, Bay Shore, Brentwood, Centereach, Central Islip, Copiague, Coram, Deer Park, Huntington Station, Medford, East Patchogue, Wyandanch, Riverhead, Hampton Bays, Mastic, Shirley

CIRCULATION: 39,000 readers

noticiali.com