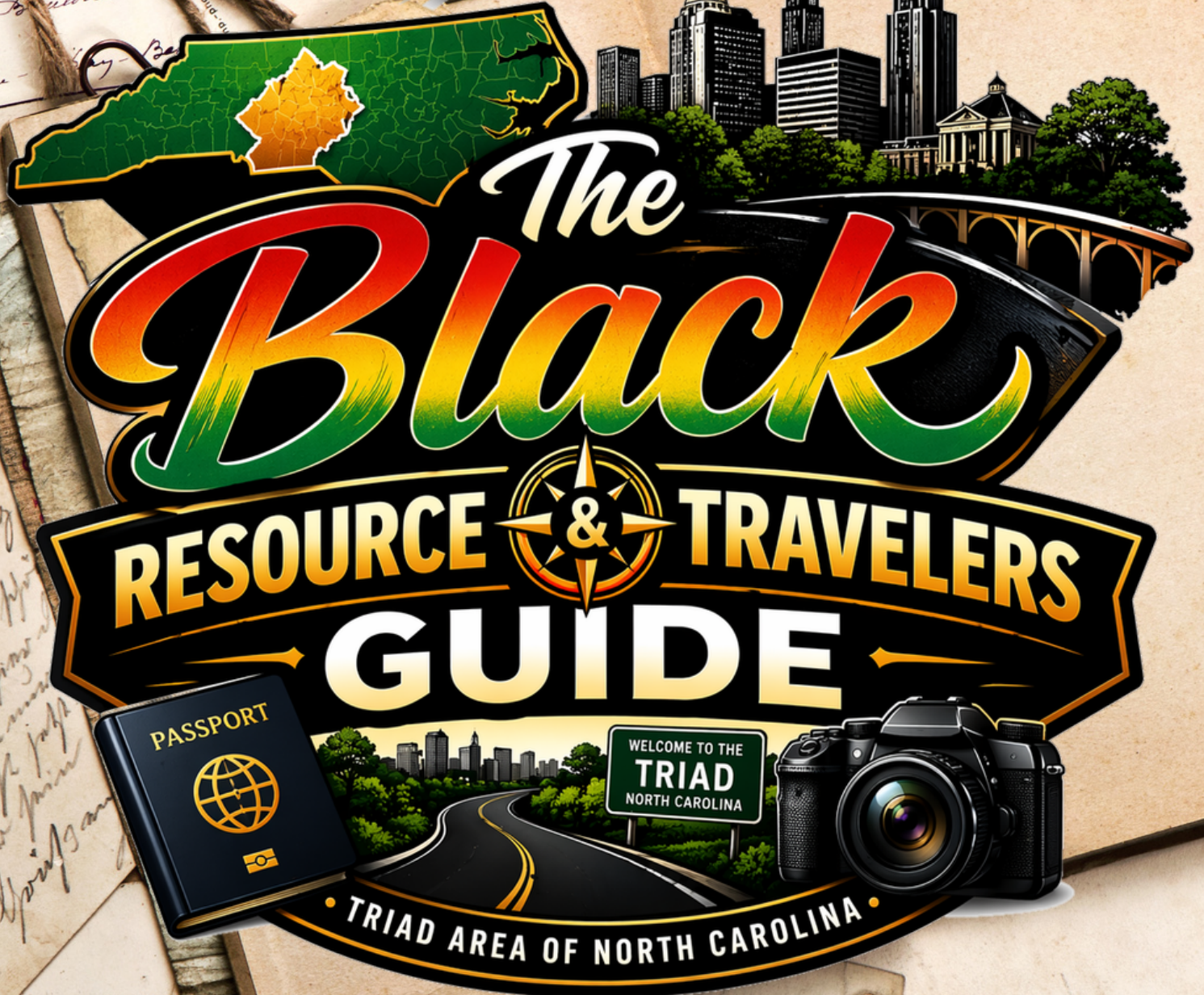
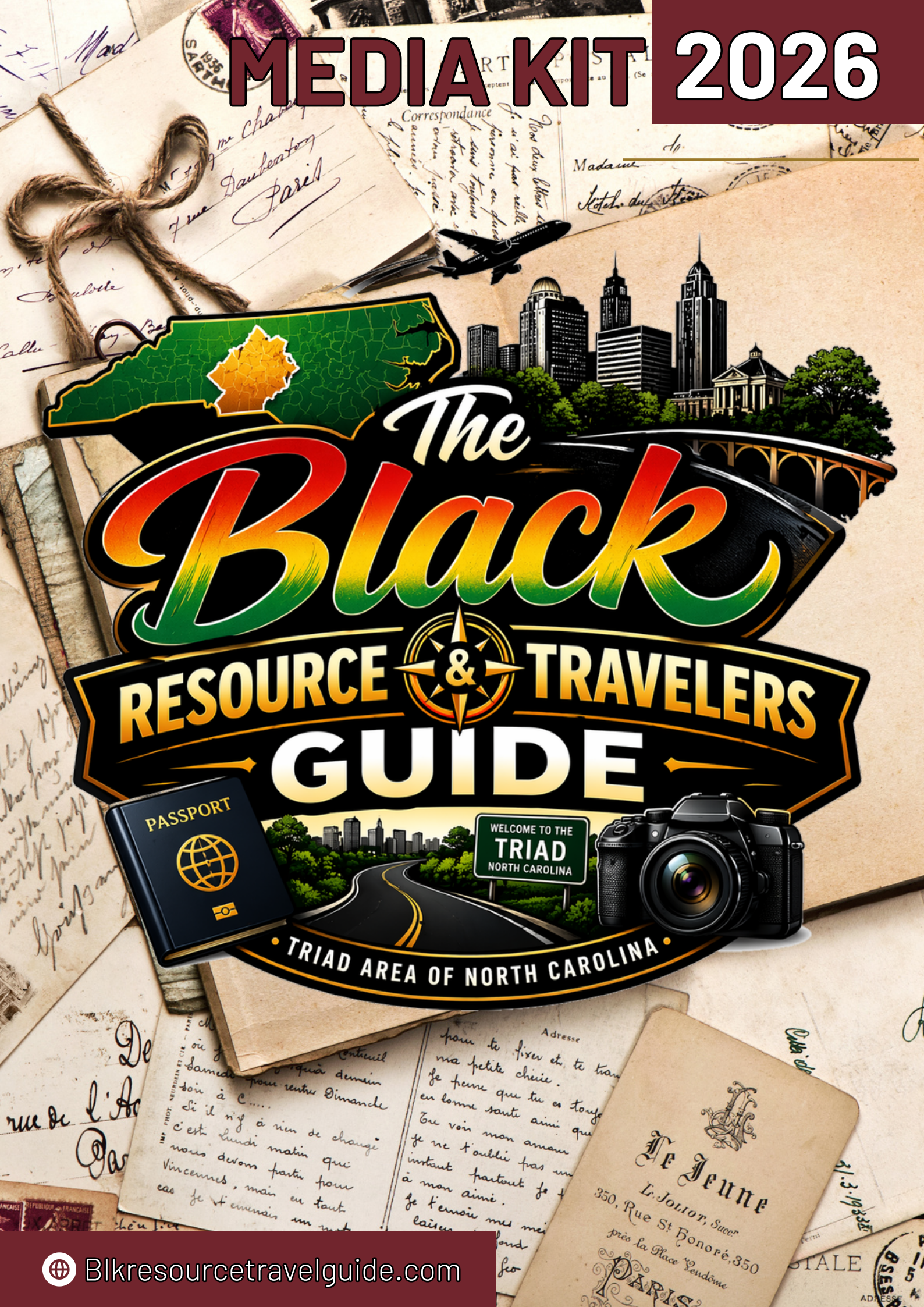


MEDIA KIT 2026





ADVERTISE IN THE BLACK TRAVELERS AND RESOURCE MAGAZINE

Explore. Experience. Belong.

Reach an engaged audience of Black travelers, business owners, families, and community leaders who support Black-owned businesses, cherish culture, and value meaningful travel experiences.



INTRODUCTORY ADVERTISING RATES

Limited Time Offer!

FULL PAGE AD

\$225

REGULAR PRICE ~~\$550~~

*Showcase Your Business.
Tell Your Story.*

- ✓ Full-color, premium placement
- ✓ High visibility with lasting impact
- ✓ Connect with a loyal, growing audience

HALF PAGE AD

\$65

REGULAR PRICE ~~\$150~~

Big Impact. Smart Investment.

- ✓ Cost-effective way to get noticed
- ✓ Perfect for events, services & promotions
- ✓ Targeted reach in a trusted publication

Reserve Your Space!

DEADLINE FOR FIRST
INAUGURAL EDITION:

SEPTEMBER 1, 2026

CONTACT US TODAY

to Inquire & Submit Your AD!



YAAACM@GMAIL.COM



BLACKTRAVELERSGUIDE.COM



ABOUT US

The Black Resources & Travlers Guide is the Piedmont Triad's premier magazine connecting African American and allies to trusted resources, cultural experiences, travel, local economy and stories that inspire and empower our community.

We spotlight Black-owned businesses, preserve our history, celebrate our culture, and highlight the people and places that make our region thrive.



OUR AUDIENCE



50K+
READERS
ACROSS PRINT
& DIGITAL



PIEDMONT TRIAD
SERVING GUILFORD,
FORSYTH, DAVIDSON
ALAMANCE & SURROUNDING
COUNTIES



70%
AFRICAN
AMERICAN
READERSHIP



55%
FEMALE
AUDIENCE



25-54
DEMOGRAPHIC
AGE RANGE

Engaged readers who value culture, community, education, travel, health, and supporting Black-owned.

DISTRIBUTION



PRINT

Distributed throughout
the Piedmont Triad in
high traffic locations



DIGITAL

Interactive digital
edition with clickable
content & links



SOCIAL MEDIA

Interactive digital
edition with clickable
content & links

“Connecting our communities to resources,
celebrating our culture, and inspiring
exploration near and far.”

ADVERTISE WITH US

Reach a loyal, engaged audience that supports Black-owned businesses and values culturally relevant content.

ADVERTISING OPPORTUNITIES

- ✓ Full Page -8.5x11
- ✓ Half Page -5.25x7.25
- ✓ Quarter Page -4x6
- ✓ Business Directory Listings
- ✓ Sponsored Content & Features
- ✓ Event Promotion-Announcement
- ✓ Back Cover Placement

PUBLICATION DETAILS

FREQUENCY: Quarterly (3 issues per year)

READERSHIP: 50K+

MARKET: North Carolina - Local, Regional, Statewide

DIGITAL EDITION: Interactive & mobile-friendly

WEBSITE: blkresourcestravelguide.com



Target loyal community audience



High visibility in print, digital & online versions



Support Black-owned and community growth



Affordable rates with powerful impact



LET'S PARTNER!

Promote your business . Share your story.
Invest in our community.

✉ yaaacm@gmail.com

🌐 blkresourcestravelguide.com

📍 Piedmont Triad, North Carolina



YOUR CONNECTION TO
RESOURCES CULTURE.
HERITAGE and COMMUNITY.



📍 P.O. BOX 1236
Jamestown, NC 27282
📞 (336) 989-0047
✉️ www.yaaacm@gmail.com

Advertising Rates For The Black Resource & Travelers Guide Fall/2026 - Fall/2027

****These rates are subjected to change****

We require a 50% (non-refundable) deposit to begin. The remaining balance is due before the magazine is published. Each publication is available in both print and digital format, displayed online at:

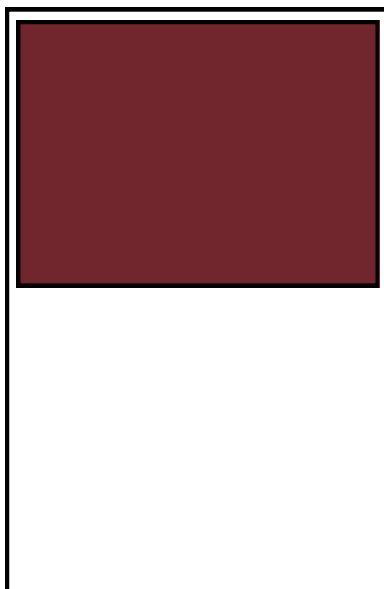
blkresourcetravelguide.com

Full Page Ad
8.25 x 11 in
With or Without Bleed
Full Color or Black & White



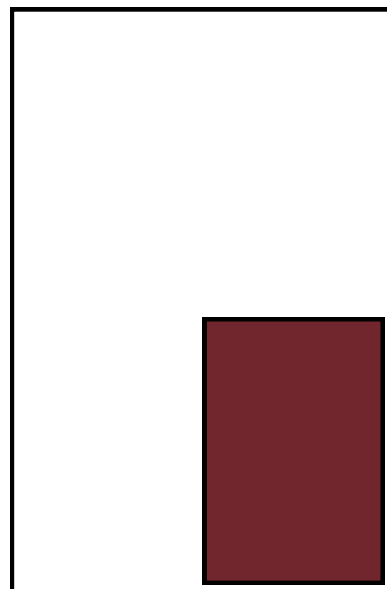
\$550

Half Page Ad
8.25 x 5.25 in
With or Without Bleed
Full Color or Black & White



\$275

¼ Page Ad
8.25 x 11 in
With or Without Bleed
Full Color or Black & White



\$150



PUBLISHER / CUSTOMER AGREEMENT

THE BLACK RESOURCE & TRAVELERS GUIDE

This agreement outlines the terms and conditions between Yalik's African American Art & Cultural Movement (Publisher) and the Advertiser (Customer) for advertising in The Black Resource & Travelers Guide.

1 ADVERTISING AGREEMENT

This agreement confirms the purchase of advertising space in The Black Resource & Travelers Guide (the "Publication"). By signing below, the Advertiser agrees to the terms and conditions set forth by the Publisher.

2 AD PLACEMENT & SPECIFICATIONS

- Ad sizes and rates are listed on the current rate card.
- Ads must be submitted in the required format and resolution as specified by the Publisher.
- The Publisher reserves the right to refuse any ad that does not meet the standards of the Publication.
- Color accuracy is not guaranteed. The Publisher is not responsible for minor variations in color or placement.

3 PAYMENT TERMS

- A 50% non-refundable deposit is required to reserve Ad space.
- We reserve the right to request full payment.
- The remaining balance is due before the magazine is released for publication.
- Failure to make payment in full may result in removal of the ad.
- Payments are non-refundable once both the Ad has been accepted and the production process has begun.

4 AD SUBMISSION DEADLINES

- Ad materials and payment must be received by the deadline specified by the Publisher.
- Late submissions may be subjected to additional fees or may not be guaranteed placement.
- The publisher is not responsible for delays caused by the Advertiser or Requestor.

5 CANCELLATION POLICY

- Cancellations must be made in writing via email within 48hrs to yaaacm@gmail.com
- Deposit are non-refundable, no exceptions.
- Cancellations made after the Ad deadline will be subjected to Requester forfeiture of full payment.
- The Publisher reserves the right to cancel any Ad that is deemed inappropriate or inconsistent with the mission of the Publication.

6 PUBLISHER RESPONSIBILITIES

- The Publisher will make every effort to publish all Ads as agreed.
- In the event of an error on the Publisher's part, the liability is limited to a correction in the next issue or a refund of the cost of the ad.

7 ADVERTISER RESPONSIBILITIES

- The Advertiser warrants that all ad content is truthful, accurate, and does not violate any laws or infringe on the rights of others.
- The Advertiser agrees to indemnify and hold harmless the Publisher from any claims, damages, or liabilities arising from the ad content.

8 ACCEPTANCE

By signing below, the Advertiser acknowledges that they have read, understood, and agree to the terms and conditions of this Publisher/Customer agreement.

ADVERTISER (CUSTOMER)

Printed Name: _____

Signature: _____

Date: _____

Business Name: _____

PUBLISHER

Printed Name: _____

Signature: _____

Date: _____

THANK YOU FOR ADVERTISING WITH US AND SUPPORTING OUR MISSION!

