CIRCLE OF
SISTERS

Encouraging, engaging, and empowering Black Women

SATURDAY OCTOBER 10, 2020

ABOUT CIRCLE OF SISTERS

WBLS Circle of Sisters (COS) is elevating in 2020 with a fresh look and new experience! Join us Saturday, October 10th as we celebrate 17 YEARS as the Tri-State's original Black female empowerment expo.

This year, we are taking the event digital. Over 20,000 Sisters gathered for our physical expo, and we will preserve what they love about COS: community, curated products, and celebrity encounters.

COS 2020 will live on Socio Events, a virtual events platform that allows you to have direct and quality interactions with our attendees that benefit your business.

Since its inception, WBLS has created a one-of-a-kind experience for all Black women and families to celebrate each other. From musical performances by today's music sensations to thought-provoking and star-studded panel discussions on entertainment, social issues, and relationships Circle of Sisters is not to be missed.

Our in-person event has welcomed names such as Rev. Al Sharpton, Senator Cory Booker, Misty Copeland, Nicole Ari Parker, Boris Kodjoe, Steve Harvey, Faith Evans, Eric Benét, Fantasia, Karen Clark Sheard, Tye Tribbett, Cynthia Erivo, Kenya Moore, Remy Ma and more.

This expo unites and celebrates all things for, by, and about Black Women!

WE ARE LOOKING FOR

RETAIL VENDORS

Apparel & Clothing

Accessories & Jewelry

Beauty & Hair

Education

Entertainment

Fine Art

Handmade Products

Music

FOOD VENDORS

Catering Services

Cooking Class

Food Delivery

Local Restaurateurs

Meal Prep

Packaged Goods

SERVICE VENDORS

Event & Wedding Planning

Fitness

Finance

Graphic Design

Health & Wellness

Technology

Travel Services

Web Design

Vendor space is limited and will be approved based on application and first-come-first-serve basis per category.

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VIRTUAL SMALL BUSINESS VENDOR PACKAGES

	Standard	Pro	Premium
	Boost your business awareness (30 available)	*Showcase Your Products (25 available)*	*Engage with attendees (20 available)*
Cost	**$750**	**$1,500**	**$2,000**
Includes	Vendor / Exhibitor Access Facebook Post (Boosted) WBLS.com ROS Banner Ads (20,000 impressions) WBLS Newsletter Inclusion	**COS Shopping Network** Vendor / Exhibitor Access Facebook Post (Boosted) Instagram Post (Boosted) WBLS.com ROS Banner Ads (20,000 impressions)	**COS Shopping Network or Workshop** Vendor / Exhibitor Access Facebook Post (Boosted) Instagram Post (Boosted) WBLS.com ROS Banner Ads (50,000 impressions) WBLS Newsletter Inclusion Audience Extension Banner Ads

Vendor space is limited and will be approved based on application and first-come-first-serve basis per category.

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SMALL BUSINESS VENDOR PACKAGE
STANDARD PACKAGE

Be discoverable to the Circle of Sisters attendees by featuring your products/services on our shopping network exclusive feed.

Include demos, offers and deals, and commercials for products/services within a wide-range of categories.

DELIVERABLES

- Vendor / Exhibitor Access
- Boosted Facebook Post
- ROS Banner Ads (20,000 Impressions)
- Newsletter Inclusion

$750

SMALL BUSINESS VENDOR PACKAGE

PRO PACKAGE

Be discoverable to the Circle of Sisters attendees by featuring your products/services on our shopping network exclusive feed.

Include demos, offers and deals, and commercials for products/services within a wide-range of categories.

DELIVERABLES

- **COS Shopping Network**
- Vendor / Exhibitor Access
- Boosted Facebook Post
- Boosted Instagram Post
- WBLS.com ROS Banner Ads (20,000 impressions)

$1,500

SMALL BUSINESS VENDOR PACKAGE

PREMIUM PACKAGE

Be discoverable to the Circle of Sisters attendees by featuring your products/services on our shopping network exclusive feed.

Include demos, offers and deals, and commercials for products/services within a wide-range of categories.
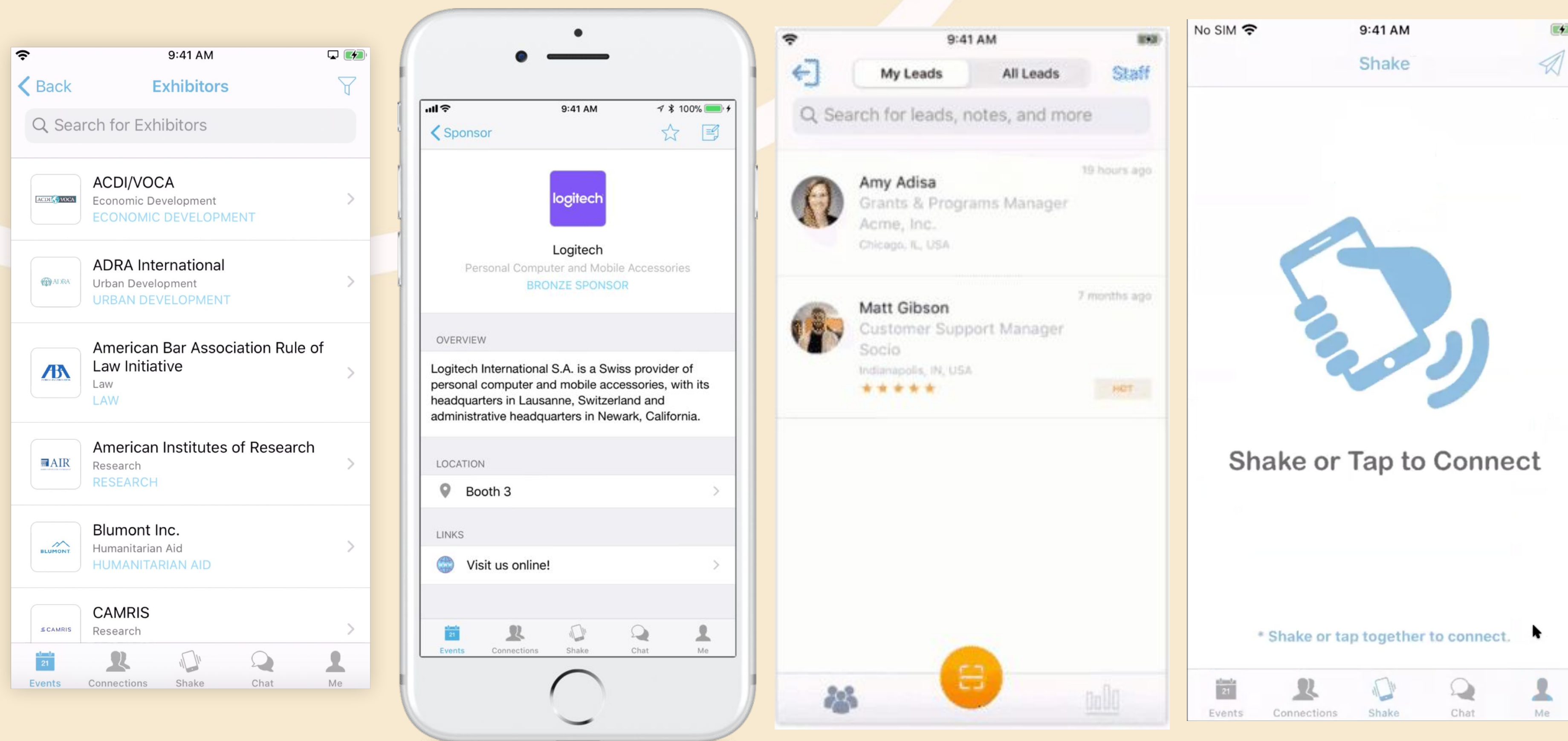
DELIVERABLES

- **COS Shopping Network Access: In-App Custom Commercial/Demo (1-5 minutes) or Workshop**
- Vendor / Exhibitor Access
- Boosted Facebook Post
- Boosted Instagram Post
- ROS Banner Ads (50,000 Impressions)
- Newsletter Inclusion
- Audience Extension Banner Ads

$2,000

2020 COS EVENT PLATFORM - VENDOR PROFILE

The vendor profile provides each exhibitor with a self-managed profile, including photos and descriptions, and external links to website, online stores, and more.

Exhibitors can collect leads from participants in their virtual space.

COS VENDOR OPTIONS

REQUIRED - VIRTUAL BOOTH / EXHIBITOR ACCESS	
Cost	$250*
Details	Online virtual expo profile to connect with COS attendees plus post event lead generation. *Price increases to $500 after August 15th*

A LA CARTE - VIRTUAL ACTIVATIONS

	Host a Workshop**	COS Shopping Network Access
Cost	$400	$250 (+$100 for video production)
Details	Host your own workshop (30-45 minutes) showcasing your product or service. **Subject to programming approval**	Showcase your product or services on our shopping livestream video channel. ***Video length must between 30 seconds and 5 minutes***

A LA CARTE - DIGITAL PROMOTION & ADVERTISING

	Boosted Facebook Post	Boosted Instagram Post	ROS Banner Ads (Package A)	ROS Banner Ads (Package B)	Newsletter Inclusion	Audience Extension
Cost	$250 Minimum	$250 Minimum	$100	$200	$150 Minimum	Varies Minimum $500 Budget
Details	1-Week Promotion on WBLS Facebook	1-Week Promotion on WBLS Instagram	25,000 Impressions in WBLS.com Banner Ads	50,000 Impressions in WBLS.com Banner Ads	Image, Description Copy, and Link Feature in WBLS Newsletter	- Pre-Roll Video - SEM - Targeted Banner Ads - or OTT/Connected TV

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APPENDIX

GLOSSARY + DIGITAL ADD-ON EXAMPLES

DIGITAL ASSET GLOSSARY

Banner / Banner Ads

A display ad, also known as a banner ad, is a form of online paid advertising that is typically a designed image or a photo and copy.

Click-Thru

Click-Thru is the act of clicking on an advertisement banner or other link to go to another website.

Conversion

A conversion occurs when a visitor to your website completes a desired goal, such as filling out a form or making a purchase. Depending on your site's or business's goals, conversion types might include: Online sales. Leads. Email signups.

Engagement

Engagement rates are metrics that track how actively involved with your content your audience is. Engaged consumers interact with brands through "likes" comments and social sharing.

Impressions

Impressions are the number of times your content is displayed, no matter if it was clicked or not. A viewer doesn't have to engage with the post in order for it to count as an impression. Also, one person could have multiple impressions for a single piece of content.

Lead

In a sales context, a lead refers to contact with a potential customer, also known as a "prospect".

In the Socio platform, the leads will contain all information in the attendee's app profile is instantly available in their lead profile, including title and company, profile summary, social media handles, and more. You can also easily add or edit info that you receive from talking to the lead.

MORE ABOUT LEADS

Learn about all the various pieces of information that are collected for each and every lead. https://help.lr.socio.events/en/articles/2774463-lead-profiles-notes-and-attachments

Need help retrieving your leads after the event? Visit https://help.lr.socio.events/en/

How do I manager or edit my leads? https://help.lr.socio.events/en/articles/2734900-manage-and-edit-leads

FACEBOOK FEED POST
SOCIAL

CLIENT PROVIDES

- Image or Video
- Copy
- Click-Thru Link
- Provide post date

OPTIONAL

- Boosting / Audience Extension (Only for Organic Post*)

IMAGE SPECS

File Format: jpg or png

File Size: at least 600 x 600px (square)

NOTE: Images that consist of more than 20% text may experience reduced delivery.

Character limits
Text: 200-300 characters.

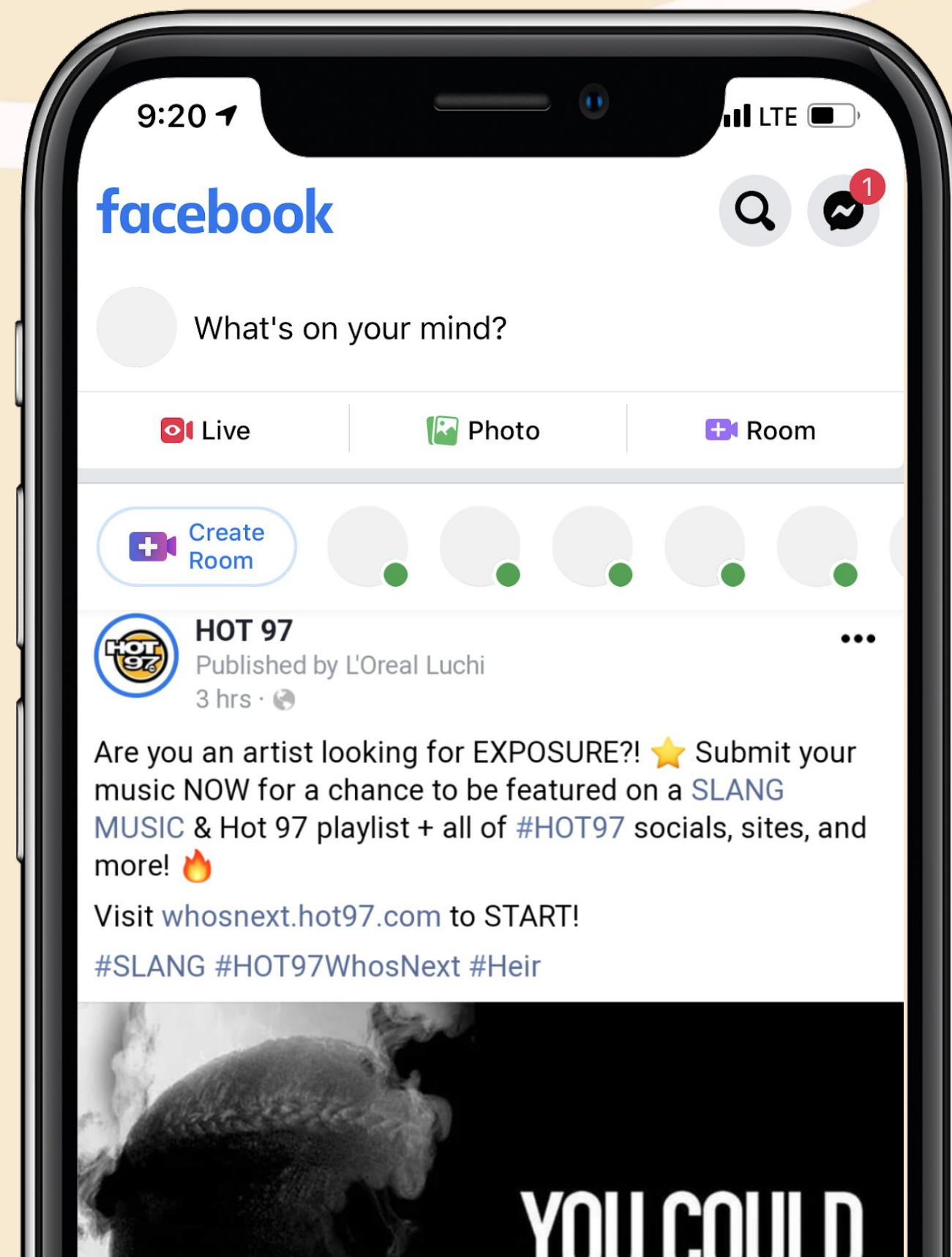## VIDEO SPECS

Minimum dimensions 600 x 315 (1.9:1 landscape) or 600 x 600 (square)

Video formats are .MP4 and .MOV

Max video file size is 4GB.

Character limits
Headline: 25 characters.
Link description: 30 characters.

PRODUCTION TIME ESTIMATE: 48 HOURS

IG FEED POST
SOCIAL

- Image or Video
- Copy
- Click-Thru Link
- Provide post & flight dates

OPTIONAL

- Boosting / Audience Extension (Only for Organic Post*)

IMAGE SPECS

File Format: jpg or png

File Size: at least 1080 x 1080px (square)

NOTE: Images that consist of more than 20% text may experience reduced delivery.

Character limits
Text: 2,000 characters.

VIDEO SPECS

File Size: 600 x 600; 600 x 750; or 600 x 315

Video formats are .MP4 and .MOV

Max video length: 60 seconds

Max video file size: 4GB.

Character limits
Text: 1,000 characters.

PRODUCTION TIME ESTIMATE: 48 HOURS

TARGETED DISPLAY
PROMOTION TYPE

RETARGETING

Site Retargeting, also known as remarketing, is a cookie-based technology that helps our clients keep their brand in front of bounced traffic after they leave the website. Serve ads across desktop and mobile environments based on visitors to your website.

CLIENT PROVIDES

- Click-Thru Link
- Banner Ad Images/GIFs
- Call-To-Action
- Provide Flight Dates

BANNER AD SPECS

- File Type PNG, JPG or HTML5
- Creative Weight 40KB (.JPG, .PNG), under 200KB (HTML5)
- Creative Type Static, standard, rich (non-expanding)
- Requirements Advertiser logo required on all displays
- Max Animation :15 seconds; :30 seconds
- Max Loops 3
- Max Frame-Rate 24fps
- Dimensions 300x600, 160x600, 300x250, 336x280, 320x50 & 728x90
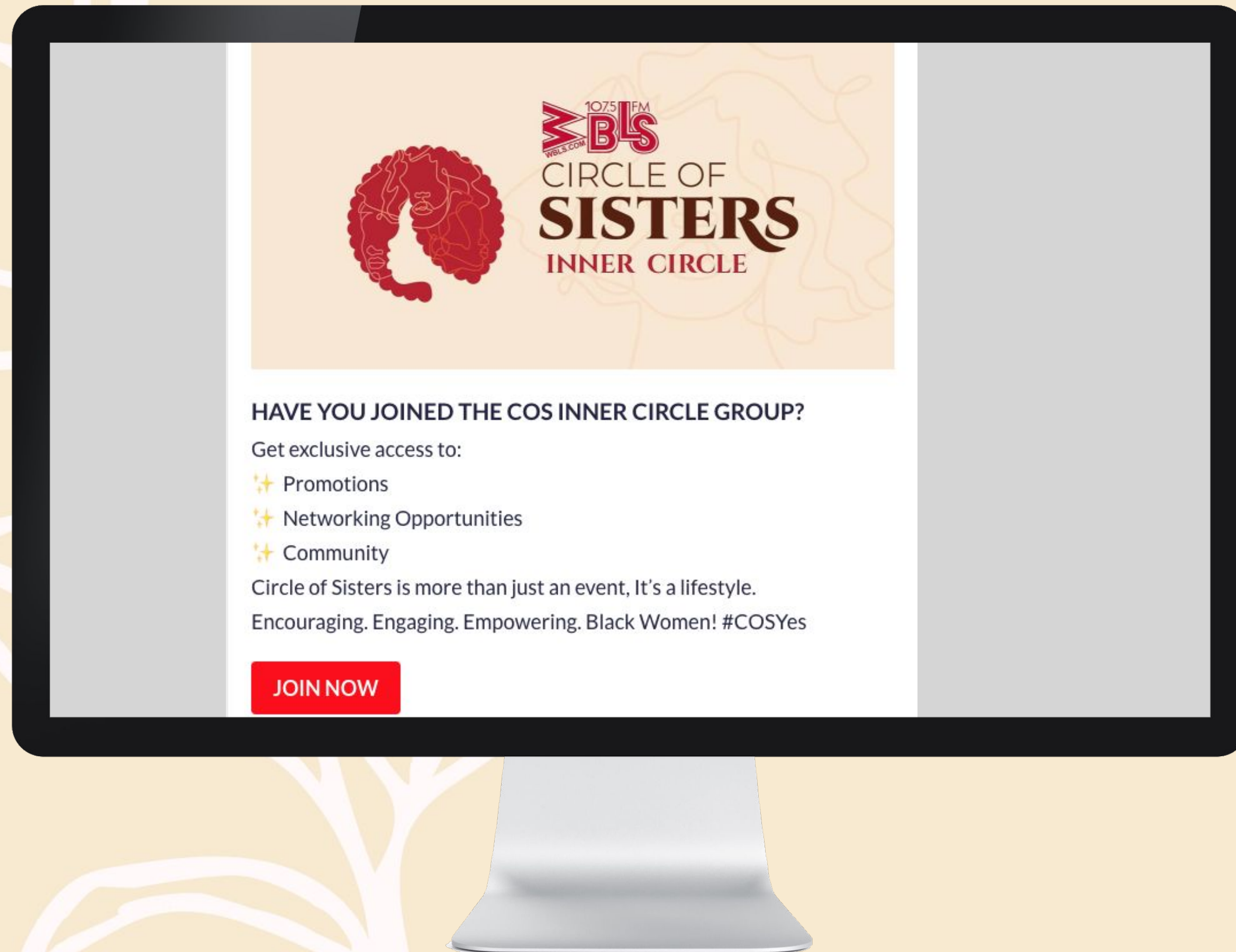
PLACEMENTS

- Locations Hot 97 or WBLS webpages

PRODUCTION TIME ESTIMATE: 48 HOURS
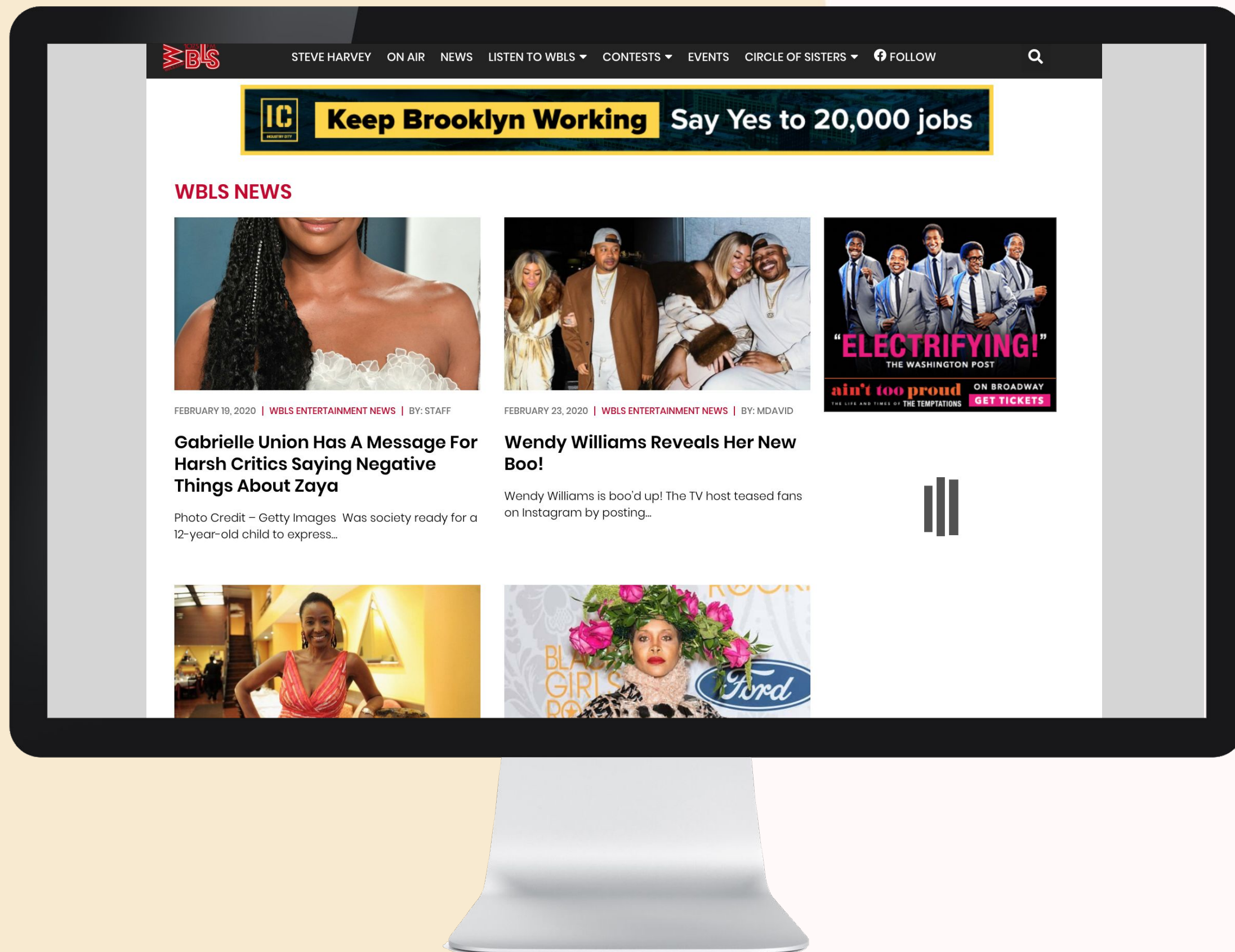
NEWSLETTER FEATURE
PROMOTION TYPE

CLIENT PROVIDES

- Click-Thru Link
- Image/GIF
- Copy
- Provide Flight dates

SPECS

- Copy Length 500 Character
- File Type PNG, JPG or MP4
- Dimensions 600x600
- Aspect Ratio 1:1

PLACEMENTS

- Location Email

Production Time Estimate: 48 Hours

AUDIENCE
EXTENSION

Our audience extension tool allows for **customizable, omni-channel opportunities** for your company to capture and diversify digital ad dollars.

The **display advertising offering** allows advertisers to reach their best potential customers on the web when they are viewing relevant content on high quality websites.
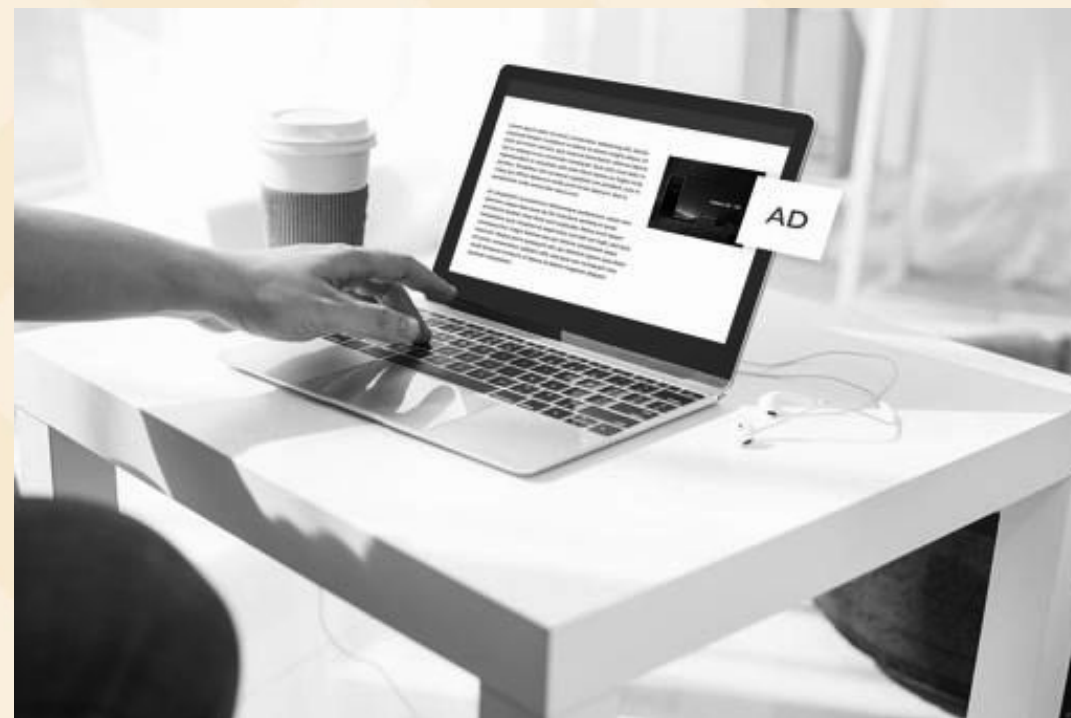
Our **video advertising offering** has consistently engaged consumers and inspired action unlike any other medium seen today. Displaying video to targeted customers on the web leads to better engagement rates in specific areas you want to target.
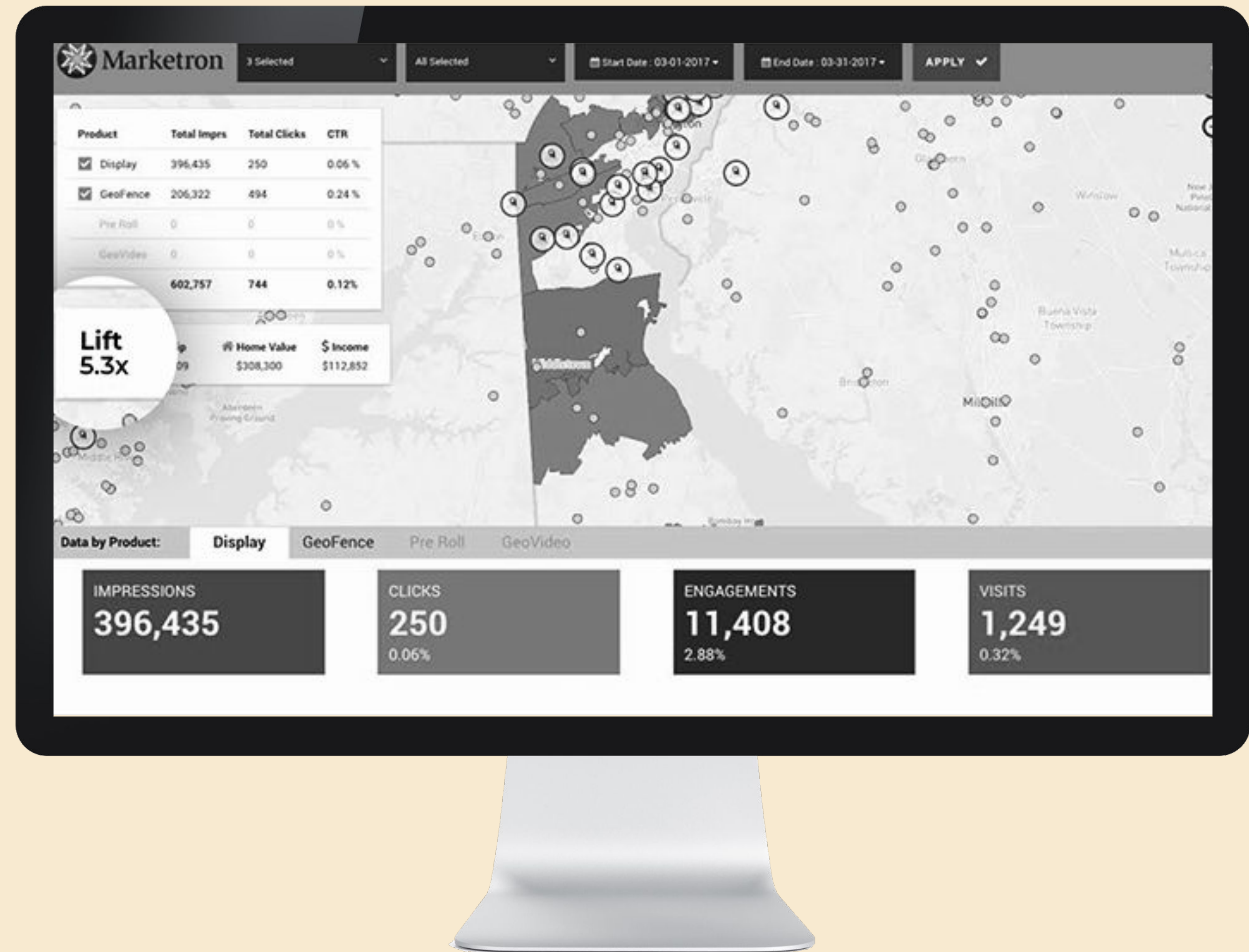
DIGITAL MARKETING
CHANNELS & PRODUCTS

DISPLAY

O&O

Through Browsers
(Targeted Display - PC,
Mobile, Tablets)

Through Apps
(GeoFencing – Mobile,
Tablets)

DIGITAL VIDEO

Through Browsers
(Programmatic Pre-Roll
Video- PC, Mobile, Tablets)

Through Apps
(GeoVideo – Mobile, Tablets)

SEARCH

PPC (Google Ads)

Local SEO (Listed Local)

OTT

CTV
(Pure Connected TV)

TARGETED DISPLAY
PROMOTION TYPE

RETARGETING

Site Retargeting, also known as remarketing, is a cookie-based technology that helps our clients keep their brand in front of bounced traffic after they leave the website. Serve ads across desktop and mobile environments based on visitors to your website.

GEO - FENCE

Target users based on where they are in real time with endlessly customizable geofencing — built with the best location data.

CLIENT PROVIDES

- Flight Dates
- Click-Thru Link
- Banner Ad Images/GIFs
- Call-To-Action
- Provide Publish Date or Flight Dates

PLACEMENTS

- Locations Webpages
  (proposal will provide website snapshot)

BANNER AD SPECS	
Creative Type Static, standard, rich (non-expanding)	
Requirements Advertiser logo required on all displays	
File Type	PNG, JPG or HTML5
Creative Weight	40KB (.JPG, .PNG), under 200KB (HTML5)
Max Animation	:15 seconds; :30 seconds
Max Loops	3
Max Frame-Rate	24fps
Dimensions	300x600, 160x600, 300x250, 336x280, 320x50 & 728x90

VIDEO PRE-ROLL
PROMOTION TYPE

GEO-RETARGETING
Geo-retargeting converts window-shoppers into buyers. Deliver ads to consumers that have frequented specific locations in the past. Real-world retargeting based on actual user behavior.

GEO-VIDEO
We can all agree that there's no channel quite like video. Its ability to captivate us, create connections, and inspire action is unlike any other format available in advertising. Turn interactions into actions by serving location-aware video ads to the right people at the right time and place.

CLIENT PROVIDES

Click-Thru Link
Video
Provide flight dates

VIDEO SPECS

Length :15/:30 seconds
File Type: MP4, .MOV, AVI, .WMV, or .FLV
File Weight: 4MB
Dimensions 1920x1080 (Pre-Roll); 640x360 (GeoVideo)
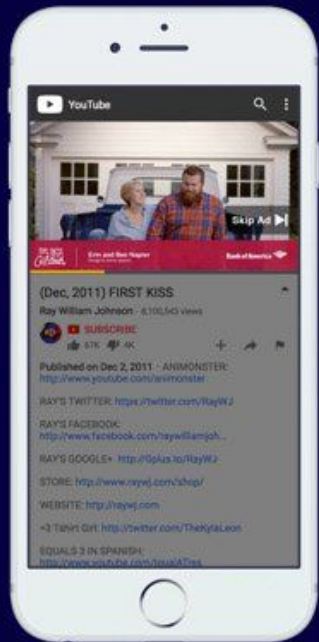Aspect Ratio 16:9 and Bit Rate 8Mbps

PLACEMENTS

Locations Webpages (proposal will provide website snapshot)

PRODUCTION TIME ESTIMATE: 3-5 DAYS
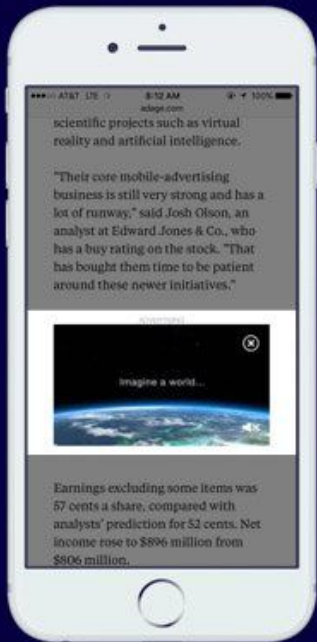

Video Advertising Overview

Instream — Outstream

Pre-Roll
Autoplays before a video

Non-Native
Autoplays within paragraphs of text in articles

Social
Autoplays within a social feed between user-generated posts

Native Outstream
Autoplays within editorial feeds. Includes context: headline, description, brand logo

SEM
PROMOTION TYPE

PRO TIP

SEM = Search Engine Marketing

- Pay-Per-Click (PPC) Advertising is one of digital marketing's largest growing spending segments
- Bid on keywords that consumers are searching for to increase website visibility on search engines
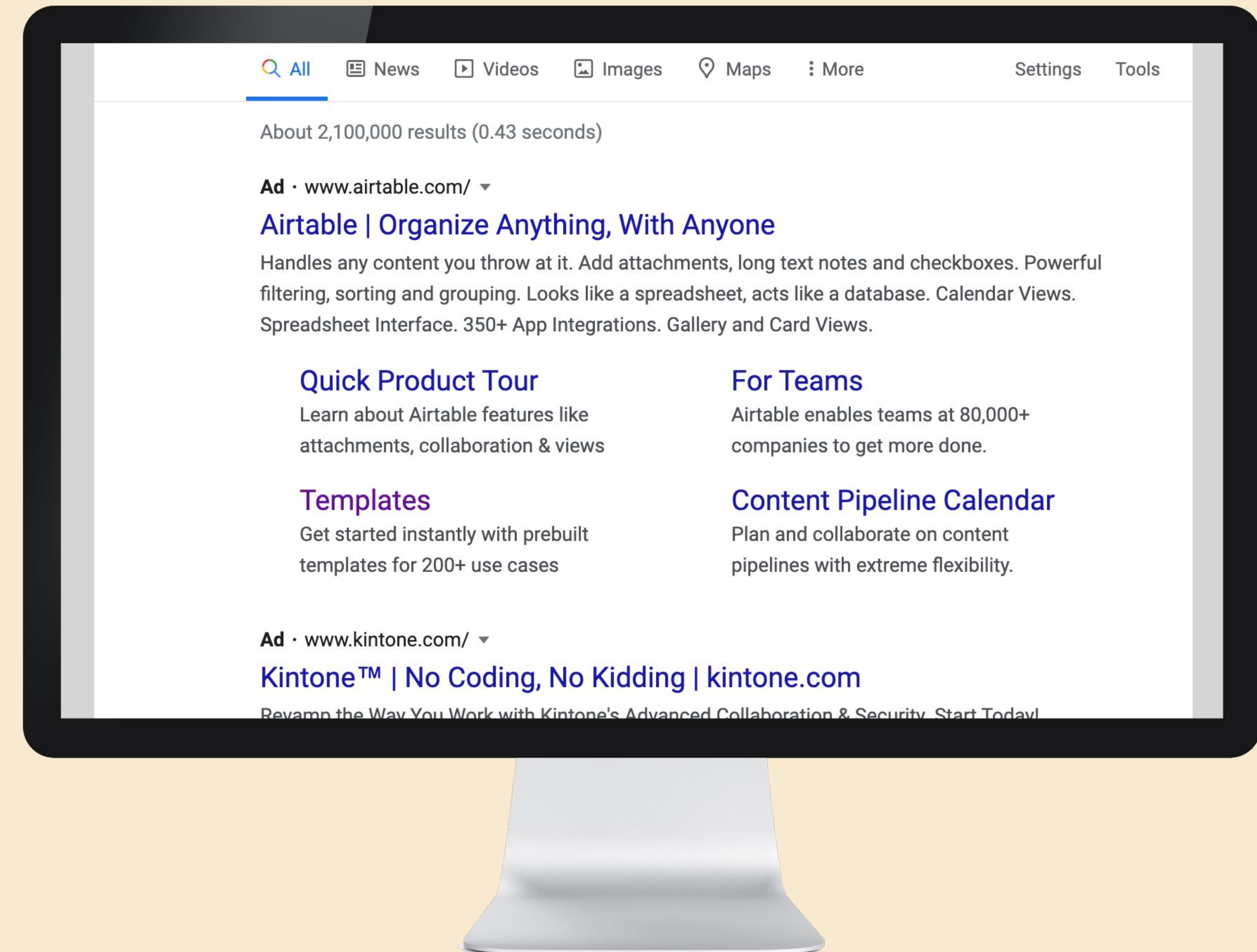
CLIENT PROVIDES

- Webpage Link
- List of competitors & keywords
- Provide flight dates

SPECS

- Minimum Campaign Length 3 Months
- Minimum Campaign Cost $250

PLACEMENTS

- Location Google Search

OTT/CONNECTED TV
PROMOTION TYPE

PREMIUM ADVANTAGE

- Full-screen TV experience with co-viewing
- Advanced targeting, dynamic ad insertion, enhanced survey and audience analysis capabilities, IAB standards, and digital measurement
- Reach cord-cutters

SUBSCRIBERS

53% of U.S. broadband households subscribe to both a pay-TV service and at least one OTT video service.

CLIENT PROVIDES

- Click-Thru Link
- Video
- Provide Flight Dates

VIDEO SPECS

Length: :15/:30 seconds

File Type: MP4 only

File Weight: No max file weight; Bit Rate 8 Mbps

Dimensions: 1920x1080

Aspect Ratio: 16:9

PLACEMENTS

Locations Apple TV, Google Chromecast, Roku, FireTV, Playstation, Wii, XBox, Samsung Smart TV and LG Smart TV (Channels: USA, TBS, MSNBC, CNBC, ESPN, FX, A&E, Comedy Central, Pluto, Sling, Food Network, Samba TV and Tubi)

PRODUCTION TIME ESTIMATE: 3-5 DAYS