**Events**

Tanisha Leonard, VP Business Development, Real Times Media

Create events your sponsors want to create—talk to them about their ideal event, and then shape it to your audience. That way you know you already have the dollars up front.

**Ads**

Clinton Lechich, Digital Sales Manager, Interactive One Local Detroit

Sell into social; if you have a strong social feed, you can sell advertising into the feed, esp if the advertisers are linked in some way with your product.

Targeted Display Ad using ad networks, especially mobile ad networks (extra charge of about $15 cpm) –if an ad network charges you $5cpm, then you charge your advertiser $12 cpm and you will make a profit—Geographic Targeting, Demographic Targeting, Behavioral Targeting

Only 16% of people see and act on banner ads. Pre-roll video increases your click rate by 25-30%.

Website needs unique visitors/ page views at a “healthy level” to be on an ad network. There are small agencies that will work with you to inject ads. Look for local digital ad networks.

**Services**

Provide client with a website and mobile app—provide those services to your clients.

**Contests**

User-generated contests are really exciting for readers. Submit your music, your photo, your video contest, create a custom hashtag, give away a prize etc. These campaigns can also go viral. They also should be sponsored.

**Advertiser Perspective**

Angela Spencer Ford, VP Strategic Development, GlobalHue/MultiConnect

Brands are looking for digital, millenial, and Latino. Challenge to convince brand to spend on African Americans.

--Identify corporate sources besides those who buy media (brands spend national—find local branch)

--Develop new ideas that align with brands (they

--Create platforms with ancillary components and longevity (digital, pre-event buzz; post-event engagement)

--Leverage the depth of your audience

--Create a platform unique to that brand—allow them to own something

--Have a quality presentation and team that can deliver result.

Foundations will sponsor awards and events. The key is not just to sponsor the event, but to meet with key business leaders, to continue a dialogue, etc.