



**Agency Media Kit & Rate Card**





## Welcome To A Gem Am I Special Events, Inc.

**Thank you for your interest in our exciting event, travel and marketing services.** We are very happy you chose our group to organize, execute and promote your precious objectives! We feel confident that just as we have reached you, we are going to consistently reach over 25,000 unique others every month ready to hear your message too!

By choosing A Gem Am I Special Events for your event planning, travel coordination & marketing needs, we care enough to monitor our progress and adjust your program so that using our services exceeds your goals and expectations. This partnership will provide exposure in a market that consists of a diverse mix of consumers that trust us to keep them “In The Know” every single week without fail.

We have included local demographic statistics and a service rate card for your review. As a first time customer of A Gem Am I, you will automatically receive 10% off any services you wish to purchase. Please contact us as soon as possible, so we may start marketing your ad programs and making your upcoming projects more successful!

**We look forward to serving you!**

## Services

A Gem Am I Special Events provides comprehensive **event consulting & planning, strategic marketing, creative solutions, and affordable travel options** to an array of companies and business professionals. Our agency is committed to providing “Best-In-Class” service to those who choose to engage.

## Certifications

**A Gem Am I earned a Meeting & Event Planning Certification** from the nation’s premier Event Planning Certificate Program at UNC-Charlotte, Winter 2005.

Spring 2006, our agency also received full Travel Agent Credentials, from YTB Travel and Cruises and we are Certified Referring Travel Agents.

## Email & Website Demographics

**Our marketing and promotion efforts are facilitated via our In The Know Division.** In The Know is a one-stop source for information that thousands, both locally and nationally, have come to depend on for social, cultural, and business savvy advice. Our robust newsletter, advertisements and promotions are all used to create a rich experience. Visit our interactive website at [www.alwaysintheknow.com](http://www.alwaysintheknow.com).

Item	Measurement Stats
Email Distribution List	Over 6,500 Active Members; Total Membership Exceeds 10,000
Average Website Visitors	20,000
Monthly Website Visits	30,000
Total To-Date Website Visits	4,517,000+ & Growing
Average Age of Visitors	25-49
Visitor Occupation & Status	Diverse Mix of Professionals; Singles & Couples

#### Client & Viewer Feedback

*"I just wanted to thank you for all your emails. I'm new to the Charlotte area and have taken advantage of many of the events in the area. Please continue to send me upcoming events as well as exclusive parties, clubs and events. Thanks in advance."*

#### Radia

*"Thank you so much for the publicity for the YMCA's Healthy Kids Day! This is an excellent publicity resource, and I appreciate all that you've done with advertising any information I've forwarded to you."*

#### Sherry

*"You guys are doing a fabulous job. Every week I look forward to your email of events! Please keep doing what you are doing!"*

#### R. Thompson

*"Good afternoon ladies, my name is Telisha W. I am currently a leasing consultant.... I love the fact that you are so involved with our community!"*

#### Telisha

## Event & Travel Planning Highlights

- Between 2002 and 2003, we successfully created a Charlotte version of "Flirting Wednesday's" that ran 25+ consecutive weeks & averaged 200 people weekly. "Rhythm Theory Tuesdays" ran one year and averaged 150 people weekly. "Uptown Friday Nights" was a monthly event that averaged 400 people. We hosted "Floetry Fridays," with a weekly average of 180 people.
- In June of 2002 and 2003, Antawn Jamison (former Golden State Warriors player) used the agency to plan his star-studded birthday parties. We averaged 625 people for both events.
- In July 2003 and 2004 respectively, we planned and hosted events for two nationally recognized fraternal organizations during their national meetings in Charlotte. Tony's Oyster Bar/Harry & Jeans served as the venue for both events.
- We assisted with the 5th & 6th Annual Legacy Basketball Classic Weekends, January 2004 and 2005.
- We were hired by Cary Mitchell (Charlotte Bobcats uniform designer) to plan and host an after party event for the March 2004 Ladies First concert tour. The tour featured Beyonce, Missy Elliott and Alicia Keys. The after party was held at the South Park Hyatt. It was a star-studded event featuring Misa Hylton-Brim, stylist and designer for the stars and an appearance by Matthew Knowles. Over 900 people attended.
- We introduced our travel planning services in 2002 with our first annual trip to the Essence Jazz Festival. Our "Travel Escapes" have proven to be successful. We've sold out each year and are coming off of a successful 5th annual trip to Houston in July 2006. A portion of the 2006 trip went to Hurricane Katrina relief efforts.
- A Gem Am I planned and executed business seminars in Charlotte and Atlanta for GCE Corp Seminar Consultants. During the June 16, 2005 and July 21, 2005 dates, over 100 participants were in attendance. We managed reservations, assisted with logo creation and secured promotional materials. We produced seminar materials and staffed this professional event with rave reviews.

#### Client & Viewer Feedback

*"Let them (A Gem Am I) know that I am diggin' their site. I went to it after I got a couple of emails today asking about the (Crown Barber Lounge) event!"*

**N. Robinson**

*"On your website [www.agemamitravel.com](http://www.agemamitravel.com) , I can get a roundtrip airport shuttle to and from the hotel for \$36.00. That's a great deal! "*

**L. Richardson**

*"Good afternoon. I am sending this email in order to receive some follow-up information concerning the Essence trip 2006. I was fortunate enough to join your group last year and was very impressed with the personalize service I received, and I am hoping for an even better experience this year."*

**T. James**

*"Thank you for promoting my event with your email blast service. The response we are receiving is great. I will continue using your service for all of my advertising and promotional needs."*

**T. Hawkins**

- A Gem Am I “Encore” Four-Year Anniversary Party (April 23, 2005) and The “Red” Event (December 17, 2005) both took place at Ovations Lounge and were very successful events.
- “Kon Funk Shon Friday” & “Déjà vu Saturday” were A Gem Am I planned events that gave Charlotte visitors a well-received alternative during the famed CIAA weekend activities, March 3 & 4, 2006. From February 28, 2007-March 3, 2007, we produced “Luxe” at LaVecchia’s Restaurant, “Experience Red” at Blue Restaurant featuring the DC based band “Lissen Da’ Grewp,” “Showdown Saturday” at the Buckhead Saloon, and “The Alumni Finale” featuring Biz Markee & The Backyard Band. This rigorous schedule gave CIAA attendee’s a fun & fresh lineup of events to crowd into.
- The “Official Rivalry Classic Afterparty & Five Year Anniversary Party” was held, November 18, 2006. A Gem Am I teamed up with two major promoters in the Carolina’s to host this historical & successful event at The Grinnell Water Works.
- January 12, 2007, our company co-hosted the Rho Psi Omega Chapter of Alpha Kappa Alpha Sorority Inc.’s “Founder’s Day Extravaganza,” featuring Kid Capri. This event celebrated the 99<sup>th</sup> birthday of the national sorority with a large audience of supporters.
- From 2008-2010, A Gem Am I Special Events has advertised and consulted for more than 70 unique events and businesses both locally and nationwide.



## Venue Highlights

**We hosted events at the following well-respected venues in Charlotte:**

- V-Lounge (formerly Varga)
- Coyote Ugly (formerly Club Aqua)
- The Capital Grille
- The Big Chill
- Grand Central (formerly Swing 1000)
- The Westin – Charlotte
- Club Mingles
- The Hyatt
- Tonic Lounge
- Time Lounge
- Harry & Jeans (formerly Tony’s Oyster Bar)
- The Trade Center
- Ovations Lounge by Creative Catering
- Eden/Lava
- Stir Jazz Club
- Gold Pepper Lounge
- The Sunset Club
- The Grinnell Water Works
- Amos Southend
- LaVecchia’s Restaurant
- Blue Restaurant
- Buckhead Saloon

## Music Highlights

**We have various contacts and access to well-known DJs** such as DJ Stacey Blackman formerly of V101.9, DJ DR of Au Natural Entertainment, DJ Boney B of Power 98, DJ Incognito of Power 98, DJ Wiz, DJ T-Luv, DJ Butterfingers of Power 98, DJ Live, DJ Skillz, DJ Clue, DJ Bro Rabb, DJ Jamad, DJ Kid Capri, DJ Biz Markee, DJ Chase, & DJ Spoonz.

## Partnering With A Gem Am I Has Its Benefits

**Partnering with us affords you exposure to key urban professionals in our city.** Marketing your products and services through our weekly newsletter, the “In The Know Report,” and website (www.alwaysintheknow.com), allows you to easily penetrate 25,000+ consumers and businesses each month to consistently meet your needs. You’ll gain full access to our sophisticated venues located in popular areas of Charlotte. Our group has focused on our growing and exciting Uptown area, home to various upscale venues.

## Service Rates

**Please be advised that these prices are subject to change without notice.** Please consult with a member of the A Gem Am I Sales Team to confirm prices.

Item	Associated Cost
<b>Individual Email Blast</b> 6,500+ readers view only your info on an individual email. See “Artwork Submission Guidelines” for requirements.	<b>\$175.00</b> Each individual email (1x) - separate from the In The Know weekly newsletter mailing.
<b>Split Level Ad</b> One (1) or more sponsors are paired on an individual email with your business info & artwork. See “Artwork Submission Guidelines” for requirements.	<b>150.00</b> Each time we distribute an individual email containing your advertisement information beside another non-competing sponsor; sent to our 6,500+ readers.
<b>Newsletter Sponsorship</b> 6,500+ readers view our “In The Know Report” newsletter weekly. See “Artwork Submission Guidelines” for requirements.	<b>125.00 – 140.00</b> Each time you sponsor newsletter, 1x Sponsors are added to the top of one ITK weekly newsletter mailing.
<b>Special Event Newsletter Sponsorship</b> See “Artwork Submission Guidelines” for requirements.	<b>90.00 – 100.00</b> These sponsorships are not always offered; ask our staff for details.
<b>Text Link Sponsorship</b> This text links to your business website or email will be positioned at the conclusion of email blast. No artwork is offered with this service.	<b>80.00</b> These sponsorships are not always offered; ask our staff for details.
<b>Newsletter Sponsorship Package</b> Your info is added to the top of our weekly Newsletter 2 full mos.	<b>475.00</b> For 2 months, your info is included at the top of our weekly ITK newsletter.

## Service Rates (cont'd)

<p><b>Flyer &amp; Ad Artwork Design</b> Double-sided flyer graphic or basic ad designing to fit your needs for print and electronic media.</p> <p><b>Flyer Printing</b> Stock photography, printing and shipping not included in design fee. We require a minimum 5-7 day turn around for design &amp; printing.</p> <p><b>Flyer Distribution / Street Team Service</b></p>	<p style="text-align: right;"><b>75.00</b></p> <p style="text-align: right;"><b>150.00 – 450.00</b> &amp; up depending on size and scope of job.</p> <p style="text-align: right;"><b>Call for price quotes.</b> Depending on detail, time &amp; labor staff is contracted for.</p>
<p><b>Flyer Sponsorship Package</b> Your company logo and or informational text added to the A Gem Am I event flyer of upcoming events.</p>	<p style="text-align: right;"><b>150.00 – 350.00</b></p> <p style="text-align: right;">Your logo is included on event flyer run. Please ask for a current listing of our upcoming events.</p>
<p><b>Website Banner Advertisement (IMUs)</b> Interactive marketing units added to In The Know website. Placement on high traffic pages may differ in price. See "Artwork Submission Guidelines" for requirements. If your program is a week or less there is a minimum set up fee of \$50.00. Graphic design is a separate fee. Submit specs to receive pricing.</p>	<p style="text-align: right;"><b>188.00 – 1,125.00</b></p> <p style="text-align: right;">Normally 2-month cycles. Stat averages pulled directly from real-time reports. See "Banner Page Placement Pricing" for pricing options. Over 20,000 viewers monthly.</p>
<p><b>Tent Cards</b> 20 tent cards designed with logo that advertises your initiatives.</p>	<p style="text-align: right;"><b>65.00</b> Large pack- 20 tent cards (per pack).</p> <p style="text-align: right;"><b>30.00</b> Small pack- 4 tent cards (per pack).</p>
<p><b>Vendor Booths</b> Set up a booth to market face to face with A Gem Am I patrons.</p>	<p style="text-align: right;"><b>150.00</b></p> <p style="text-align: right;">Per booth. Please request a current listing of our events.</p>
<p><b>Promotional Announcements</b> We will verbally announce your marketing messages twice during A Gem Am I events.</p>	<p style="text-align: right;"><b>50.00</b></p> <p style="text-align: right;">Per 2 verbal announcements. Please request a current listing of our events.</p>
<p><b>Consulting, Event, &amp; Travel Planning</b> A Gem Am I researches, plans and executes your event or dream vacation.</p>	<p style="text-align: right;"><b>500.00</b></p> <p style="text-align: right;">Minimum plus expenses Price may vary depending on the size / complexity of the event.</p>

## Banner Page Placement Pricing

We have six (6) banner ad and advertisement options available for our interactive properties: three (3) for the In The Know website and three (3) for the In The Know weekly newsletter.

**You may choose to be placed on just about any particular website page or sponsor one or more of targeted sections of the web site, including sponsoring our event calendar or e-mail newsletters.**

You can either provide your own banner ad according to our “Artwork Submission Guidelines” or choose to have us create custom banners for an additional fee.

Page Name	Associated Cost (assumes 2 mo cycle)
<b>Homepage (Premium)</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Lower premium unit</li> </ul>	\$ 750.00-1,125.00
<b>ITK Report / Member Registration Pages</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	375.00-750.00
<b>Upcoming Events &amp; Viewer Pages</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	375.00-750.00
<b>Travel &amp; Leisure</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	188.00-375.00
<b>Editor's Notes</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	188.00-375.00
<b>Photo Gallery</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	188.00-375.00
<b>Contact Us</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	188.00-375.00

**Cont'd**

<b>Page Name</b>	<b>Associated Cost</b> (assumes 2 mo cycle)
<b>About In The Know</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	<b>188.00-375.00</b>
<b>How To Use Website</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	<b>188.00-375.00</b>
<b>Privacy &amp; Terms of Use</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	<b>188.00-375.00</b>
<b>Advertising Opportunities</b> <ul style="list-style-type: none"> <li>• Right margin unit</li> <li>• Section sponsor unit (exclusive)</li> </ul>	<b>188.00-375.00</b>
<b>Email Newsletter Item</b>	<b>Associated Cost</b>
<b>Block banner</b> 210 x 210 pixels or 600 x 210 pixels	<b>125.00-140.00</b>
<b>Page span banner</b> 620 x 75 pixels	<b>100.00</b>
<b>Text link</b> (included at conclusion of email blast)	<b>80.00</b>

For questions on placement, pricing and banner submission guidelines, please contact an A Gem Am I representative.

## Artwork Submission Guidelines

### Flash Website Banners

Format: Flash (must be published as a Flash 7.0 file or lower).

Banner Required Dimensions

- 180 x 150 pixels (Right margin IMU)
- 250 x 140 pixels (Homepage premium IMU)
- 200 x 45 pixels (Section sponsor IMU)

Max file size: 30K.

Max length: 10 seconds, limit 3 animation cycles

**Flash Linking** – In the case that your submitted banner is Flash-formatted, the banner should already contain the landing URL/link and the link in the action script should be set to “\_blank” to open in a new browser window. If not, we can’t guarantee placement.

### GIF or JPEG Website Banners

Format: Animated GIF or normal JPEG file.

Banner Required Dimensions

- 180 x 150 pixels (Right margin IMU)
- 250 x 140 pixels (Homepage premium IMU)
- 200 x 45 pixels (Section sponsor IMU)

Max file size: 20K.

### In The Know Report Newsletter Sponsorship & Individual Email Blast Banners

Format: Animated GIF or normal JPEG file.

Banner Required Dimensions

- 210 x 210 pixels (Block banner IMU)
- 620 x 75 pixels (Page span IMU)
- 600 x 210 pixels (Page span IMU)

Max file size: 20K.

### Address:

**A Gem Am I Special Events, Inc.**  
P.O. Box 37403  
Charlotte, NC 28237-7403

### Main Contacts:

(704) 332-6297 - General info  
[InTheKnow@AlwaysInTheKnow.com](mailto:InTheKnow@AlwaysInTheKnow.com) – Group Email

### Your Personal Representative:

**LaRavi McCauley Heath**  
(704) 560-0192 - Mobile  
[LaRavisMobile@AGemAml.com](mailto:LaRavisMobile@AGemAml.com) – Personal Email

### Websites:

[www.AGemAml.com](http://www.AGemAml.com) - Corporate Website

[www.AlwaysInTheKnow.com](http://www.AlwaysInTheKnow.com) - In The Know Report Interactive Social Website



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