

MACK

POWER LUNCH

MACK MIXER

MACKPLANET.COM

FORT LAUDERDALE

MIAMI

BOCA/DELRAY BEACH

TAMPA

CELEBRATING 5 YEARS
2005 - 2010



MACK

MACK coined the term 'Gay Owned. Straight Friendly.' by launching its first two business networking groups for the South Florida business community in 2005: **MACK POWER LUNCH** and **MACK MIXER**.

Five years later, MACK continues to be a trusted name for the gay and lesbian business community and its supporters. With monthly sold-out lunch events, fun - yet professional, cocktail socials in Fort Lauderdale, Miami and the Boca/Delray Beach areas, there's no doubt MACK redesigned how business professionals create new relationships and friendships - regardless of sexuality.

Our online engine, **MACKPLANET.com**, has earned an undisputed position in the online gay and lesbian media community on a state-wide level with a weekly newsletter reaching over 4,000 readers each week. Supporting local, national, and international GLBT events and continuous efforts with non-profit organizations, MACK has become an award-winning leader in the community.

Join our mailing list... register for a lunch... swing by one of the mixers... everyone is welcome. MACK is less about orientation and all about discovering untapped opportunities!

TARGET

READERS:	MEN	65%
	WOMEN	25%
	OTHER	10%

READERSHIP: BUSINESS PROFESSIONALS

REACH: FORT LAUDERDALE
MIAMI
BOCA & DELRAY BEACH
TAMPA / ST. PETE AREA



POWER LUNCH: FORT LAUDERDALE / TAMPA

Networking is one of the most proven means of developing leads, referrals, and valuable future alliances. However, it is a skill most people do not utilize to its fullest capacity because of lack of opportunities. This is where **MACK POWER LUNCH** has made an entrance for the last five years.

MACK provides a different venue for members to meet every month. At the beginning of every Power Lunch we offer approx 30 minutes to introduce yourself and mingle with fellow attendees in a social setting. There may be a very brief presentation by an event sponsor to share insights and industry information. The remaining time is spent enjoying lunch and breaking the ice to develop professional friendships with everyone around you.

For those that are expecting the typical, "Hi, my name is..." networking formality, you are in for a treat! We scratched that bad habit years ago. We stress creating relationships and making friends, as that's the only way a meaningful referral will work. MACK has become Fort Lauderdale's most talked about business networking group.

As of February 2010, MACK is now alive in Tampa, Florida.

MACK MIXER: FORT LAUDERDALE / MIAMI / BOCA-DELRAY

Some of the best business relationships started off over a cocktail. This is how and why **MACK MIXER** was created. Always scheduled after work and in South Florida's newest and most happening venues. Our members always meet fun, professional individuals eager to meet new people. Some members want to talk business, some simply need a stiff drink after a long day. Either way, come with plenty of business cards as it's usually elbow-to-elbow, standing room only. If you hate crowds, this isn't the networker for you.

PRINT MEDIA SPONSORS



PAST & PRESENT SPIRIT SPONSORS



WEEKLY E-NEWSLETTER

MACK's weekly e-newsletter launched in 2005 and continues to reach GLBT markets in major cities simply from our members forwarding it to their own networks. Local advertisers, current events, politics, news, business, fitness, and pop culture keeps content current, informative ,and entertaining.

By managing a clean mailing list of over 4000 members in South Florida alone, it is no doubt our advertisers are getting maximum online exposure.

GLOBAL FACTS AND FIGURES

OVER 90% OF GAYS AND LESBIANS ARE WILLING TO BUY PRODUCTS AND USE SERVICES DIRECTLY MARKETED TO THEM.

SOURCE: GREENFIELD RESEARCH & KINSEY REPORT

OVER 20% OF GAYS AND LESBIANS HAVE A YEARLY INCOME OF OVER \$50K AND ABOVE 100€ IN EUROPEAN COUNTRIES.

SOURCE: SIMMONS MARKET RESEARCH BUREAU

ALMOST 60% OF THE GLBT COMMUNITY HOLDS MANAGEMENT POSITIONS IN THEIR WORKPLACE.

SOURCE: GREENFIELD RESEARCH & KINSEY REPORT

ALMOST 70% OF THE GAY COMMUNITY HAVE THEIR OWN PC OR LAPTOP *SOURCE: COMPUTER ECONOMICS*



GRAPE ESCAPE 5: COMING THIS FALL 2010

MACK MIXER
PRESENTS
the Grape Escape
SPRING 2006
WINE TASTING
A BENEFIT FOR
GILDA'S CLUB
THURSDAY, MARCH 29, 2006
7PM TO 10PM
THE PORT ROYALE CLUBHOUSE
3355 S. PORT ROYALE DRIVE
FORT LAUDERDALE
TICKETS \$ 30 ADVANCE / ONLINE
\$ 40 AT THE EVENT

MACK MIXER
PRESENTS
the Grape Escape
FALL 2005
WINE TASTING
THE RIVERSIDE HOTEL ON LAS OLAS
MONDAY, DECEMBER 5, 2005
7PM TO 9PM
A BENEFIT FOR THE
GLCC
of South Florida
FOR MORE INFORMATION AND TO
PURCHASE TICKETS VISIT
WWW.MACKMIXER.COM
or call 954.926.0276
SPONSORED BY
PREMIER BEVERAGE, MACK PLANET.COM, CROWN, etc.

MACK MIXER
PRESENTS
the Grape Escape
SUMMER 2005
WINE TASTING
A BENEFIT FOR THE BRITTEN FOUNDATION
SAVING LIVES . . . ONE BY ONE
TUESDAY, AUGUST 16, 2005
7PM TO 9PM
THE RIVER HOUSE
301 SW 3RD AVENUE, FORT LAUDERDALE
FOR MORE INFORMATION AND TO
PURCHASE TICKETS VISIT
WWW.MACKMIXER.COM
SPONSORED BY
MACK PLANET.COM, PREMIER BEVERAGE, etc.

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IN THE MEDIA

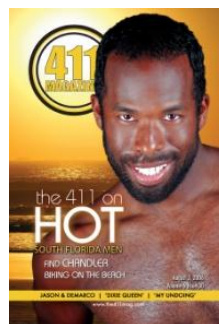
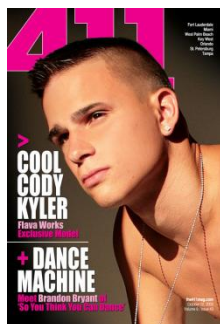
SOUTH FLORIDA
THE BUSINESS JOURNAL

The Miami Herald 
MiamiHerald.com



MARK'S LIST

JACOBSON .COM
NETWORK YOUR WAY TO SUCCESS



echelon
TAKING PRIDE IN BUSINESS

 **REUTERS**



SouthFlorida
Blade

edge
edgemiami.com



2010

LIGHT THE NIGHT WALK – Leukemia & Lymphoma Society
 FLORIDA AIDS WALK
 WINTER PARTY FESTIVAL – SOUTH FLORIDA
 WALK 4 THE ANIMALS – HUMANE SOCIETY



2009

WHITE PARTY WEEK – MIAMI
 THE MAD HATTERS TEA PARTY – BROWARD HOUSE
 FORT LAUDERDAL GAY & LESBIAN FILM FESTIVAL
 GLAAD'S RED CARPET GALA
 TASK FORCE 13th ANNUAL RECOGNITION DINNER
 MIAMI GAY AND LESBIAN FILM FESTIVAL
 MIAMI LATIN GAY FILM FESTIVAL
 WINTER PARTY FESTIVAL – SOUTH FLORIDA
 MIAMI SCIENCE MUSEUM PROFESSIONAL HAPPY HOUR
 FLORIDA AIDS WALK
 WINTER PRIDE / GAY WHISTLER, CANADA
 GAY & LESBIAN BUSINESS EXCHANGE – FTL CHAMBER
 HUMANE SOCIETY OF BROWARD COUNTY



2008

WHITE PARTY WEEK - MIAMI
 LIGHT THE NIGHT WALK – Leukemia & Lymphoma Society
 TASK FORCE 12th ANNUAL RECOGNITION DINNER
 FT LAUDERDALE GAY & LESBIAN FILM FESTIVAL
 MIAMI GAY & LESBIAN FILM FESTIVAL
 BROWARD HOUSE SPIRIT OF HOPE AWARDS
 WINTER PARTY FESTIVAL
 WINTER PRIDE / GAY WHISTLER, CANADA



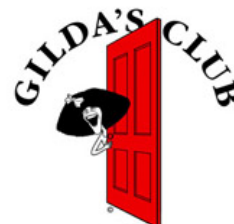
2007

WHITE PARTY WEEK – MIAMI
 BROWARD HOUSE SPIRIT OF HOPE AWARDS
 COMMUNION ART TWO
 PRIDELINES ANNUAL GLBT YOUTH PROM
 TREASURE THE CHILDREN
 RAYMOND JAMES & ASSOC GLBT FINANCIAL SEMINAR
 SKIN DEEP – BUBBA CLICKS EVENT
 COMBING THRU LIFE'S TANGLES
 LAS OLAS WINE AND FOOD FESTIVAL
 AIDS WALK – FORT LAUDERDALE
 FTL MODA FASHION WEEK
 WINTER PARTY FESTIVAL



2006

MACY'S GRAND RE-OPENING w/ OUT MAGAZINE
 GILDA'S CLUB SOUTH FLORIDA CASINO NIGHT
 MIAMI FASHION WEEK
 HEAVEN ON EARTH – BUBBA CLICKS EVENT
 WACHOVIA – GLBT FINANCIAL SEMINAR
 LIVE FROM SF... IT'S SATURDAY NIGHT!
 FORT LAUDERDALE PRIDEFEST
 LAS OLAS WINE AND FOOD FESTIVAL
 COMBING THRU LIFE'S TANGLES
 COMMUNION FOUNDATION – HUMAN RIGHTS
 A NIGHT OF HOPE – BRITTO GALLERY – SOBE
 FLORIDA GAY RODEO
 AIDS WALK – FORT LAUDERDAL





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CONTACT

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EMAIL

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TAMPA BAY AREA:	Ivan@MACKPLANET.com
WEBMASTER:	DJHarvey@MACKPLANET.com

www.MACKPLANET.com

2010 ADVERTISING RATES

WEEKLY E-NEWSLETTER

Size	4 wks	8 wks	12 wks
Leader	\$320	\$600	\$840
Standard	\$120	\$200	\$240
SScraper	\$180	\$320	\$420

INCLUSION IN MACK EVENT E-BLAST

Size	1 blast	2 blasts	3 blasts
Standard	\$175	\$300	\$375

EVENT SPONSORSHIP

LUNCH	\$575.00*		
MIXER	\$375.00*		
* \$100 DEPOSIT REQUIRED.TO HOLD MONTH			

WEB BANNER SIZES

Leader	728x90 pixels
Standard	468x60 (up to 120) pixels
Rectangle	300x250 pixels
SScraper	120x300 (up to 600) pixels

MACKPLANET.com HOMEPAGE

Size	4 wks	8 wks	12 wks
Leader	\$500	\$800	\$900
Rectangle	\$340	\$640	\$900

MACKPLANET.com POWER LUNCH PAGE

Size	4 wks	8 wks	12 wks
Leader	\$300	\$560	\$780
Rectangle	\$240	\$440	\$600

MACKPLANET.com MACK MIXER PAGE*

Size	4 wks	8 wks	12 wks
Leader	\$280	\$520	\$720
Rectangle	\$220	\$400	\$540

*MUST SELECT MACK MIXER CITY

PRICES ABOVE DO NOT INCLUDE GRAPHIC DESIGN FOR CREATION OF BANNERS. ADVERTISER MUST PROVIDE ALL FINAL PRODUCT(S).

FOR MORE EVENT SPONSORSHIP AND ADVERTISING INFORMATION, PLEASE CONTACT DAN OROPESA AT Dan@MackPlanet.com

PRICES EFFECTIVE AS OF JANUARY 1, 2010

BANNER SIZES SPEC SHEET

Rectangle
300x250px

Sky Scraper
120x600px

ONLINE ADVERTISING SPECS

MACK reserves the right to reject any banner ad submitted with adult content, conflict of interest, or any content not suitable for the newsletter or any website owned by MACK MultiMedia, Inc.

MACK reserves the right to add the word 'advertisement' on any banner ad submitted. The advertiser has read and agrees to all terms of use on the site or media where his/her banner ad will be placed for the term of the agreement.

If advertising rates change, the advertiser is protected at their time of agreement rate.

Standard
468x60px

Leader
728x90px

FOR ADDITIONAL INFORMATION ON MACK ADVERTISING OR SPONSORSHIPS PLEASE CONTACT

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E-MAIL dan@MackPlanet.com