

Forbes and Div2000 Present

The Top 50 Corporations for Multicultural Business Opportunities

A special advertising section profiling companies voted as the best corporations to do business with by America's leading women and minority-owned businesses

Issue date: December 8, 2003

Closing date: September 22, 2003

***Extra 10% discount for previous Div Top 50 winners**

Which companies offer the best opportunities for diversity-owned businesses? Each year, Div2000.com, the nation's leading multicultural B2B Internet portal linking large organizational buyers and multicultural business owners, offers women and minority business owners the chance to vote for the companies they think provide the best support to the diversity business community.

Last year, more than 150,000 online members of Div2000.com chose IBM as the top company, followed by Wal-Mart, Lockheed Martin, Boeing, Microsoft, Verizon, Dell Computer, GE and Microsoft. The winners, collectively known as the Forbes/Div50, were recognized for their diversity efforts at an awards ceremony held on February 27, 2003 at Foxwoods Resort in Connecticut, attended by more than 700 high-level delegates representing both minority-owned and Forbes 500 companies.

The annual conference — scheduled in 2004 for March 16–18 — offers development and networking opportunities for corporate CEOs, women and minority entrepreneurs, government decision makers and national experts on business diversity.

“The Div50 award is the most prestigious honor a corporation can achieve,” says Kenton Clarke,

CEO of Div2000.com. “Nearly all other awards are produced by organizations where the winners are typically members or are major contributors. Our list is totally independent.”

A complete list of the Div50 is available at <http://www.div2000.com/div50>.

The Opportunity

To help the 4.4 million Forbes readers* — senior decision makers and corporate leaders — better understand the enormous potential of partnering with minority-owned and women-owned enterprises, Forbes and Div2000 are joining together to showcase how America's most forward-looking companies are tapping the innovation, agility and ethnic market savvy of America's minority (MBE) and women-owned (WBE) businesses to reduce costs and build new markets.

Forbes section producer and writer Jerry Bowles will work with Div50 winning companies and participating advertisers to create supplier diversity success stories that powerfully demonstrate how America's top companies and diversity-owned suppliers are working together to adapt to the new realities of institutional procurement.

**MRI, Spring 2003*

Source: Subscriber Advertising Measurement (S.A.M.) Studies, January-December 2002

Sponsors Will Deliver Their Message to an Influential Audience

Forbes is the most trusted name in business journalism for business leaders who are passionate about the power of free enterprise to drive innovation and prosperity for all.

- 925,000 are top management
- 348,000 are the CEO, COO, CFO or CIO of their company
- 472,000 serve on a board of directors
- 1,655,000 spent any money on business purchases in the last 12 months
- 351,000 are responsible for \$1 million or more in business purchases
- 429,000 purchased \$500,000+ in products/services in the last 12 months

Source: 2002 Mendelsohn Affluent Head of Household Survey; MRI, Spring 2003 (top management: president, vice president, owner/partner, treasurer, chairman of the board, member of the board, comptroller, general manager)

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Special Sections Command Attention

According to Beta Research's Subscriber Advertising Measurement, which records how well advertising is read and remembered, special sections consistently score the highest of any advertising category, with a median recall score (63%) that's well above the median (58%). Clearly, sections provide a high-profile environment that can significantly increase visibility for your message.

Value-Added Benefits

Spotlight on Your Organization

All full-page advertisers will be featured in the section text. Through case studies and interviews, your products, services and partnership will be highlighted as examples of supplier diversity success stories.

Exposure on Forbes.com

The complete text of the special report will reach a serious investment community on Forbes.com (www.forbes.com/specialsections) with hotlinks to participants' Web sites. This expands your reach to a sophisticated audience.

About Div2000.com

Launched in 1999, Div2000.com is the largest organization of diversity-owned businesses throughout the U.S. that provides goods and services to Forbes 500s companies, government agencies and colleges and universities. The site has gained national recognition and has won numerous awards for its site content and design.

About the Writer

Jerry Bowles has more than 30 years of experience as a writer, editor and corporate communications director specializing in procurement, supply chain, e-commerce and customer issues. He is the coauthor of *Beyond Quality: New Standards of Total Performance That Can Change the Future of Corporate America*, the founder and editor of *The Quality Executive* and the creator and editor of award-winning corporate magazines for KPMG Peat Marwick, Ernst & Young and the American Quality Foundation. He has written extensively about minority-owned businesses for business magazines.

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Reprints for Advertisers

Advertisers will receive 100 free reprints of the section upon request. Additional quantities and custom reprints are available.

Reader Response

Sponsors can appear on the issue's general reader service page to encourage reader responses.

Computer Consulting Associates International Inc. (CCAii.com) produces Div2000.com. The Small Business Administration in 2001 presented its annual award for the nation's top diversity-owned business to CCA for its development of Div2000.com and its commitment to business development for diversity business owners.

Send insertion orders and digital ad materials to:

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