

THE SWITCH!

CONNECT • EMPOWER • INSPIRE ACTION

ADVERTISING & SPONSORSHIP PRICING PACKAGE

2026 Launch Rate Card | Monthly Digital Newsletter

FOUNDING ADVERTISERS: 50% OFF

Initiate advertising during Issues #002-004 and sign a six-month commitment. After the initial term, receive 25% off future paid advertising for the life of your relationship with BERTHA.

Put your business inside the conversation.

Reach BERTHA merchant vendors, entrepreneurs, professionals, partners, and consumers who are actively building and buying within the global African Diaspora economy.

Prepared for merchant vendors, service providers, financial institutions, logistics firms, technology companies, professional-service organizations, community partners, and culturally aligned brands.

MAKE THE SWITCH. BE SEEN. BUILD WITH US.

A Marketplace Newsletter With a Business-Building Purpose

“The Switch!” connects advertising visibility to commerce, education, culture, and economic participation.

BERTHA is building a global commerce ecosystem that connects African Diaspora-owned businesses with customers, resources, logistics, digital-finance capabilities, and international growth opportunities. “The Switch!” extends that mission through a monthly editorial experience designed to inform readers, spotlight enterprise progress, introduce vendors, explain new economic tools, and invite direct participation in the BERTHA network.

For advertisers, this is not undifferentiated mass exposure. It is contextual access to readers who are predisposed to discover businesses, evaluate solutions, support culturally aligned brands, and act on opportunities within the BERTHA ecosystem.

Core advertiser audiences

- BERTHA merchant vendors seeking customers, wholesale relationships, visibility, and international growth.
- Ancillary businesses serving entrepreneurs: banking, payments, insurance, logistics, packaging, technology, marketing, legal, accounting, staffing, real estate, travel, and professional development.
- Consumers and community advocates interested in supporting Black-owned and African Diaspora businesses.
- Investors, institutions, associations, and public-sector partners tracking Diaspora commerce and economic development.
- Prospective BERTHA Ambassadors, vendors, suppliers, employees, and strategic partners.

Editorial environment

Recurring section	Reader value	Best-fit advertisers
Opening Manifesto	Issue theme and movement-level perspective	Mission-aligned institutions; presenting sponsors
BERTHA Intelligence	Platform, commerce, and operational progress	Technology, payments, data, cybersecurity
Diaspora Economy Report	Markets, trade, and business insight	Banks, fintech, capital, advisory services
Vendor Spotlight	Merchant stories and product discovery	BERTHA vendors and consumer brands
Stablecoin Desk	Digital-finance education and developments	Fintech, compliance, accounting, education
Switch Cities	Local activations and market connections	Real estate, travel, hospitality, local services
Ambassador Network	Field growth, training, and community reach	Recruiting, training, communications, mobility
Opportunities Desk	Contracts, capital, grants, jobs, and resources	B2B providers, funders, institutions
Cultural Signal	Ideas, creators, events, and cultural relevance	Media, entertainment, lifestyle, tourism

The Switch! Founding Advertisers Program

Enter during Issues #002-004. Build for six months. Keep a preferred rate for the life of the BERTHA relationship.

THE FOUNDING OFFER

50% off every published numerical price in this media kit during a signed six-month advertising commitment - followed by 25% off future paid advertisements in “The Switch!” for the life of the advertiser’s relationship with BERTHA.

Who qualifies

- Any eligible merchant vendor or ancillary business that initiates paid advertising in Issue #002, Issue #003, or Issue #004.
- The advertiser must execute a written insertion order or campaign authorization covering six consecutive monthly issues.
- The advertiser must remain current on payments, submit compliant creative, and maintain an active relationship in good standing with BERTHA.
- Founding status is assigned to the contracting legal entity and is not transferable without BERTHA’s written approval.

Two-stage financial benefit

Stage	Timing	Benefit
Founding Commitment Period	Six consecutive monthly issues beginning with Issue #002, #003, or #004	50% off all published numerical rates in this package.
Relationship Benefit	After successful completion of the six-month commitment	25% off all future paid advertisements in “The Switch!” for the life of the advertiser’s relationship with BERTHA.

Illustrative founding rates

Selected placement	Published price	Founding price: first 6 months	Relationship price afterward
Presenting Sponsor	\$5,000	\$2,500	\$3,750
Title / Cover Sponsor	\$2,500	\$1,250	\$1,875
Featured Sponsored Story	\$1,500	\$750	\$1,125
Section Sponsorship: \$950 tier	\$950	\$475	\$712.50
Full-Width Leaderboard	\$750	\$375	\$562.50
Marketplace Card	\$225	\$112.50	\$168.75
Classified Listing	\$125	\$62.50	\$93.75

Founding Program Terms

How the discount applies

The Founding discount applies to published single-issue rates, published multi-issue package prices, and published creative-service prices. It does not stack with merchant, commitment, or promotional discounts. Where more than one discount could apply, the Founding discount controls. Custom-quoted programs are negotiated separately because they do not have a published list price.

Protecting lifetime value

The 25% relationship benefit does not expire after a fixed number of issues and requires no additional minimum advertising commitment after the initial six-month term. It remains available to the same advertiser while its BERTHA relationship and account remain active and in good standing. The benefit applies to future published prices in effect when each advertisement is ordered; it does not permanently freeze the 2026 dollar amounts.

Premium Issue Placements

High-attention inventory for brands seeking category leadership or issue-level ownership.

Placement	Includes	1 issue
Presenting Sponsor	“Presented by” designation; masthead-adjacent logo; opening sponsor message (up to 100 words); one premium banner; one section sponsorship; one social acknowledgment; linked logo. One sponsor per issue.	\$5,000
Title / Cover Sponsor	Primary logo and linked sponsor line immediately below the issue masthead; one 50-word sponsor message. One per issue.	\$2,500
Lead Story Sponsor	Premium placement surrounding the lead editorial story; leaderboard banner; sponsor acknowledgment; linked call to action. Editorial content remains independent.	\$1,750
Featured Story: Sponsored Content	Advertiser-supplied or BERTHA-produced article, up to 700 words, one hero image, logo, two links, and “Sponsored” label. Subject to editorial approval.	\$1,500
Inside Cover / First Scroll	Full-width creative appearing before the first standard editorial section; linked CTA. One per issue.	\$1,250
Closing Page / Final CTA	Full-width placement immediately before the newsletter close or “Make the Switch” call to action.	\$900

Launch inventory principle

Premium placements are limited to protect reader trust, advertiser visibility, and category separation. Competing advertisers will not share Presenting Sponsor status within the same issue.

Section sponsorships

Own a recurring editorial environment that matches the problem your business solves. Each sponsorship includes a “Section supported by” line, linked logo, 60-word message, and one standard section banner.

Section	1 issue	3 issues	6 issues
BERTHA Intelligence	\$950	\$2,565	\$4,845
Diaspora Economy Report	\$950	\$2,565	\$4,845
Stablecoin Desk	\$950	\$2,565	\$4,845
Vendor Spotlight	\$850	\$2,295	\$4,335
Switch Cities	\$750	\$2,025	\$3,825
Ambassador Network	\$750	\$2,025	\$3,825
Opportunities Desk	\$750	\$2,025	\$3,825
Cultural Signal	\$750	\$2,025	\$3,825

Multi-issue section rates shown above reflect a 10% three-issue discount and a 15% six-issue discount. Twelve-issue sponsorships receive 20% off the single-issue total and first right of renewal, subject to availability.

FLEXIBLE PLACEMENTS

Display Advertising

Clear, linked creative units for product launches, offers, events, services, and brand awareness.

Format	Recommended use	Specifications	1 issue
Full-Width Leaderboard	Major campaign, product launch, or event	1200 × 400 px; JPG/PNG/GIF; one URL; ≤1 MB	\$750
Mid-Article Banner	Contextual visibility inside a selected section	1200 × 300 px; JPG/PNG/GIF; one URL; ≤1 MB	\$600
Half-Width Display	Concise service or product promotion	600 × 500 px; JPG/PNG/GIF; one URL; ≤750 KB	\$450
Quarter-Page / Tile	Offer, event, announcement, or reminder	600 × 300 px; JPG/PNG; one URL; ≤500 KB	\$300
Text + Logo Marketplace Card	Affordable vendor or B2B visibility	Logo/image; headline; 50 words; one CTA; one URL	\$225
Classified Listing	Jobs, grants, events, procurement, or services	Headline; up to 35 words; one URL; text only	\$125

Merchant Vendor Spotlight options

Option	Deliverables	Rate
Vendor Launch Spotlight	Up to 350 words; product image; founder quote; logo; up to three links; “Sponsored Vendor Spotlight” label.	\$850
Product Drop Feature	Up to four products; pricing and links; 100-word brand introduction; hero image.	\$650
Vendor Deal of the Month	Offer callout; coupon code; product image; 75 words; one primary CTA.	\$400
Marketplace Card	Logo or product image; 50 words; one CTA and URL.	\$225

BERTHA merchant advantage

Verified BERTHA merchant vendors receive 15% off standard display advertising and sponsored vendor options. For qualifying Founding Advertisers, the 50% Founding discount controls during the six-month commitment and the 25% relationship discount controls afterward; discounts do not stack.

Multi-Issue Packages

Use repetition to build recognition, credibility, and measurable response over time.

Package	Campaign contents	Package price	Value
The Introduction	3 consecutive issues: 1 mid-article banner per issue + 1 Marketplace Card in one issue + campaign summary.	\$1,650	\$1,925 à la carte
The Momentum Builder	6 consecutive issues: 1 mid-article banner per issue + 1 sponsored vendor/product feature + 2 Marketplace Cards + campaign summary.	\$3,650	\$4,700 à la carte
The Market Leader	12 consecutive issues: 1 leaderboard per issue + 2 sponsored features + 4 Marketplace Cards + category preference + quarterly reporting.	\$8,500	\$11,400 à la carte
The Ecosystem Partner	12-month customized program combining section sponsorship, thought leadership, event or webinar integration, and newsletter display inventory.	From \$15,000	Custom scope

Issue theme sponsorships

BERTHA may designate special monthly editions around vendor growth, digital finance, global logistics, procurement, community wealth, cultural commerce, or a featured city. Theme sponsors receive contextual alignment without control over BERTHA's independent editorial conclusions.

Activation	Starting rate
Special-edition theme sponsorship	\$3,500
Sponsored resource guide or buyer's guide	\$2,500
Newsletter + virtual event package	\$5,500
Newsletter + BERTHA community activation	Custom quote

Commitment discounts

Commitment	Discount	Terms
3 issues	10%	Prepaid or approved monthly billing; placements reserved upon signed authorization.
6 issues	15%	Prepaid or approved monthly billing; one creative swap per issue.
12 issues	20%	Approved annual plan; first right of renewal for recurring placement.

Standard commitment discounts apply to eligible placements for non-Founding Advertisers. Founding Advertisers receive the Founding Program rate instead; discounts do not stack. All discounts are calculated from the published price in effect for the applicable campaign.

Creative Services, Measurement & Reporting

Advertisers may submit finished creative or engage BERTHA for campaign-ready production.

Optional service	Rate
Creative resizing / adaptation from supplied assets	\$100 per unit
Standard ad design (one concept, two revisions)	\$250
Sponsored article editing from advertiser draft	\$300
Sponsored article writing and interview, up to 700 words	\$650
Campaign landing-page copy (copy only)	\$450
Additional revision round	\$100
Rush production, under 3 business days	25% surcharge

Standard reporting

Where supported by the distribution platform, BERTHA will provide an issue-level campaign summary within 10 business days after publication. Reporting may include:

- newsletter sends and successful deliveries;
- unique opens and open rate, recognizing that privacy controls may limit accuracy;
- advertisement clicks and click-through rate;
- sponsored-content page views or link activity, when hosted and measurable; and
- campaign notes, creative observations, and recommendations for multi-issue advertisers.

Measurement standards

Performance is reported as observed through available newsletter, web, and link-tracking systems. Opens, geographic signals, and device data may be estimated or suppressed by email-client privacy features. BERTHA does not guarantee impressions, clicks, leads, transactions, revenue, or return on advertising spend unless a separately executed performance-based agreement expressly provides otherwise.

Founding Advertiser advantage

Advertisers entering during Issues #002-004 receive 50% off published pricing for a signed six-month commitment. After completing that term, they receive 25% off future paid advertisements in “The Switch!” for the life of their BERTHA relationship.

Creative Specifications & Deadlines

A simple workflow designed to protect quality, accessibility, and on-time publication.

Milestone	Deadline before publication
Signed insertion order and payment authorization	15 business days
Final ad creative and destination URL	10 business days
Sponsored-content draft, images, claims support, and approvals	15 business days
BERTHA proof returned to advertiser, when applicable	5 business days
Advertiser proof approval	3 business days

Creative requirements

- Accepted static formats: high-quality JPG or PNG. Animated GIF may be accepted for selected placements but is not guaranteed to animate in every email client.
- Use RGB color, legible type, meaningful alt-text guidance, and strong contrast. Keep critical copy within safe margins.
- Supply one final destination URL with tracking parameters, if desired. Redirects and links are subject to security review.
- Sponsored content must identify the sponsoring organization and will be labeled “Sponsored,” “Paid Content,” or equivalent.
- Advertiser is responsible for rights to all copy, images, logos, trademarks, testimonials, offers, and substantiation of objective claims.
- BERTHA may make minor formatting adjustments for responsive display while preserving approved meaning and brand identity.

Content standards

Advertising must be truthful, lawful, culturally respectful, accessible, and consistent with BERTHA’s commitment to integrity, transparency, professionalism, operational excellence, innovation, and long-term partnership. BERTHA may reject, request revision to, pause, or remove advertising that creates legal, reputational, privacy, security, customer-trust, cultural-integrity, or Marketplace-fairness concerns.

Restricted or reviewed categories

Political advocacy, regulated financial products, digital assets, health claims, alcohol, gaming, weapons, adult content, high-risk investment offers, and other regulated or sensitive categories require advance review and may be declined. Acceptance of an advertisement does not constitute BERTHA endorsement of the advertiser, product, service, or claim.

BUSINESS TERMS

Reservation, Billing & Cancellation

All campaigns are confirmed through a written insertion order or campaign authorization.

Term	Policy
Reservation	Inventory is confirmed only after BERTHA accepts the insertion order. Premium placements remain subject to availability, category separation, and editorial review.
Payment	Campaigns are prepaid or billed monthly as stated in the insertion order. Past-due balances may suspend placements and Founding benefits until cured.
Cancellation	15+ business days: credit/refund less completed production. 8-14 days: 50% fee. Within 7 business days: non-refundable.
BERTHA changes	If BERTHA cancels without advertiser breach, BERTHA will provide a comparable make-good or credit/refund.
Late materials	Late materials may cause relocation, deferral, reuse of approved creative, or forfeiture when the delay cannot be accommodated.
Editorial independence	Payment does not guarantee favorable coverage. BERTHA controls editorial content and clearly labels paid content.
Exclusivity	Category exclusivity applies only when expressly written; otherwise, competitors may advertise with reasonable separation.
Founding eligibility	Initiate in Issue #002, #003, or #004 and sign for six consecutive monthly issues. Receive 50% during the term, then 25% off future published advertising prices.
Discount priority	Discounts do not stack. The Founding rate supersedes merchant, commitment, and promotional discounts. Custom quotes are negotiated separately.
Rate protection	Accepted orders retain contracted rates. The later Founding benefit is 25% off future published prices, not a freeze of 2026 dollar rates.
Liability	Advertiser warranties, indemnity, data duties, and liability limits are governed by the insertion order and applicable BERTHA terms.

Recommended sales document set

Use this media kit with a one-page insertion order, advertiser creative checklist, sponsored-content disclosure standard, and monthly campaign performance report. Together, these documents create commercial clarity and improve continuity with BERTHA's broader advertising governance.

Make the Switch

Put your products, services, expertise, and opportunities in front of a community built to move commerce forward.

Choose your objective

- Launch or promote a product.
- Build credibility through thought leadership.
- Reach BERTHA merchant vendors with a business solution.
- Sponsor a section aligned with your expertise.
- Establish year-round category visibility.

To request availability

Advertising inquiries

Email: info@bertha.info

Phone: 844-BERTHA-1

Newsletter: theswitch.bertha.info

BERTHA: bertha.info

Include the following

- organization and primary contact;
- desired issue month(s);
- preferred placement or package;
- campaign objective and target audience;
- destination URL;
- creative-production needs; and
- any category-exclusivity request.

FOUNDING WINDOW: ISSUES #002-004 | 50% FOR 6 MONTHS | 25% THEREAFTER

“So our money goes back to us? Exactly. That’s the Switch.”

BERTHA, Inc. | 2026 Launch Rate Card

Pricing is in U.S. dollars and subject to availability, campaign approval, and a signed insertion order. Effective through December 31, 2026, unless replaced in writing.