

**THE SOURCE** PRESENTS  
**HOTTEST**  
**HOMEcomings**  
**OF THE SOUTH 2011**

**THE SOURCE** is pleased to announce its second annual Hottest Homecomings Of The South Tour. This fall, **THE SOURCE** will partner with eleven Historically Black Colleges and Universities providing the media platforms to showcase their schools, enhance student enrollment and community engagement. "Leader's of the New School" highlights students creativity and contributions to the schools and communities.

President of DEF JAM South, DJ Khaled will be the face of this year's tour. We would like to offer your brand the opportunity to directly touch hundreds of thousands of influential students and future leaders!

## TOUR SCHEDULE

**Clark University**  
GA

**Shaw University**  
NC

**Alabama State University**  
AL

**Benedict College**  
SC

**Alcorn State University**  
MS

**Southern University**  
LA

**Savannah State University**  
GA

**Bethune Cookman College**  
FL

**Tennessee State University**  
TN

**Dillard University**  
LA

**Xavier University**  
LA



### PACKAGE A

#### I. PRINT :

#### THE SOURCE MAGAZINE

- October Issue (on stands nationwide 9/13), full page ad RHP
- Logo inclusion on the Hottest Homecoming recap (issue TBA)

#### II. DIGITAL :

#### THESOURCE.COM

300x250 and 728x90 banner ad ROS (October and November)

#### III. FACEBOOK

- Your brand will be given an album on this page with branding photos throughout the tour.

- THE SOURCE will administer contests for your brand to interact with students, alumni and fans.

#### IV. EVENT

- On site display / opportunity for giveaways at each HBCU

- Opportunity for data collection

#### V. TOUR BUS

Logo/ branding inclusion on the official Hottest Homecoming tour bus

#### VI. MIXTAPE

Your brand presents the "Leaders of the New School" mixtape

### PACKAGE PRICE:

**\$30,000 NET**

### PROGRAM PACKAGES

Promotional/ Branding opportunities include on site displays, giveaways, tour bus branding, promotional mixtape branding, print, digital and social network advertising.

### PACKAGE B

#### I. PRINT :

#### THE SOURCE MAGAZINE

October Issue (on stands nationwide 9/13), full page ad RHP

#### II. DIGITAL : THESOURCE.COM

300x250 and 728x90 banner ad ROS (October and November)

#### III. FACEBOOK

- Your brand will be given an album on the Hottest Homecoming of the South official page page with branding photos throughout the tour.

- THE SOURCE will administer contests for your brand to interact with students, alumni and fans.

#### IV. EVENT

- On site display / opportunity for giveaways at each HBCU

### PACKAGE PRICE:

**\$14,500 NET**

**DEADLINE SEPTEMBER 1, 2011**

### For Details please contact:

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