

AfricanNews.com African-American News & Issues

"Addressing Current & Historical Realities Affecting Our Community"

Media Kit 2023





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Contact

African American News & Issues

(713) 692-1892

(713) 692-1178

Production: prod@afamnews.com

Sales: sales@afamnews.com

News: news@afamnews.com

6130 Wheatley Street

Houston, Texas 77091

USA

Aframnews.com





According to the 2018 Multicultural Economy Report, African American buying power has seen impressive gains since the end of the last economic downturn, jumping from **\$961 billion in 2010, to an estimated \$1.3 trillion in 2018.**



Although traditional media is rapidly evolving, the daily newspaper remains a prime tool for shaping the views and actions of millions of people every day.

With most of the major corporate media operations framing the news according to what is treated as official, documented history, or conventional wisdom. Our role as a community news media organization is to expose and debunk the easily accepted and erroneous generalities about the African American community and its place in the larger society.

Meanwhile, recent documented research reveals newspapers continue to attract highly educated consumers who are ready to shop and spend. In an average week, 85% of adults who have done post-graduate work, or who have advanced

Why advertise with us

Since 2000, the African-American market has seen a 114% percent increase in buying power totaling \$2.2 Billion

degrees, either read a print newspaper or visited a newspaper website.

From the perspectives of news value and advertising potential, AFRAMNEWS is a proven success story, filling a news void in the African American community, while attracting and keeping consumers to shop and spend with our advertisers. Our statistics as a solid source of news and advertising revenue remains strong, and is steadily growing as we continue to raise our profile and gain greater recognition in the Gulf Coast region and across the state of Texas.



Published weekly

About AframNews

Founded in 1996

as a small newspaper for the Acreage Home community in Houston, AFRAMNEWS is a free Sunday publication, which has become Texas' widest circulated and read newspaper with an African American perspective. With a weekly statewide distribution of 113,000 plus, AFRAMNEWS has a distribution area, which includes the counties with the largest African American populations in Texas.

The mission of AFRAMNEWS is to shine a spotlight on problems affecting African American communities throughout the state of Texas. We believe it is essential to identify and address the challenges affecting the cultural values, principles, and ideals long-cherished by many African Americans.

113,000+

Statewide Distribution in Greater Houston, Gulf Coast & Southeast Region, Dallas-Fort Worth Metroplex Region, San Antonio South & Austin Central Regions

4.5%

The AFRAMNEWS newspaper is passed along at a rate of 4.5 times within the African American community.

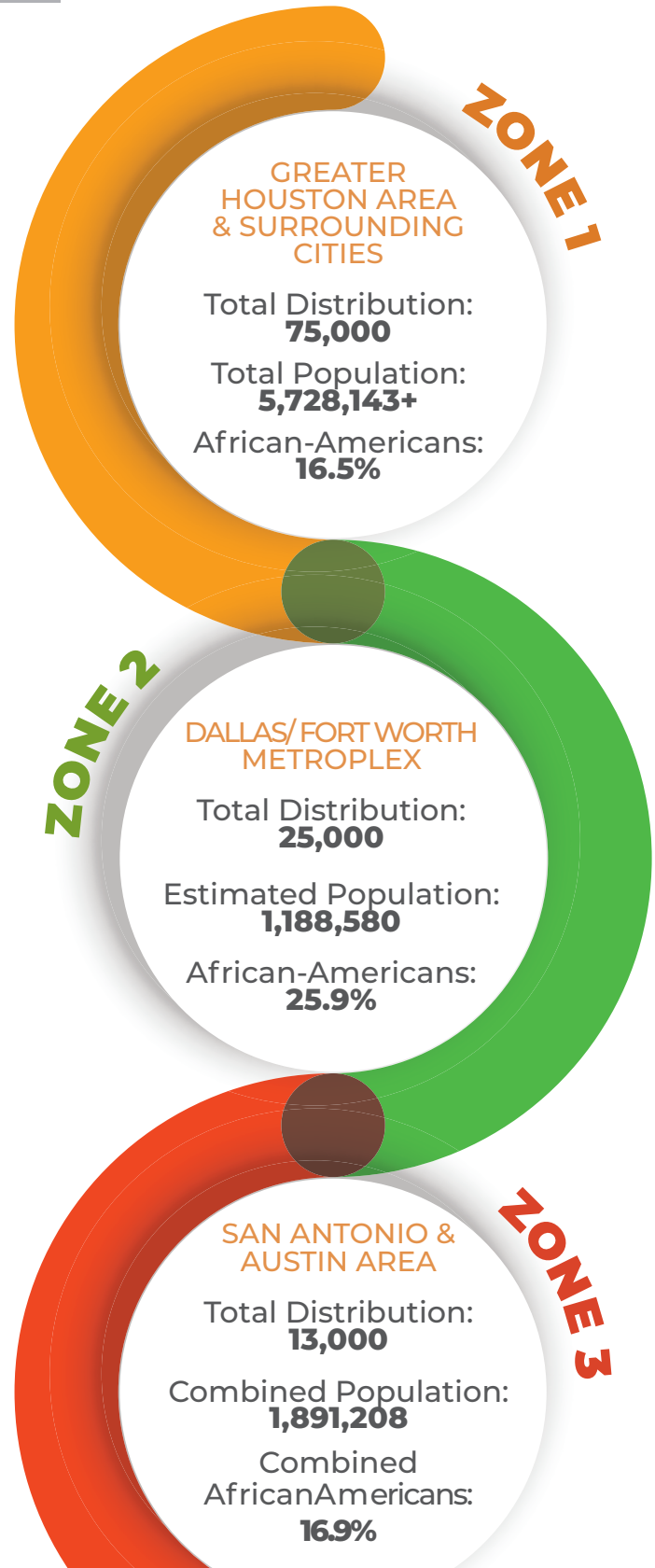
AFRAMNEWS is a certified Historically Underutilized Business (HUB) and is recognized as a Minority/ Woman-owned business (M/WBE).

Greater Houston & Surrounding Cities

COMBINED ←
DISTRIBUTION
75,000+/-

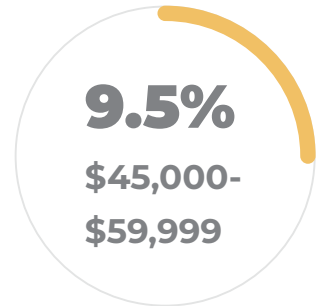
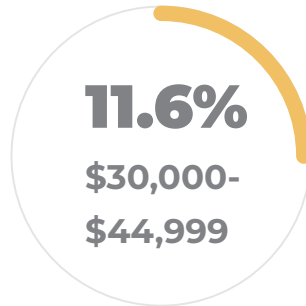
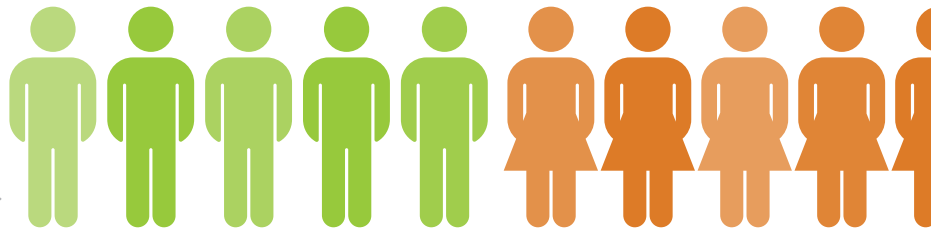
Distribution Points

- CHURCHES
- SCHOOLS
- COMMUNITY COLLEGES
- UNIVERSITIES
- TEXAS HBCUs
- BEAUTY SALONS
- BARBERSHOPS
- FUNERAL HOMES
- SOUL FOOD RESTURANTS
- BARBECUE RESTAURANTS
- H-E-B FOOD STORES
- DOCTOR'S OFFICES
- HOSPITALS
- POST OFFICES
- CONVENIENCE STORES
- LIBRARIES AND MORE...



Demographics

AVERAGE HOUSEHOLD INCOME



AFRICAN AMERICANS POLLED SAID AFRAMNEWS:

- Makes them think • Portrays intelligent and successful people
- Energetic and creative • Demonstrates strong community leadership
- Middle-class • Neighborly

MALE READERS

48.4%

FEMALE READERS

51.6%

HIGH SCHOOL EDUCATION

86.8%

COLLEGE GRAD

20.9%

SOME COLLEGE

36.4%

TARGET READERSHIP



MEDIAN INCOME

\$54,999

MEDIAN HOME VALUE

\$82,500



Give your business growth
 Advertise with Afram News and let us help your company grow.

Small Business Advertising

Provide your business card and we'll take care of the rest. We take pride in helping every business.

Requirements:

- Minimum 300dpi
- Scanned high res file
- Physical card to scan
- Text file with information
- All discounts require a signed contract
- Email files to prod@hispanic-news.com

3.5x2in

Your business card will be adjusted to fit our size requirements.

The artwork drop dead is 12:00 noon, Friday – two days prior to publication

2x3.5in

Your vertical Business card will be adjusted to fit our size requirements.

The artwork drop dead is 12:00 noon, Friday – two days prior to publication

Social Media Rates



Facebook - \$110 per post



Instagram - \$85 per post



Twitter - \$85 per post

Specs ROP

ADVERTISING RATES & SIZES

PUBLICATION DAY: SUNDAY WEEKLY

- SEND AD' AS PDF (MINIMUM 300 DPI) 9.75" X 10" IMAGE AREA, 50# OFFSET, NO BLED AND NO TRIM
- DEADLINE: ROP Insertion Order is 5:00 pm Wednesday five (5) days Prior to Publication at sales@aframnews.com
- DEADLINE: ROP Art Work Drop Dead is 12:00 noon Friday three (3) days Prior to Publication at prod@aframnews.com

Sizes and Rates

PUBLICATION SIZE: 10.75" X 12"			(ALL RATES ARE NET)		
SIZE	WIDTH	DEPTH	ZONE 1 (GREATER HOUSTON, 85,000 B/W Color	ZONE 2 (DALLAS - FORT WORTH 45,000 B/W Color	ZONE 3 (SAN ANTONIO SOUTH & AUSTIN CENTRAL 25,000 B/W Color
DOUBLE TRUCK	21.25 "	10.0 "	\$15,500 \$16,000	\$11,000 \$11,500	\$9,000 \$9,500
FULL PAGE	9.75 "	10.0 "	\$7,200 \$7,700	\$5,200 \$5,700	\$4,200 \$4,700
JR FULL PAGE	7.78 "	10.0 "	\$6,200 \$6,700	\$4,200 \$4,700	\$2,200 \$2,700
HALF PAGE-H	9.75 "	5.0 "	\$4,200 \$4,700	\$3,200 \$3,700	\$2,200 \$2,700
HALF PAGE-V	4.875 "	10.0 "	\$4,200 \$4,700	\$3,200 \$3,700	\$2,200 \$2,700
QUARTER PAGE	4.875 "	5.0 "	\$2,200 \$2,700	\$1,600 \$2,100	\$1,200 \$1,700
BOTTOM STRIP	9.75 "	2.0 "	\$1,600 \$2,100	\$1,000 \$1,500	\$800 \$1,300

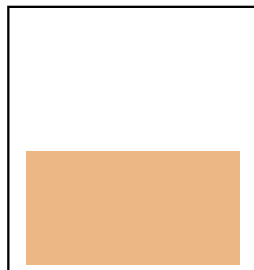
PAYMENT ALL INVOICES ARE DUE UPON RECEIPT

PLEASE BE ADVISED THAT THIS COMPANY DOES NOT PROVIDE CREDIT FOR ITS ADVERTISERS.

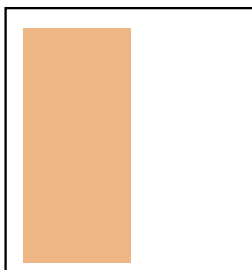
SHOULD YOU HAVE ANY QUESTIONS PLEASE CONTACT THE PUBLISHER AT 713-692-1892 OR EMAIL SALES@AFRAMNEWS.COM

WIRE PAYMENT TO: GREATER TEXAS CREDIT UNION - ROUTING # 314977337 - 6411 NORTH LAMAR BLVD - 6411 AUSTIN, TX 77752

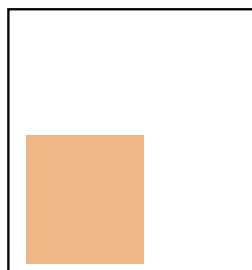
CREDIT ACCOUNT NAME: AFRICAN-AMERICAN NEWS&ISSUES - ACCOUNT# 32403586 - 6130 WHEATLEY ST - HOUSTON, TX 77091



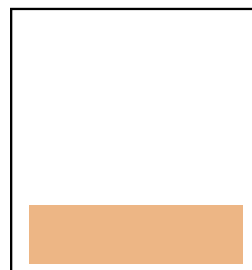
1/2 PAGE HORIZONTAL



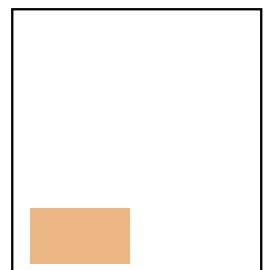
1/2 PAGE VERTICAL



1/4 PAGE



1/5 PAGE



1/8 PAGE

Online Display Advertisement Rates

728 X 90 LEADERBOARD BANNER		300 X 600 VERTICAL BANNER		300 X 250 VERTICAL BANNER	
WEEKLY	MONTHLY	WEEKLY	MONTHLY	WEEKLY	MONTHLY
\$345	\$1200	\$266	\$945	\$188	\$600
5000 IMPRESSIONS	20,000 IMPRESSIONS	5000 IMPRESSIONS	20,000 IMPRESSIONS	5000 IMPRESSIONS	20,000 IMPRESSIONS

Please call for a custom quote for multiple display ads.

(713) 692-1892

Advertisement Packages

BRONZE \$650

- (1) WEEKLY AD (640X 90)-EMAIL BLAST
- (5) DAY LEADERBOARD BANNER (728 X 90)
- (1) SOCIAL MEDIA POST (INSTAGRAM, TWITTER, AND FACEBOOK).

ESTIMATED REACH 5,000 IMPRESSIONS

SILVER \$850

- (2) WEEKLY AD (640X 90)-EMAIL BLAST
- (7) DAY LEADERBOARD BANNER (728 X 90)
- (7) DAY (300 X 250) RECTANGLE BANNER
- (3) SOCIAL MEDIA ACCOUNTS (INSTAGRAM, FACEBOOK, AND TWITTER).

ESTIMATED REACH 10,000 IMPRESSIONS

GOLD \$1500

- (4) WEEKLY AD (640X 90)-EMAIL BLAST
- (10) DAY LEADERBOARD BANNER (728 X 90)
- (10) DAY (300 X 250) RECTANGLE BANNER
- (10) DAY (300 X 600) VERTICAL BANNER
- (5) CUSTOM POST ON ALL SOCIAL MEDIA ACCOUNTS (INSTAGRAM, FACEBOOK, AND TWITTER).

ESTIMATED REACH 15,000 IMPRESSIONS

FOLLOW US ON SOCIAL MEDIA

FACEBOOK:

www.facebook.com/aframnews

TWITTER

www.twitter.com/aframnews

INSTAGRAM:

[@AFRAM_NEWS](https://www.instagram.com/AFRAM_NEWS)



**GET IN CONTACT WITH US
WWW.AFRAMNEWS.COM**

PRODUCTION

prod@aframnews.com

SALES

sales@aframnews.com

NEWS

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