Contents

03 | Contact Information
04 | Why advertise with us
05 | About AframNews
06 | Distribution
07 | Demographics
08 | Small Business Advertising
09 | Advertising Rates & Sizes
10 | Online Display Advertising Rates
Contact

African American News & Issues
(713) 692-1892
(713) 692-1178

Production: prod@aframnews.com
Sales: sales@aframnews.com
News: news@aframnews.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.

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.

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

Published weekly
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 RESTAURANTS
- BARBECUE RESTAURANTS
- H-E-B FOOD STORES
- DOCTOR’S OFFICES
- HOSPITALS
- POST OFFICES
- CONVENIENCE STORES
- LIBRARIES AND MORE...

**ZONE 1**

GREATER HOUSTON AREA & SURROUNDING CITIES

- Total Distribution: 75,000
- Total Population: 5,728,143+
- African-Americans: 16.5%

**ZONE 2**

DALLAS/FORT WORTH METROPLEX

- Total Distribution: 25,000
- Estimated Population: 1,188,580
- African-Americans: 25.9%

**ZONE 3**

SAN ANTONIO & AUSTIN AREA

- Total Distribution: 13,000
- Combined Population: 1,891,208
- Combined African-Americans: 16.9%
Demographics

AVERAGE HOUSEHOLD INCOME

32.1%  $60,000-$74,999
16.9%  $15,000-$29,999
11.6%  $30,000-$44,999
9.5%   $45,000-$59,999

AFRICAN AMERICANS POLLED SAID AFRAMNEWS:

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

TARGET READERSHIP

MALE READERS  48.4%
FEMALE READERS 51.6%
HIGH SCHOOL EDUCATION 86.8%
COLLEGE GRAD 20.9%
SOME COLLEGE 36.4%

MEDIAN INCOME

$54,999

MEDIAN HOME VALUE

$82,500

AFRAMEAMERICANS.COM 2023
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
Twitter - $85 per post
Instagram - $85 per post

Afram News Advertise with Afram News and let us help your company grow.
Specs ROP

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

<table>
<thead>
<tr>
<th>PUBLICATION SIZE: 10.75” X 12”</th>
<th>(ALL RATES ARE NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIZE</td>
<td>WIDTH</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>DOUBLE TRUCK</td>
<td>21.25”</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>9.75”</td>
</tr>
<tr>
<td>JR FULL PAGE</td>
<td>7.78”</td>
</tr>
<tr>
<td>HALF PAGE-H</td>
<td>9.75”</td>
</tr>
<tr>
<td>HALF PAGE-V</td>
<td>4.875”</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>4.875”</td>
</tr>
<tr>
<td>BOTTOM STRIP</td>
<td>9.75”</td>
</tr>
</tbody>
</table>

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

AFRAMNEWS.COM 2023
### Online Display Advertisement Rates

<table>
<thead>
<tr>
<th>728 X 90 LEADERBOARD</th>
<th>300 X 600 VERTICAL</th>
<th>300 X 250 VERTICAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANNER</td>
<td>BANNER</td>
<td>BANNER</td>
</tr>
<tr>
<td>WEEKLY</td>
<td>WEEKLY</td>
<td>WEEKLY</td>
</tr>
<tr>
<td>MONTHLY</td>
<td>MONTHLY</td>
<td>MONTHLY</td>
</tr>
<tr>
<td>$345</td>
<td>$266</td>
<td>$188</td>
</tr>
<tr>
<td>$1200</td>
<td>$945</td>
<td>$600</td>
</tr>
<tr>
<td>5000 IMPRESSIONS</td>
<td>5000 IMPRESSIONS</td>
<td>5000 IMPRESSIONS</td>
</tr>
<tr>
<td>20,000 IMPRESSIONS</td>
<td>20,000 IMPRESSIONS</td>
<td>20,000 IMPRESSIONS</td>
</tr>
</tbody>
</table>

Please call for a custom quote for multiple display ads.  
(713) 692-1892

### Advertisment Packages

**BRONZE**  
$650  
(1) WEEKLY AD (640X90)-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 (640X90)-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 (640X90)-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