

**African-American News & Issues**  
**AframNews.com**

"Addressing Current & Historical Realities Affecting Our Community"

Media Kit 2024







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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

**P.O. BOX 41820**

**Houston, Texas 77241**

**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).

# 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](mailto:sales@aframnews.com)
- DEADLINE: ROP Art Work Drop Dead is 12:00 noon Friday three (3) days Prior to Publication at [prod@aframnews.com](mailto:prod@aframnews.com)

## Sizes and Rates

PUBLICATION SIZE: 10.75" X 12"			(ALL RATES ARE NET)		
SIZE	WIDTH	DEPTH	<b>ZONE 1</b> (GREATER HOUSTON, <b>85,000</b> B/W   Color	<b>ZONE 2</b> (DALLAS - FORT WORTH <b>45,000</b> B/W   Color	<b>ZONE 3</b> (SAN ANTONIO SOUTH & AUSTIN CENTRAL <b>25,000</b> 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

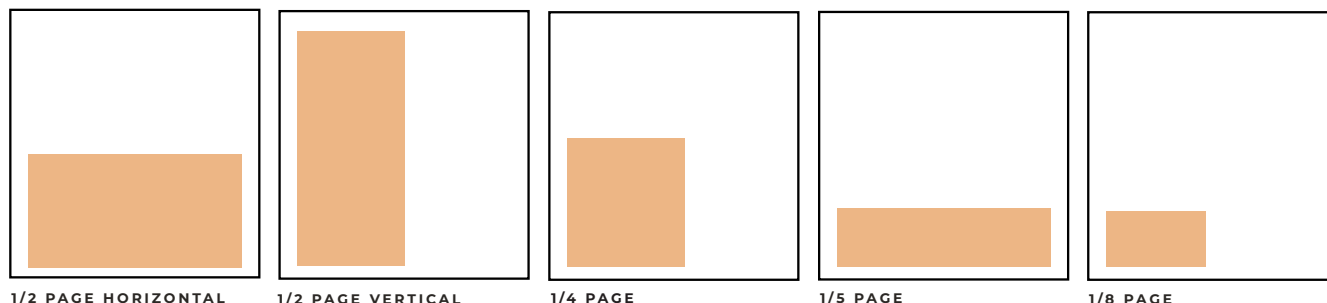
**PAYMENT ALL INVOICES ARE DUE UPON RECEIPT**

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](mailto: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 - P.O. BOX 41820 - HOUSTON, TX 77241



# Online Display Advertisement Rates

728 x 90 LEADERBOARD BANNER		300 600 VERTICAL BANNER		300 X 250 VERTICAL BANNER	
WEEKLY	MONTHLY	WEEKLY	MONTHLY	WEEKLY	MONTHLY
\$600	\$2200	\$450	\$1600	\$320	\$1100
125,000 IMPRESSIONS	500,000 IMPRESSIONS	125,000 IMPRESSIONS	500,000 IMPRESSIONS	125,000 IMPRESSIONS	500,000 IMPRESSIONS

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

## Advertisement Packages

### BRONZE \$1800

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

### SILVER \$2800

- (2) WEEKLY AD (640 X 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).

### GOLD \$4600

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

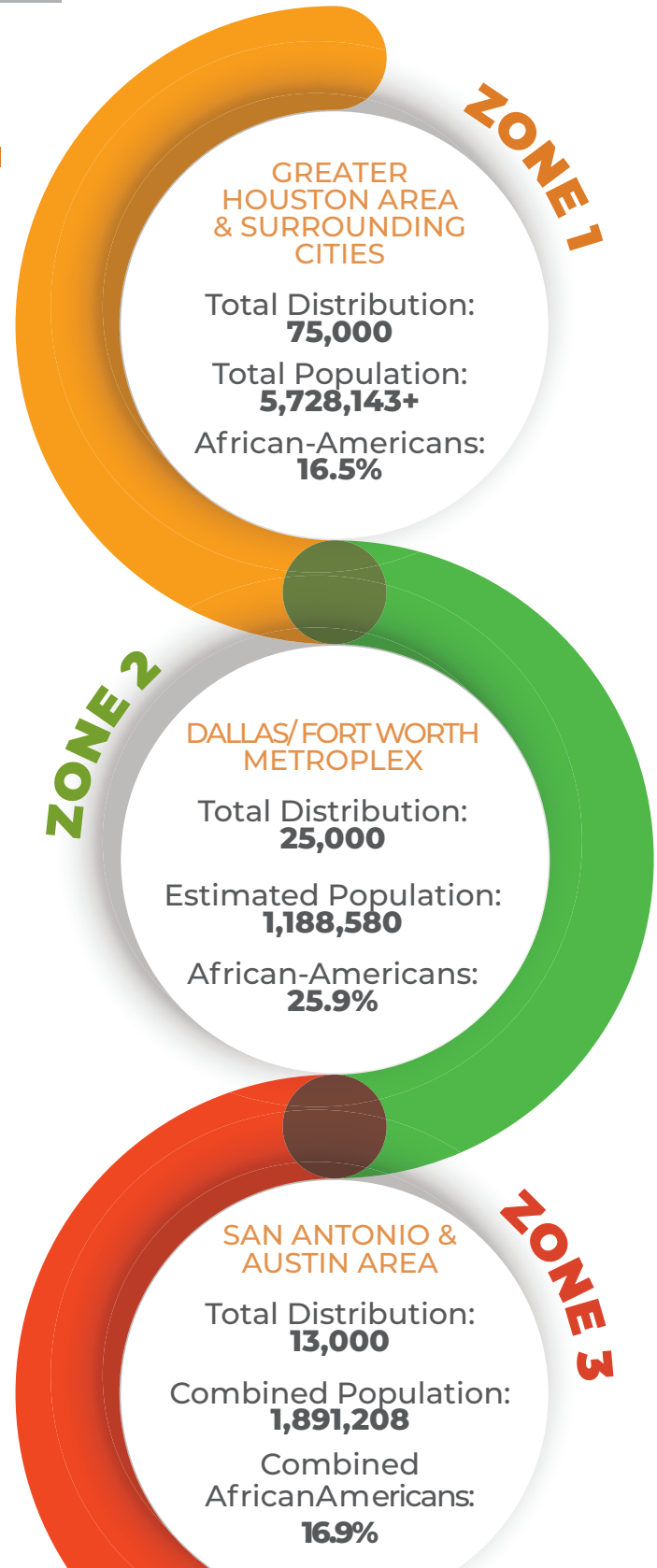


Greater Houston & Surrounding Cities

**COMBINED** ←  
**DISTRIBUTION**  
**75,000+/-**

## Distribution Points

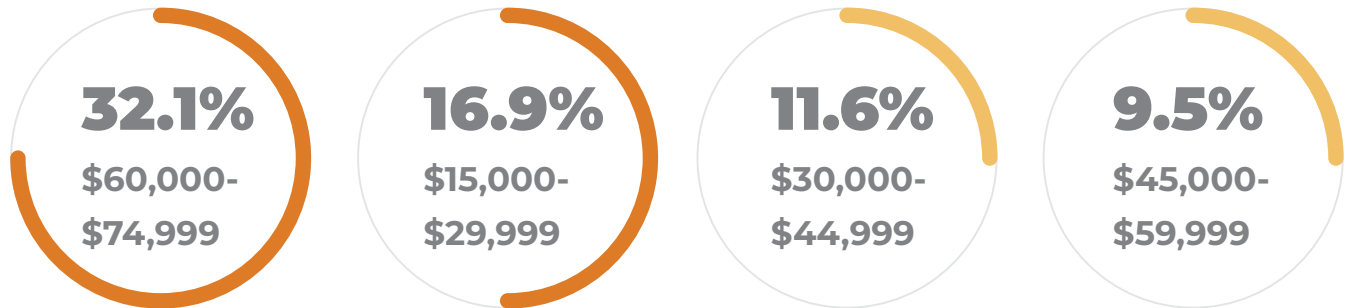
- CHURCHES
- SCHOOLS
- COMMUNITY COLLEGES
- UNIVERSITIES
- TEXAS HBCUs
- BEAUTY SALONS
- BARBERSHOPS
- FUNERAL HOMES
- SOUL FOOD RESTURANTS
- BARBECUE RESTAURANTS
- H-E-B FOOD STORES
- DOCTOR'S OFFICES
- HOSPITALS
- POST OFFICES
- CONVENIENCE STORES
- LIBRARIES AND MORE...





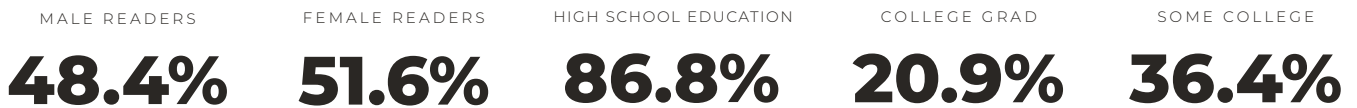
# Demographics

## 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



### 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

**FOLLOW US ON SOCIAL MEDIA**

**FACEBOOK:**

[www.facebook.com/aframnews](http://www.facebook.com/aframnews)

**TWITTER**

[www.twitter.com/aframnews](http://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](mailto:prod@aframnews.com)

**SALES**

[sales@aframnews.com](mailto:sales@aframnews.com)

**NEWS**

[news@aframnews.com](mailto:news@aframnews.com)