

# TARGETED ADVERTISING

## Print • Online • Social Media Exposure

113,000+ Statewide Distribution | 350,000+ Social Media Followers

### PRINT ADVERTISING RATES & SIZES

Publication Size: 10.75" x 12" (All Rates Are Net)

Size	Dimensions	Zone 1 (Houston) B/W   Color	Zone 2 (DFW) B/W   Color	Zone 3 (SA/Austin) B/W   Color
Double Truck	21.25 x 10	\$13,500   \$14,000	\$10,000   \$10,500	\$8,000   \$8,500
Full Page	9.75 x 10	\$6,652   \$7,152	\$4,779   \$5,279	\$3,755   \$4,255
Half Page-H	9.75 x 5	\$3,734   \$4,234	\$2,612   \$3,112	\$2,203   \$2,703
Half Page-V	4.875 x 10	\$3,734   \$4,234	\$2,612   \$3,112	\$2,203   \$2,703
Quarter Page	4.875 x 5	\$2,900   \$3,400	\$1,900   \$2,300	\$1,600   \$2,000
Bottom Strip	9.75 x 2	\$2,000   \$2,400	\$1,500   \$2,000	\$1,000   \$1,500

**B/W = Black & White • Color = Full Color**

All print advertising rates are per issue.

### ONLINE ADVERTISING

Placement	Frequency	Rate
Website Banner	30 Days	\$295
Homepage Banner	30 Days	\$495
Mobile Banner	30 Days	\$395
Sponsored Article	Permanent Placement	\$750
Homepage Featured Story	7 Days	\$1,250

### SOCIAL MEDIA ADVERTISING

Product	Frequency	Rate
Facebook Sponsored Post	1 Post	\$250
Instagram Sponsored Post	1 Post	\$250
Facebook & Instagram Boost	7-Day Campaign	\$495
Video Promotion Campaign	14-Day Campaign	\$995
ZIP Code Targeted Campaign	30-Day Campaign	\$1,250

## TARGETED ADVERTISING PACKAGES

Package	Campaign Length	Investment
Growth	30 Days	\$5,000
Influence	30 Days	\$7,500
Impact	90 Days	\$20,000
Pinned Video Ad	30 Days	\$50,000

**Growth Package** – 1 Print Advertisement, Website Banner (30 Days), 8 Social Posts, Sponsored Article, Monthly Reporting.

**Influence Package** – 2 Print Advertisements, Premium Banner, 16 Social Posts, 2 Sponsored Articles, 2 Email Blasts.

**Impact Package** – Weekly Print Advertising, Premium Website Placement, Daily Social Promotion, 4 Sponsored Articles, 4 Email Blasts.

**Pinned Video Ad** – Top Website, Facebook & Instagram placement for 30 Days with 24/7 visibility.

Advertising campaigns combine print, online, email, and social media exposure to maximize frequency and audience reach across Texas.

## AFRICAN AMERICAN NEWS & ISSUES

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