



2027 ADVERTISING MEDIA KIT

Trusted News. A Stronger Community.

AframNews delivers relevant news, insightful perspectives and meaningful stories that inform, empower and connect the African American community across Texas and beyond.



Audited Circulation

ALLIANCE FOR AUDITED MEDIA · 12 MONTHS ENDED SEPTEMBER 30, 2025

32,213

African American News
(Print)

21,150

Dallas/Ft. Worth News
(Affiliated Publication)

12,063

Austin News
(Affiliated Publication)

97,639

Total Combined
Average Circulation

Specs ROP

RUN OF PAPER · WEEKLY PUBLICATION

Publication Day	Friday Weekly
Ad Format	Send ad as PDF (minimum 300 DPI)
Image Area	9.75" x 10"
Paper Stock	50# Offset
Bleed / Trim	No bleed and no trim
ROP Insertion Order Deadline	5:00 PM Monday, nine (9) business days prior to publication · afamnews1982@gmail.com
ROP Artwork Drop Deadline	12:00 PM Friday, five (5) business days prior to publication · afamnews1982@gmail.com

Houston · Zone 1

Full Page · 9.75" × 10"	\$7,000 B/W · \$7,500 Color
Half Page H · 9.75" × 5"	\$4,500 B/W · \$5,000 Color
Half Page V · 4.875" × 10"	\$4,500 B/W · \$5,000 Color
Quarter Page · 4.875" × 5"	\$3,400 B/W · \$3,900 Color
Website Online - Added Value one (1) week	728 X 90 Leaderboard Banner / 300 X 600 Vertical Banner / 300 X 250 Standard Banner

DFW · Zone 2

Full Page · 9.75" × 10"	\$5,500 B/W · \$6,000 Color
Half Page H · 9.75" × 5"	\$3,500 B/W · \$4,000 Color
Half Page V · 4.875" × 10"	\$3,500 B/W · \$4,000 Color
Quarter Page · 4.875" × 5"	\$2,400 B/W · \$2,900 Color
Website Online - Added Value one (1) week	728 X 90 Leaderboard Banner / 300 X 600 Vertical Banner / 300 X 250 Standard Banner

San Antonio / Austin · Zone 3

Full Page · 9.75" × 10"	\$4,500 B/W · \$5,000 Color
Half Page H/V · 9.75" × 5"	\$3,000 B/W · \$3,500 Color
Half Page V · 4.875" × 10"	\$3,000 B/W · \$3,500 Color
Quarter Page · 4.875" × 5"	\$2,000 B/W · \$2,500 Color
Website Online - Added Value one (1) week	728 X 90 Leaderboard Banner / 300 X 600 Vertical Banner / 300 X 250 Standard Banner

All print advertising rates are per issue. Publication size: 10.75" × 12".

728 × 90 Premium Leaderboard

Placement: A large horizontal banner displayed in a premium, high-visibility area of AFRAMNews.com.

Where It Appears:

- Near the top of the AFRAMNews.com homepage
- Above or near major news content
- Select high-traffic article pages when available

4 Weeks / Up to 500,000 Impressions	\$3,000
1 Week / Up to 125,000 Impressions	\$850

300 × 600 Vertical Banner

Placement: A large vertical advertisement displayed alongside AFRAMNews.com articles and website content.

Where It Appears:

- Beside news stories
- Article pages
- Category pages
- High-visibility desktop sidebar positions
- May rotate across eligible AFRAMNews.com pages during the campaign

4 Weeks / Up to 500,000 Impressions	\$2,250
1 Week / Up to 125,000 Impressions	\$650

300 × 250 Standard Digital Banner

Placement: A standard rectangular advertisement displayed within advertising positions throughout AFRAMNews.com.

Where It Appears:

- Within or alongside article pages
- Between website content sections
- Selected homepage positions
- Category pages
- Mobile-friendly advertising areas when applicable

4 Weeks / Up to 500,000 Impressions	\$1,750
1 Week / Up to 125,000 Impressions	\$500

Social Media Advertising

Sponsored Social	
Facebook Sponsored Post	\$4000
Instagram Sponsored Post	\$3000
Video Promotion	
Video Promotion Campaign · 14 Days	\$4500
Targeted Campaign	
ZIP Code Targeted Campaign · 30 Days	\$4,000

Eblast & Newsletter Advertising

Reach more than 20,000 readers monthly through Afram News daily eblasts and newsletters delivered directly to our readers. These email communications provide an additional way for advertisers to stay in front of an engaged African American audience beyond print and website advertising.

Eblast Campaign	
Email Campaign · 30 Days	\$2,000

20,000+ Monthly eblast and newsletter reach	Daily Eblasts and newsletters sent to readers	Direct Email exposure delivered directly to subscribers
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Eblast and newsletter opportunities can be combined with print, website, social media and sponsored content campaigns. Contact sales for current placement options, scheduling and rates.

Advertising Packages

MULTI-PLATFORM CAMPAIGN OPTIONS

STRONGEST DIGITAL PRESENCE

Gold Digital Package

\$8,500

Designed for advertisers seeking the strongest digital presence across AFRAM's platforms.

- Premium website banner placement
- 4 weeks of digital advertising
- 5 sponsored social media posts
- 2 sponsored articles on AFRAMNews.com
- 2 dedicated email blasts
- Facebook promotion
- YouTube promotion
- 1 sponsored video feature
- Priority placement when available

CONSISTENT MULTI-PLATFORM EXPOSURE

Silver Digital Package

\$6,500

Designed for advertisers looking for consistent exposure across multiple AFRAM digital platforms.

- Premium website banner placement
- 2 weeks of digital advertising
- 3 sponsored social media posts
- 1 sponsored article on AFRAMNews.com
- 1 dedicated email blast
- Facebook promotion
- YouTube promotion

ENTRY-LEVEL MULTI-PLATFORM VISIBILITY

Bronze Digital Package

\$4,500

An entry-level multi-platform package for businesses and organizations looking to build visibility with AFRAM's digital audience.

- Website banner placement
- 1 week of digital advertising
- 1 sponsored social media post
- 1 sponsored article on AFRAMNews.com
- 1 email blast
- Facebook promotion
- YouTube promotion

Premium Sponsorship

One Month Pinned Video Ad

\$50,000

Premium video sponsorship for prominent visibility across AframNews digital and social platforms. Contact sales for current placement specifications and availability.

Advertising Across Texas

HOUSTON · DALLAS · AUSTIN · SAN ANTONIO · TEXAS-WIDE

Reaching Communities Across Texas

AframNews gives advertisers an opportunity to connect their brand with a diverse, influential African American audience across Houston, Dallas/Fort Worth, Austin, San Antonio and beyond.

Build awareness through a combination of **print, digital, social media, eblast and newsletter advertising**—then scale your campaign with sponsored content and targeted promotional opportunities.

HOUSTON

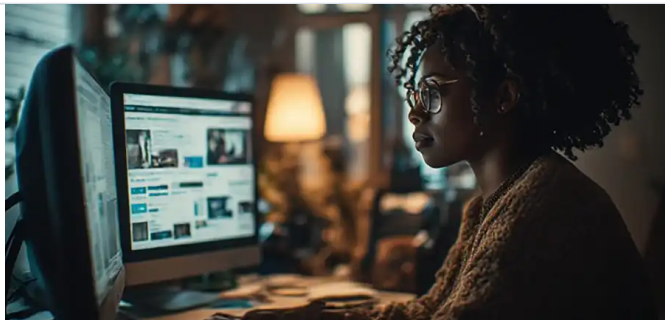
DALLAS / FORT WORTH

AUSTIN

SAN ANTONIO

TEXAS-WIDE DIGITAL

ONE STATE. MANY OPPORTUNITIES.



Payment

ADVERTISING INVOICE PAYMENTS

ALL INVOICES ARE DUE UPON RECEIPT.

Remit To

African American News&Issues
P.O. Box 206
Prairie View, TX 77446

Wire Transfer

Home Bank
Lafayette, LA 70508
ABA# 265270303
Credit: African American News&Issues
Acct#: 4052352292

Connect With AframNews

For advertising information, custom packages, placement options or to schedule a meeting, contact the sales team.

PHONE

(713) 692-1892

SALES

sales@afamnews.com

WEBSITE

AframNews.com