

# ▶ ABOUT THE AFRO

The Afro American Newspaper Company is the longest-running African American family owned newspaper business in the nation. Founded in 1892 by John Murphy, the AFRO has grown to be the leading news provider for African Americans in the Baltimore and Washington, D.C. metropolitan areas.

Each week, our ABC audited newspapers contain valuable and unparalleled information that impacts the African American community. Our publications include national and local news, education, health, arts and entertainment, business, sports, technology and more.

In addition to our historic weekly publications, The Baltimore AFRO and The Washington AFRO, a new member of the AFRO family launched in 2010. The Prince Georges AFRO is an electronic publication which is directly delivered to targeted, upscale readers within the county.

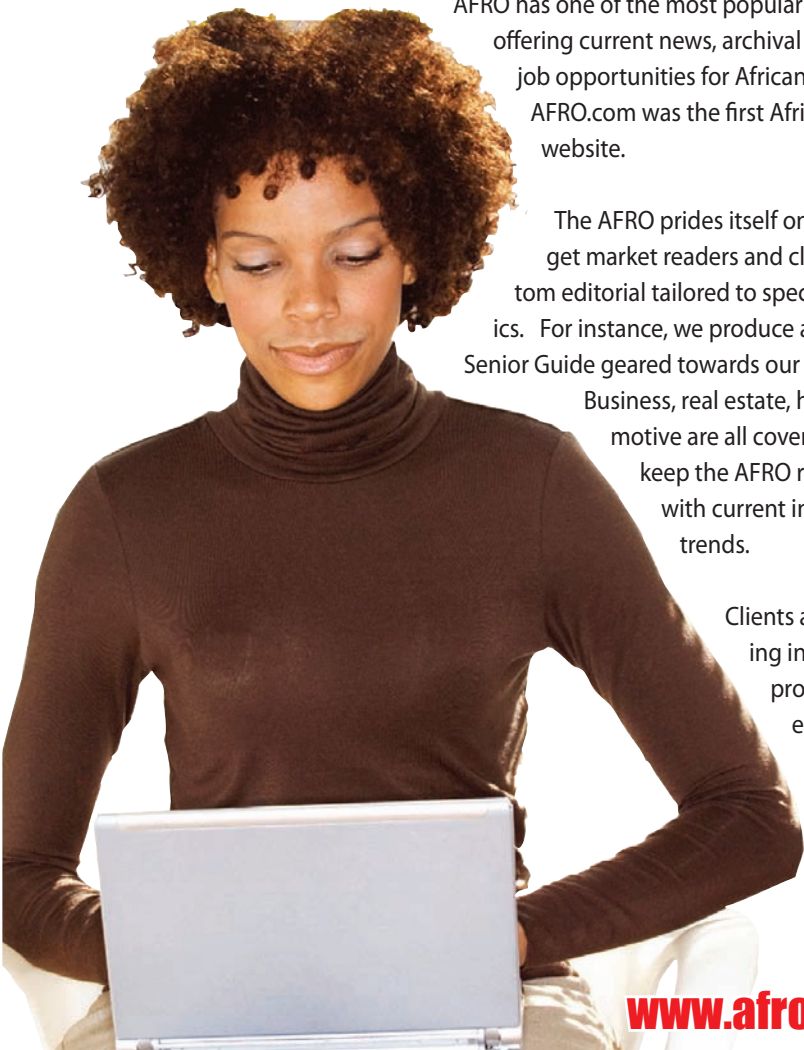
The AFRO electronic edition is an exact replica of the traditional newspaper, including all editorial and advertising. This virtual version of the AFRO allows one to turn pages and visit advertisers websites with the click of the mouse. The opportunity to automatically be included in the e-edition is a huge added-value benefit to our newspaper advertisers.

As you see, the AFRO is no stranger to being a media pioneer. Beyond our print publications, the AFRO has one of the most popular websites in the world offering current news, archival information and job opportunities for African Americans. In fact, AFRO.com was the first African American media website.

The AFRO prides itself on reaching target market readers and clients with custom editorial tailored to specific demographics. For instance, we produce a bi-monthly Senior Guide geared towards our 55+ reader.

Business, real estate, health and automotive are all covered monthly to keep the AFRO reader in touch with current information and trends.

Clients agree that advertising in the AFRO and our products is not only economical, but it makes good business sense.



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# DEMOGRAPHIC HIGHLIGHTS

## Washington DC Metro

### Age Range of Readers

Approximately 60% of AFRO readers in the Greater Washington DC Metro region readers are between the ages of 25 and 54

### African American age range (DC/Northern Virginia)

18-24	.....16%
25-34	.....20%
35-44	.....22%
45-54	.....19%
55-64	.....13%
65+	.....10%

\*Scarborough Research 2006

### Household Income

>\$25,000	.....10%
25,000-35,000	.....10%
35,000-50,000	.....20%
50,000-75,000	.....17%
75,000-100,000	.....18%
100,000+	.....26%

\*Scarborough Research 2006

### Education (DC/ Northern Virginia)

HS Grad	.....37%
College Grad	.....13%
Advanced Degree	.....24%

\*Scarborough Research 2006

\*US Census Bureau 2005

Greater Washington Region

800-AFRO-892 [www.afro.com](http://www.afro.com)



## Baltimore

### Age Range of Readers

70% of our readers are between the ages of 25 and 54.

### African American age range (Baltimore)

18-24	.....14%
25-34	.....19%
35-44	.....18%
45-54	.....20%
55-64	.....14%
65+	.....14%

\*Scarborough Research 2006

### Household Income

>\$25,000	.....11%
25,000-35,000	.....17%
35,000-50,000	.....30%
50,000-75,000	.....17%
75,000-100,000	.....15%
100,000+	.....10%

\*Scarborough Research 2006

### Education (Baltimore)

HS Grad	.....41%
College Grad	.....28%
College Grad+	.....19%

\*Scarborough Research 2006



# NET RATE SHEET

Effective January 1, 2012

## Space Reservations

Washington AFRO – Preceding Friday, noon  
Baltimore AFRO – Preceding Monday, noon

Baltimore or Washington Edition  
(Combo Rates in Bold)

### Display Rate

Open Rate	49.15	<b>88.46</b>
4 Wks.	41.89	<b>75.39</b>
13 Wks.	39.43	<b>70.98</b>
26 Wks.	36.96	<b>66.53</b>
52 Wks.	34.48	<b>62.06</b>

Spot Color \$ 150  
Full Color \$600  
Inserts \$65 per 1000

## Career Corner / Employment

Open Rate	32.39	<b>58.30</b>
4 Wks.	27.53	<b>49.55</b>
13 Wks.	23.06	<b>41.51</b>
26 Wks.	19.37	<b>34.87</b>
52 Wks.	17.44	<b>31.89</b>

## Legal Notices

Open Rate	25.61	<b>46.11</b>
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## Classified

Open Rate	26.54	<b>47.77</b>
4 Wks.	22.55	<b>40.60</b>
13 Wks.	21.23	<b>38.22</b>
26 Wks.	19.89	<b>35.82</b>
52 Wks.	18.56	<b>33.40</b>
Not For Profit	27.50	<b>50.00</b>

## Format for Creative

*Hard Copy Submissions* – Ads that are sent hard copy will not be returned. They will be filed and kept for repeat runs.

*Delivered by deadline to:*  
Production Department  
Afro-American Newspapers  
2519 N. Charles St.  
Baltimore, MD 21218  
410-554-8200

## Creative Deadlines

Washington AFRO – Monday 5:00 p.m.  
Baltimore AFRO – Tuesday 5:00 p.m.

## Display Ad Sizes

Columns= Inches

1 = 1.69"

2 = 3.55"

3 = 5.42"

4 = 7.28"

5 = 9.14"

6 = 11"

Page Depth 20"

## Classified Ad Sizes

Columns = Inches

1 = 1.11"

2 = 2.35"

3 = 3.58"

4 = 4.82"

5 = 6.05"

6 = 7.29"

7 = 8.53"

8 = 9.76"

9 = 11"

**E-submissions** – E-submissions are not automatically retained, and need to be resubmitted whenever the ad runs. Electronic ads are discarded after 30-days.

**E-mail** – Delivered by deadline to: ADAFRO@AFRO.COM  
E-mail must be labeled with the pub name, issue date and city, with the Afro-ad sales rep's name, with the name and phone number of the designer contact, and with any specific information regarding color.

**AP Adsend** – ID: MDBAA

### We accept:

Digital files are accepted – PDF, JPEG, EPS

Accepted applications: QuarkXPress, Photoshop, Illustrator, Acrobat.

Size: Prefer under 2 megabytes.

### Mechanical Suggestions for Designing Ads

**Proofs** – include color proofs with any file.

**Scr. Ruling** – No finer than 100 lines per inch.

**Highlight Dot** – 7% dot for smallest highlight meant to hold detail in halftones. No less than 15% is recommended for a flat tint.

**Midtone Dot** – Placement will vary with the tonal range of the original. Set dot to compensate for approximately 30% midtone dot gain. A 50% dot on film will approximately measure as an 80% printed dot.

**Max. Density** – The total density of a file should not exceed 240%. Do not build black out of CYMK. Lower density is better in order to max shadow detail and reduce the potential for ink setoff.

**Reverse Type** – Acceptable, but not less than 14 point sans serif. Only reverse in areas having at least 50% tone value in color. Screened type reversed in solid color must not exceed 20% tint of that color.

**Surprint** – not recommended in areas exceeding 30% tonal value. Do not use yellow.

# Front Page Advertising

Get maximum exposure for your advertising dollars!

Front page advertising is now available on all editions of The Afro. Your message will not be missed when showcased on The Afro front page.

### DISPLAY ADS:

Ad size – 6 columns across (11 inches) by 2 inches down  
 Position – bottom banner on front page  
 Full Color

### MESSAGE BUBBLE:

Position – Top Right Corner  
 Spot Color – Yellow  
 Rate Includes 500 papers

<b>Open Rate:</b>		<b>Twenty Six Week Rate:</b>	
One Market	<b>\$1650</b>	One Market	<b>\$1200</b>
Two Markets	<b>\$3000</b>	Two Markets	<b>\$2400</b>
<b>Four Week Rate:</b>		<b>Fifty Two Week Rate:</b>	
One Market	<b>\$1500</b>	One Market	<b>\$1000</b>
Two Markets	<b>\$2800</b>	Two Markets	<b>\$1800</b>
<b>Thirteen Week Rate:</b>			
One Market	<b>\$1350</b>		
Two Markets	<b>\$2600</b>		

<b>Open Rate:</b>		<b>Twenty Six Week Rate:</b>	
One Market	<b>\$1000</b>	One Market	<b>\$600</b>
Two Markets	<b>\$2000</b>	Two Markets	<b>\$1200</b>
<b>Four Week Rate:</b>		<b>Fifty Two Week Rate:</b>	
One Market	<b>\$800</b>	One Market	<b>\$500</b>
Two Markets	<b>\$1600</b>	Two Markets	<b>\$1000</b>
<b>Thirteen Week Rate:</b>			
One Market	<b>\$700</b>		
Two Markets	<b>\$1400</b>		

**Volume 120 No. 2**  
**The Washington Afro**  
 August 20, 2011 - August 26, 2011  
 Miss Black USA 2011 Crowned  
 MLK Supplement Inside  
 Trinity Goodheart Film Review  
**From Memorial in D.C., Dr. King Still Presides Over Peace in America**  
**Black Londoners Say Class, Not Race Drives Riots**  
**Clyburn Hopes for Success on Congressional Deficit Super Panel**  
**Prince George's Megachurch Battle Messy Fight Over Jericho Continues**

**Volume 120 No. 15**  
**The Baltimore Afro**  
 November 19, 2011 - November 25, 2011  
 A.J. Michaels  
 410.435.5400  
 www.afro.com  
**Newest Navy Vessel Named for Civil Rights Martyr Medgar Evers**  
**Morgan Sets the Civil Rights Record Straight**  
**Working for Good Jobs, Better Baltimore**  
**A Black Friday Survival Guide... Or Maybe Black Thursday**

# ONLINE WITH THE AFRO KEEPS GETTING BETTER

**TILE:** 120X 90 pixels, small ads located on right-hand rail of section front.

**SKYSCRAPER:** 120X600 pixels, large ads located on right-hand rail of section front.

**TOWER:** 120 X 240 Pixels, vertical ads located on right-hand rail of section front.

**BANNER:** 468X60 pixels, horizontal ads located at top and bottom of all pages except for individual articles.

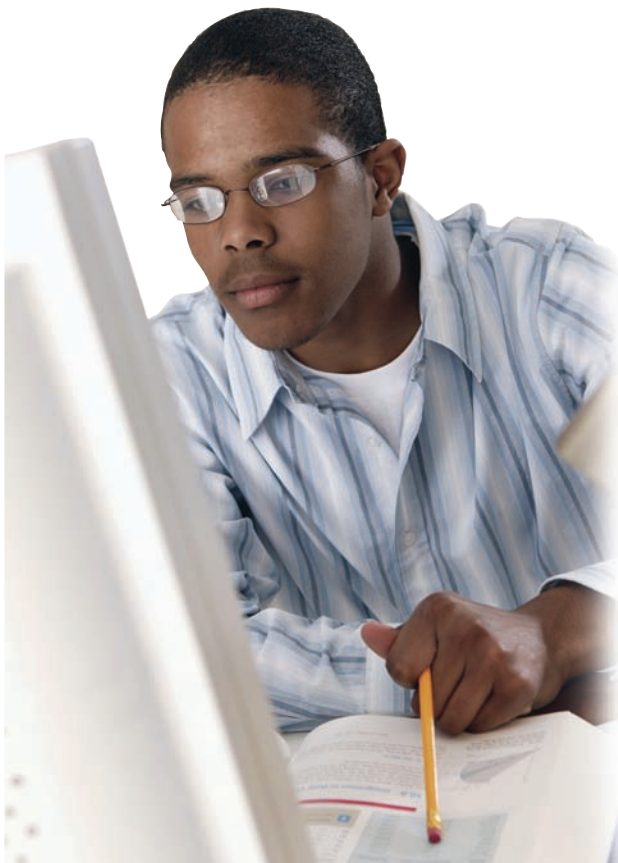
**A**FRO.com is the leading news and information provider specifically geared toward the African American market – NATIONWIDE! At Afro.com, our content variety illustrates our understanding that one size does not fit all. Our Afro online products provide the most effective branding tools to uniquely position your company to the Afro market.

**Blast your message!** Advertise or sponsor an e-Blast and you are just one-click away from an active audience constantly seeking information. The e-Blast is a weekly online newsletter sent directly to subscribers consisting of vignettes of the top news stories. Post your logo or graphic on an e-Blast and get your message directly to the screen of our subscribers

**Double your exposure!** When you advertise in the Afro print product, your message is automatically included in the electronic edition. You

reach not only the Afro print audience but the online audience as well.

**Get noticed!** By posting your message, logo or graphics on AFRO.com you are not only branding your image but, providing your audience with one-click direct access to your business.



## AFRO ONLINE RATES & SUBMISSION GUIDELINES

**E-submissions** – E-submissions are not automatically retained, and need to be resubmitted whenever the ad runs. Electronic ads are discarded after 30-days.

**E-mail** – Delivered by deadline to: [webads@afro.com](mailto:webads@afro.com) E-mail must be labeled with the pub name, issue date and city, with the Afro-ad sales rep's name, with the name and phone number of the designer contact, and with any specific information regarding color.

**File formats** –We Accept the following image files: PDF, JPEG, BMP, and GIF. We accept the following video formats: .mov, .swf, .wmv, flv. We can also accept flash files. All files above 2 megs should be uploaded to our ftp at <ftp://www.afro.com>. Username and password will be provided upon receiving contract signature.

Leaderboard 728 x 90 .....	\$500
Upper Tile per week 180 x 150 .....	\$250
Lower Tile per week 120 x 90 .....	\$250
Banner per week 468 x 60 .....	\$250
Tower per week 160 x 600 .....	\$250
E-blast sponsorship per week .....	\$500

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# SPECIAL EDITORIAL/ADVERTISING SCHEDULE 2012

## JANUARY

**Martin Luther King Jr. Birthday**  
 Publication Date – January 14, 2012  
 Advertising Deadline – January 9

**Senior Guide (Special Section)**  
 Publication Date – January 28, 2012  
 Advertising Deadline – January 16

## FEBRUARY

**Black History / Character Education**  
 Publication Dates – February 4, 11, 18, 25, 2012  
 Advertising Deadline – January 16

**Valentine's Day (Love and June Bride Planning Special Section)**  
 Publication Date – February 11, 2012  
 Advertising Deadline – February 6

## MARCH

**Historic Charles Village (Charles Street and 25th)**  
 Publication Date – March 3, 2012  
 Advertising Deadline – February 27

**Senior Guide (Special Section)**  
 Publication Date – March 24, 2012  
 Advertising Deadline – March 19

## APRIL

**Easter / Black Churches in the Community**  
 Publication Date – April 7, 2012  
 Advertising Deadline – April 2

## MAY

**Senior Guide (Special Section)**  
 Publication Date – May 26, 2012  
 Advertising Deadline – May 21

## JUNE

**National Home Ownership Month/Home Improvement/Landscaping (Special Section)**  
 Publication Date – June 2, 2012  
 Advertising Deadline – May 28

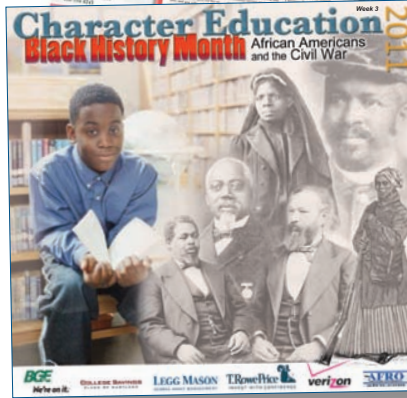
**Dads and Grads**  
 Publication Date – June 16, 2012  
 Advertising Deadline – June 11

## JULY

**Historic Charles Village (Charles Street and 25th)**  
 Publication Date – July 7, 2012  
 Advertising Deadline – July 2

**Senior Guide (Special Section)**  
 Publication Date – July 28, 2012  
 Advertising Deadline – July 23

## Character Education



## AUGUST

**Back to School**  
 Publication Date – August 18, 2012  
 Advertising Deadline – August 13

## SEPTEMBER

**Senior Guide (Special Section)**  
 Publication Date – September 22, 2012  
 Advertising Deadline – September 17

## NOVEMBER

**Senior Guide (Special Section)**  
 Publication Date – November 24, 2012  
 Advertising Deadline – November 19

**Holiday Guide**  
 Publication Date – November 24, 2012  
 Advertising Deadline – November 19

## JANUARY 2013

**Martin Luther King Jr. Birthday**  
 Publication Date – January 19, 2013  
 Advertising Deadline – January 14