



THE WEEKLY CHALLENGER  
PUBLISHED

BY  
CLEVELAND JOHNSON JR.

CLEVELAND JOHNSON JR.



*The Weekly Challenger*  
**CELEBRATING 50 YEARS**  
The 2017 Media Kit

# WHO WE ARE.

For 50 years, *The Weekly Challenger* has been the most comprehensive source for gathering, organizing and presenting news and information to the African-American communities of Tampa Bay.

In addition to in-depth research and thorough reporting of local events, *The Weekly Challenger* offers opinions, black history, entertainment, religious news, obituaries and classifieds.

This hyperlocal broadsheet is published on Thursdays, and has a strong distribution all over Pinellas County, which allows advertisers and readers alike, the rewarding benefits of a market untapped by mainstream media.

Our readership continues to grow as journalism excellence exceeds past standards and sets the bar for competitors in our market. *The Weekly Challenger* has become the newspaper of record for this community and welcomes both the successes of our past and the future legacies that we will create together.



LOCAL MEETS  
LEGACY.

# 50 YEARS STRONG.

“*I HOPE TO CONTINUE THE LEGACY MY FATHER BUILT FOR YEARS TO COME AND TO ENSURE THAT THE VOICE OF THE LOCAL AFRICAN-AMERICAN COMMUNITY IS NOT STIFLED.*”

Fifty years after Cleveland Johnson acquired *The Weekly Advertiser* and rebranded it as a weekly newspaper catering to African American news in the Tampa Bay area, the paper continues to thrive as the go-to source for “news outside your front door.”

Now led at the helm by Johnson’s youngest daughter, publisher Lyn Johnson, *The Weekly Challenger* continues to be the voice of the black community in Pinellas County. Under her leadership, the brand has strengthened its image with a strict focus on community news and interactive features on its newly designed website.

The Tampa Bay market looks to our advertisers for help in making purchasing decisions, and they will seek out your message. We look forward to you joining our many satisfied advertisers.



*The Weekly Challenger*





Reach More.  
**DISTRIBUTE. BRAND.**

## General Distribution Area

*Pinellas County by Zip Codes*

33701, 33705, 33707, 33710, 33711, 33712,  
33713, 33755, 33756, 33771, 33773, 33774,  
33778, 34689, 34695, 34698

*Circulated Every Thursday*

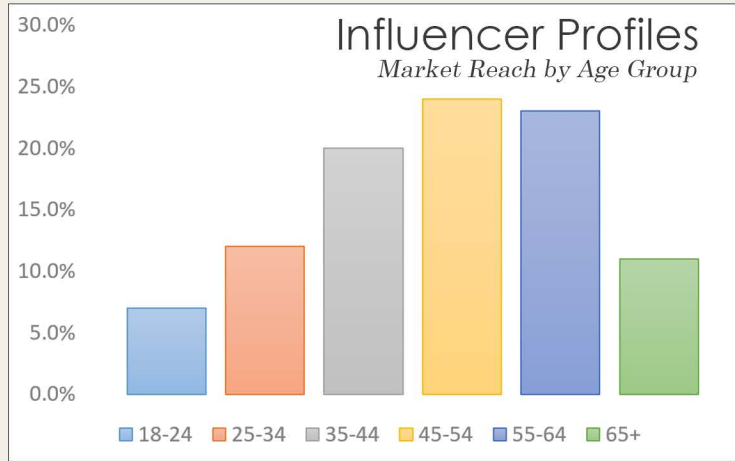
**READERSHIP: 100,000 MONTHLY**

THE BLACK PRESS believes that America can best lead the world from racial antagonism when it accords to every man, regardless of race, creed or color, his human and legal rights. Hating no man, fearing no man... the Black Press strives to help every man in the firm belief that all men are hurt as long as anyone is held back.

## MEMBERSHIPS

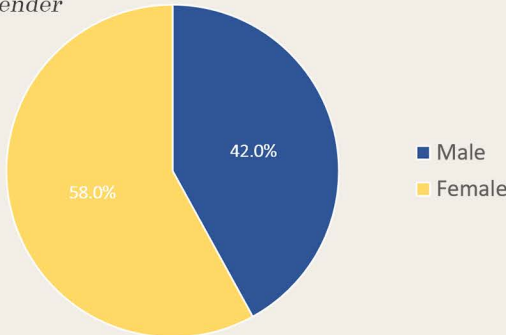


# Demographics. INFLUENCE & IMPACT.



### Influencer Profiles

Market Reach by Gender



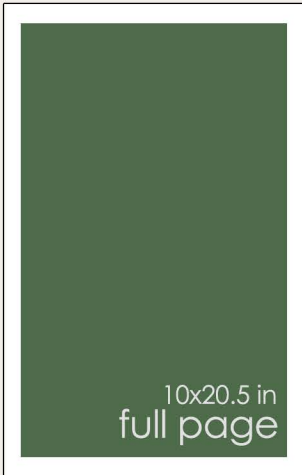
“

*THE SIZE AND INFLUENCE OF AFFLUENT AFRICAN AMERICANS IS GROWING FASTER THAN THAT OF NON-HISPANIC WHITES ACROSS ALL INCOME SEGMENTS, AND THE IMPACT IS BEING FELT ACROSS INDUSTRIES.”*

Results from a recent Nielson study, *Increasingly Affluent, Educated and Diverse: African-American Consumers - the Untold Story*, revealed the significant impact and powerful cultural influence of African Americans.

Combined with an increased rate of more than 70% of black high school grads enrolled in college, population and income growth, and avid media consumption, *The Weekly Challenger* brand and market are uniquely positioned to impact communities by consistently utilizing platforms and resources that drive global trending topics and conversation.

***Give your brand direct access to key influencers.***



**MECHANICAL SPECIFICATIONS**  
**PRINTED OFFSET – 11 INCH BROADSHEET**  
 6 Column Format • 85 Line Screen  
 Full Page Dimensions = 10" wide x 20.5" tall

COLUMNS	INCHES
1 Column	1.546
2 Columns	3.25
3 Columns	4.925
4 Columns	6.625
5 Columns	8.312
6 Columns	10

FULL PAGE.....6C (10") x 20.5"  
 HALF PAGE.....6C (10") x 10"  
                     or 3C (4.925") x 19.85"  
 QUARTER PAGE .....6C (10") x 5"  
                     or 3C (4.925") x 10"  
 EIGHTH PAGE.....3C (4.925") x 5"  
                     or 2C (3.25") x 7.75"

SEE IT IN PRINT.

### Local Rate (per insertion)

Full Page \$2160

Half Page \$1080

Quarter Page \$540

Eighth Page \$270

### Insertions \$80 per thousand

Must deliver one (1) week prior to insertion to:

Suncoast Press

Attn. Jim Murray

200 East Venice Ave.

Venice, FL 34285

### ACCEPTED FILE FORMATS:

TIFF & JPEG (300 dpi resolution), PDF (using press optimized settings; fonts embedded)

Quark XPress (including all support files – fonts and photos) Illustrator EPS (all fonts must be converted to outlines)

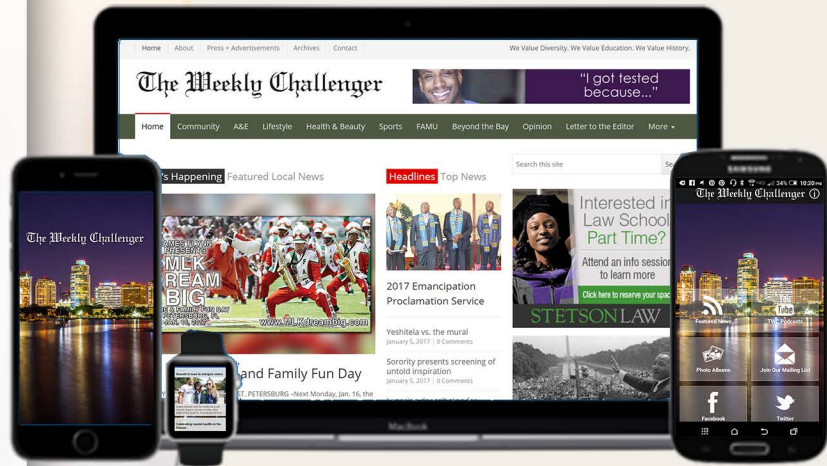
### DEADLINES FOR PRINT ADS:

Advertising reservations are due by 5p.m. Monday for Thursday's publication.

Advertising materials are due by 5p.m. Tuesday for Thursday's publication.

Please contact sales at (727) 896-2922 or [advertising@theweeklychallenger.com](mailto:advertising@theweeklychallenger.com)





*The Weekly Challenger*

GO FARTHER WITH DIGITAL  
anytime. anywhere. on any device.

# REACHING NEW AUDIENCES. Demographics.

Nearly 70% of *The Weekly Challenger's* website audience is mobile; half of our browsing traffic is driven directly from a social media platform. *What does that mean to your brand?* **IMPRESSIONS.** And the ability to reach *more.*

- 100,000 Monthly Readership (print)
- 12,000+ Monthly Website Ad Impressions
- 422,319 Annual Website Impressions
- 86.4% New Website Users
- 13.6% Returning Website Users
- 48.7% Driven to Website from Social
- 18.1% Growth Email Subscribers



TheWeeklyChallengerNewspaper

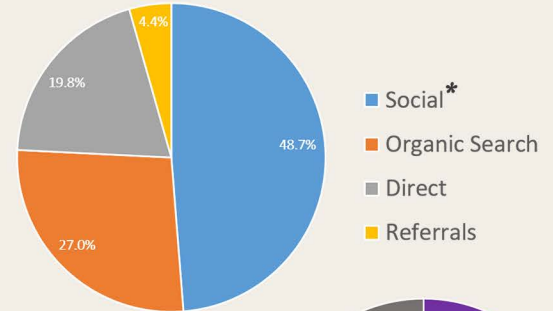


@WklyChllnger

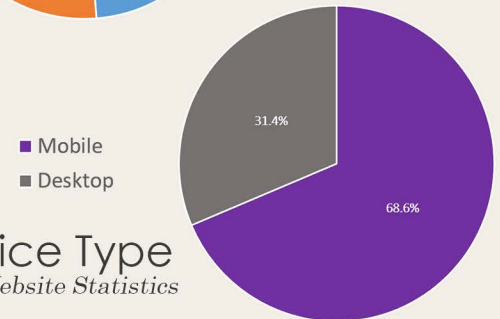


TheWeeklyChallenger

## Top Channels *2016 Website Statistics*



## Device Type *2016 Website Statistics*



\*TWC's website outperformed similar industry websites by 722%



Home Featured Reaching Greater Heights Youth Summit

### Reaching Greater Heights Youth Summit

Posted on March 26, 2015 by TWC Post Admin in Featured with 0 Comments | Edit



Like Share Be the first of your friends to like this.

BY HOLLY KESTENIS Staff Writer

ST. PETERSBURG - Fifth Avenue Church of Christ's youth summit was in full swing Sat., March 21 as elementary through college students showed up for a day of information on everything from community opportunities for teens to economics empowerment.

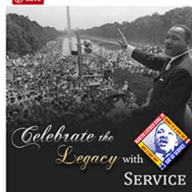
The summit, intent on steering the youth in the right direction, led off with prayer before breaking up into six 30 minute sessions where they learned everything from the justice system.



Search this site

Search

MEDIUM  
RECTANGLE



Subscribe to our mailing list

led off with prayer before breaking up

Building Community Together. Pushing back against stigmas, breaking new ground, focus on effective leadership

View this email in your browser

TOP BANNER



*The Sickle Cell Disease Association of America, St. Petersburg Chapter held its 44th benefit dinner.*



#### Black Men & Boys Week

The Black Men and Boys Week brought in some of the most renowned black thinkers of the modern era to address misconceptions and stigmas surrounding black males. Beyond the stigmatization and preconceptions of black males in this country, there are a community of individuals and groups that believe black men are worthy of love, support and redemption. [More...](#)

SIDE  
BANNER



Lester Recognized  
"Top 40 Under 40"

website



## Digital Web Banners

**\$85** Top Leader Board  
Premium per week (all pages)

**\$65** Top Leader Board  
per week (front page, select feature stories)

**\$45** Bottom Banner  
per week (front page, select feature stories)

**\$45** Medium Rectangle  
per week (front page, feature stories, sidebars)

**\$38** Medium Rectangle  
per week (sub-pages, sidebars)

**\$90** Half Page  
per week (front page, feature stories, sidebars)

**\$75** Half Page  
per week (sub-pages, sidebars)

### WEBSITE AD SIZES

**Leader Board Top:** 728 x 90 pixels

**Medium Rectangle:** 300 x 250 pixels

**Half Page:** 300 x 600 pixels

Our web banner sizes are in compliance with IAB.  
Web ads posted within 24 hours of receipt.

## Email Marketing

**Sponsored E-blasts** (brought to you by...)  
Top Banner \$100

**Standard ad**  
Side Banner \$50

SEEN BY MORE.

# ANNUAL EDITORIAL CALENDAR

## JANUARY

Celebrating the Legacy of Dr. Martin Luther King, Jr. – Features a calendar of events, pre- & post- coverage

Tampa Bay Celebrates the Legacy of Martin Luther King Jr. – Coverage of events, parade, Battle of the Bands and the MLK Day of Service Events

## FEBRUARY

Black History Month – Profiles of local heroes, calendar of events and coverage of activities

## MARCH

Women's History Month – Profiles local first ladies in African-American history

Coalition for Civil Excellence Leadership

## APRIL

Debutante Season – Profiling local debutantes coming out into society

## MAY

Mother's Day Edition – A Tribute to mothers

## JUNE

Father's Day Edition – A Tribute to fathers

## AUGUST

Back to School – Features pertinent information for children and adults returning to school

Black Business Month – Weekly coverage of entrepreneurs and business owners

## SEPTEMBER

Celebrating **50 Years** of *The Weekly Challenger Newspaper*

## OCTOBER

Breast Cancer Edition – Features stories and health information on breast cancer

## NOVEMBER

Health Edition – Features important information pertaining to African American health

## DECEMBER

Year in Review

A photograph of a man with glasses and a hat, wearing an orange shirt and tie, sitting in front of a store window. The window has a sign that reads "El's Menswear" and "From Head To Toe". The man is looking directly at the camera.

**The Weekly Challenger**