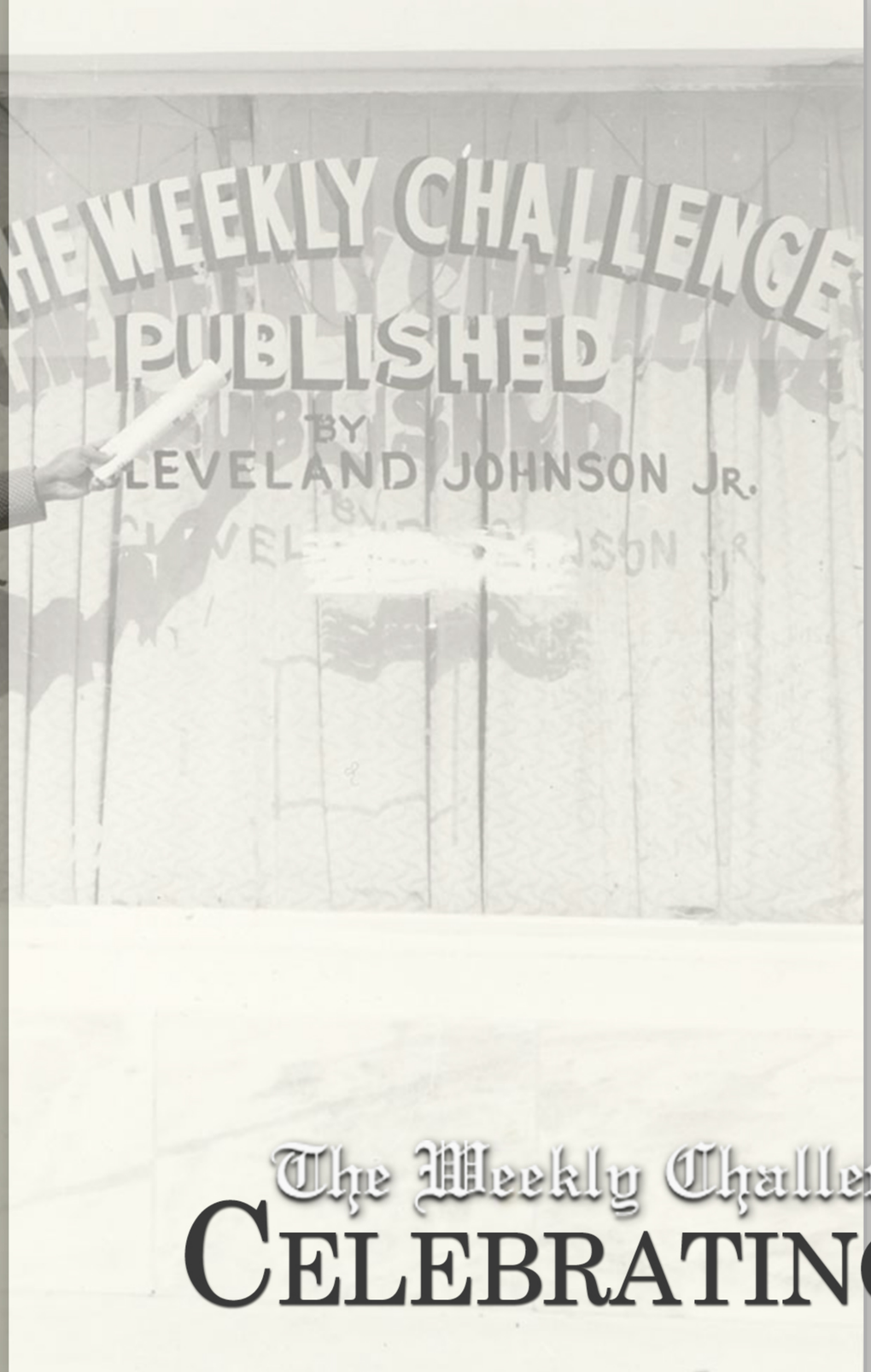


The Weekly Challenger

# CELEBRATING COMMUNITY

## The 2018 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.

# 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.

## General Distribution Area

*Pinellas County by Zip Codes*

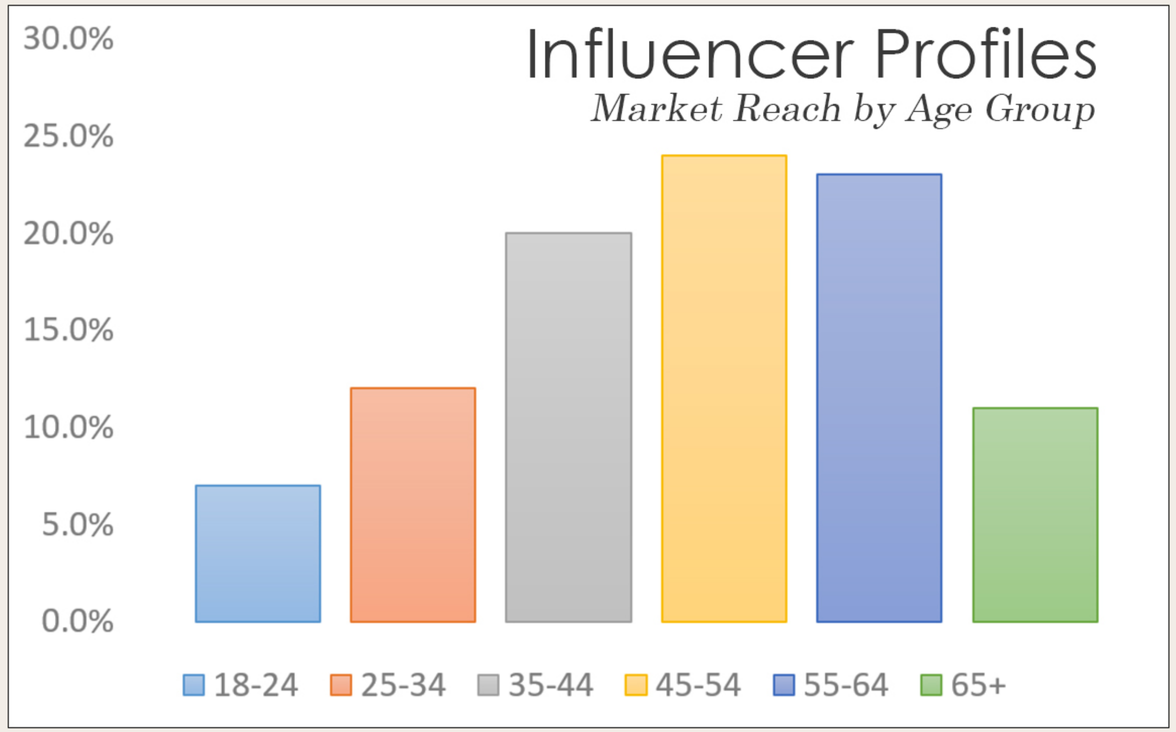
33701, 33705, 33707, 33710, 33711, 33712,
33713, 33755, 33756, 33771, 33773, 33774,
33778, 34689, 34695, 34698

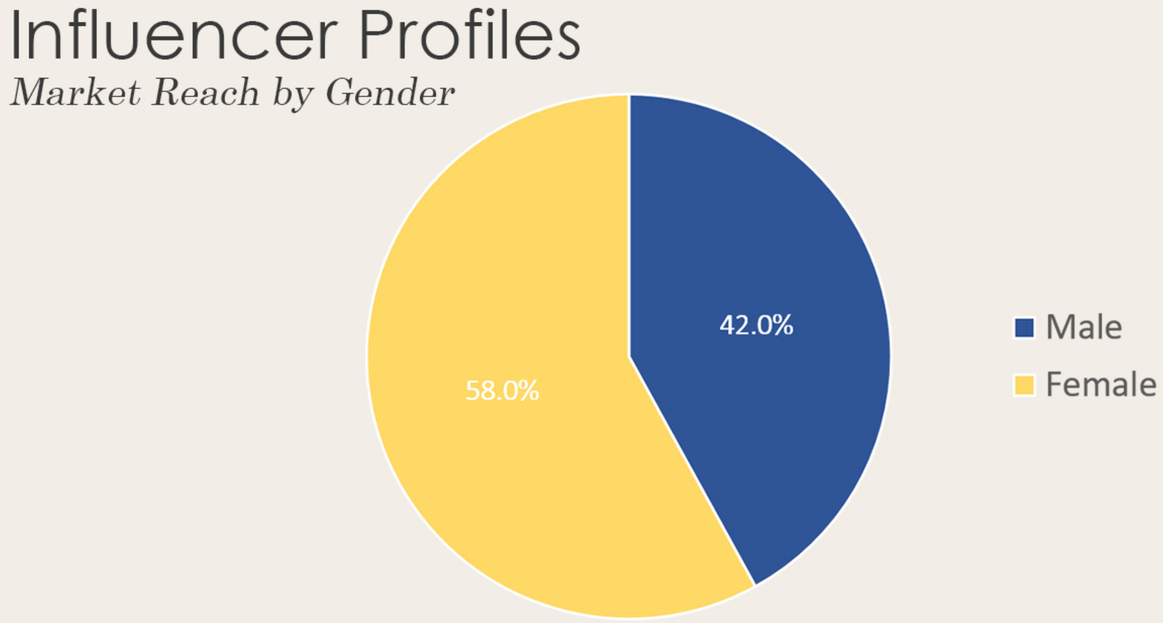
*Circulated Every Thursday*

**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**



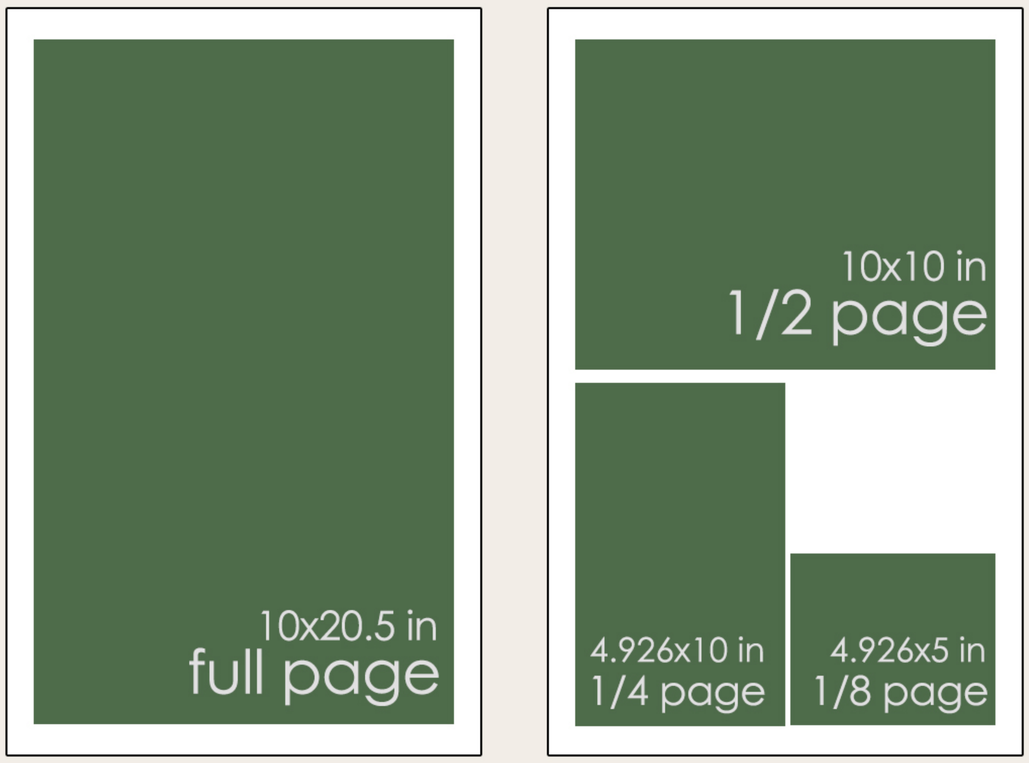

# Demographics. INFLUENCE & IMPACT.

*"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 $1680
Half Page $840
Quarter Page $420
Eighth Page $210

**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:**

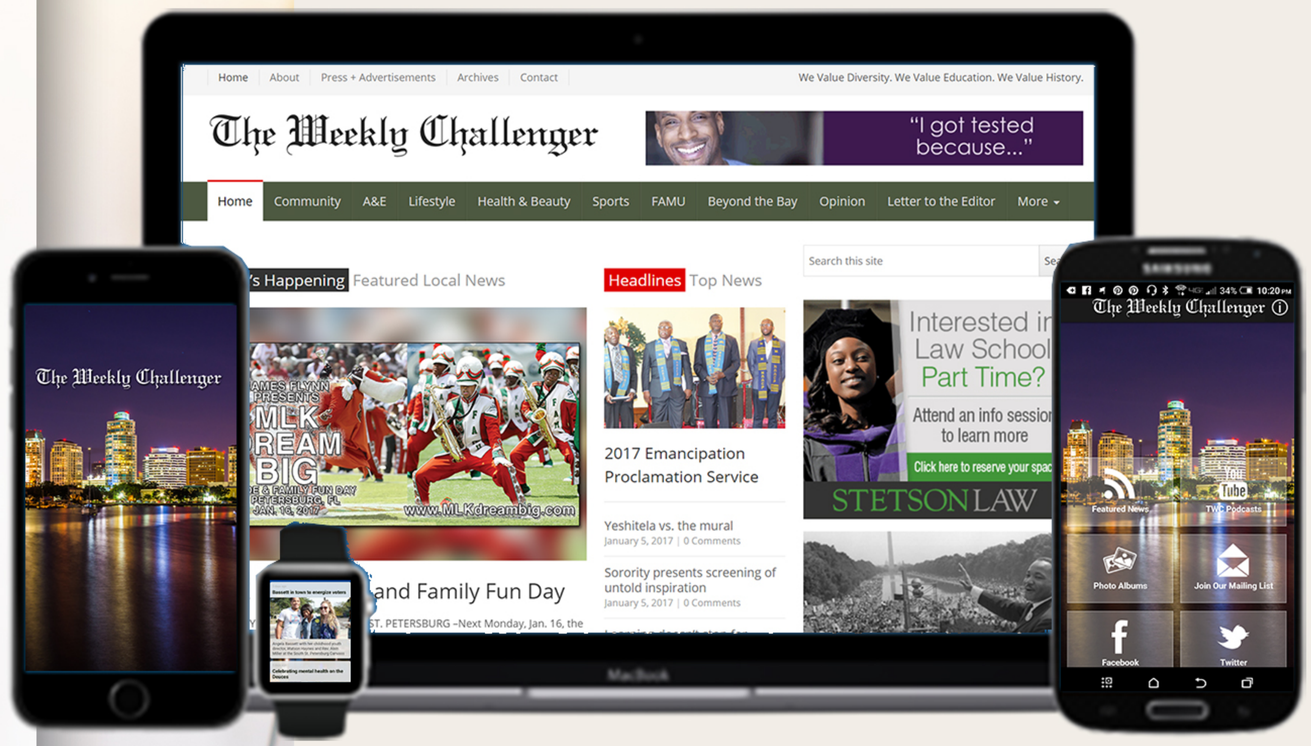
**TIFF & JPEG** (300 dpi resolution), **PDF** (using press optimized settings; fonts embedded) **Quark XPress** (including all support files – fonts and photos) **Illustrator EPS** (all fonts must be converted to outlines)

**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




GET IT ON Google Play

# Go Farther with Digital

anytime. anywhere. on any device.

Demographics.

# Reaching New Audiences.

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

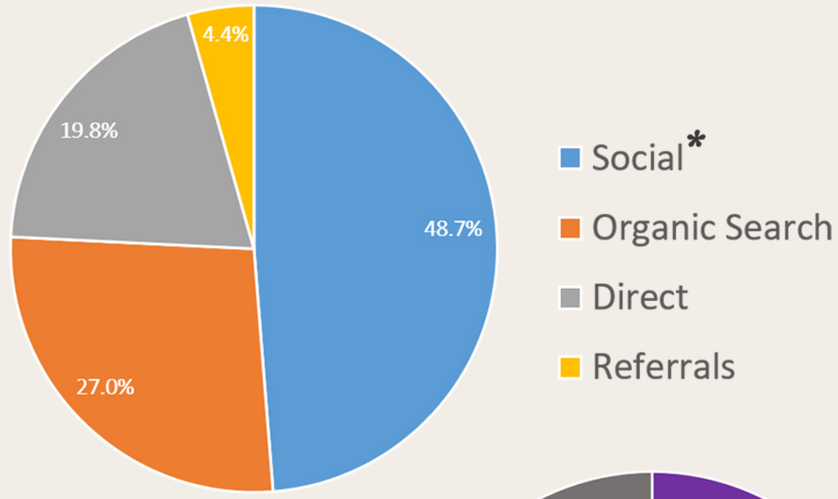
TheWeeklyChallengerNewspaper

@WklyChllnger

TheWeeklyChallenger

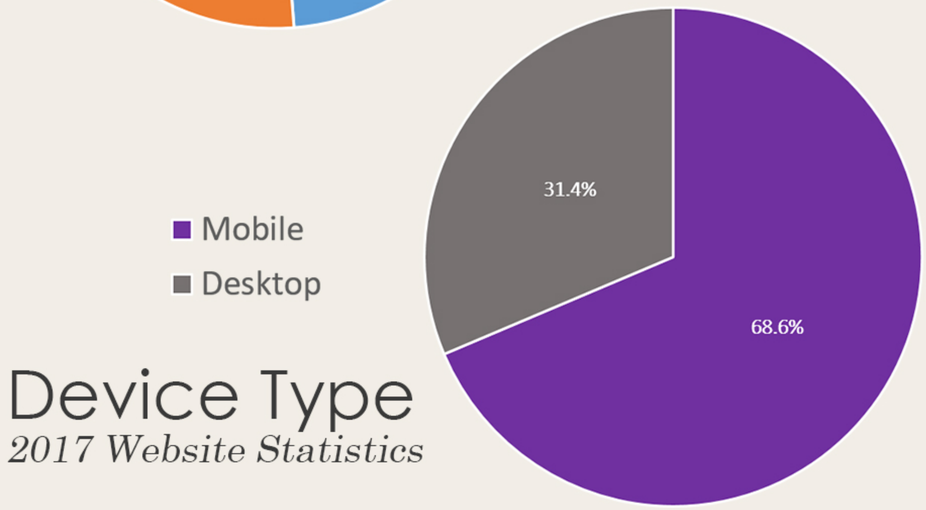
## Top Channels

*2017 Website Statistics*




## Device Type

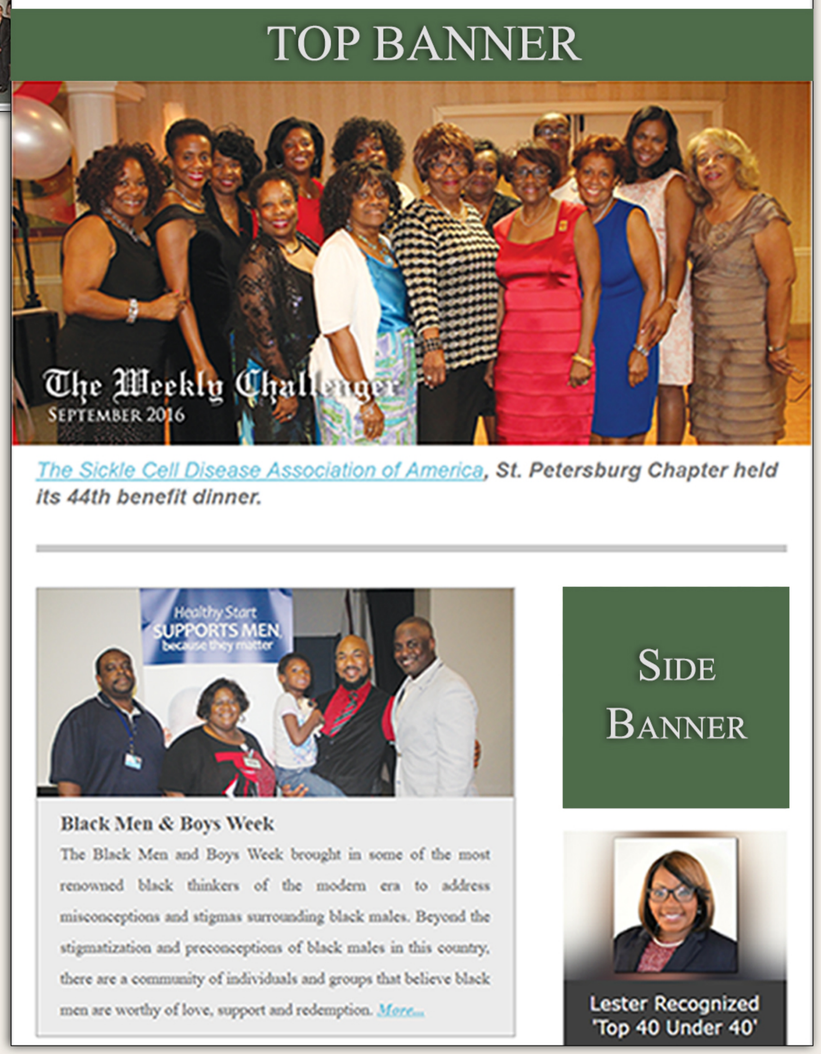
*2017 Website Statistics*

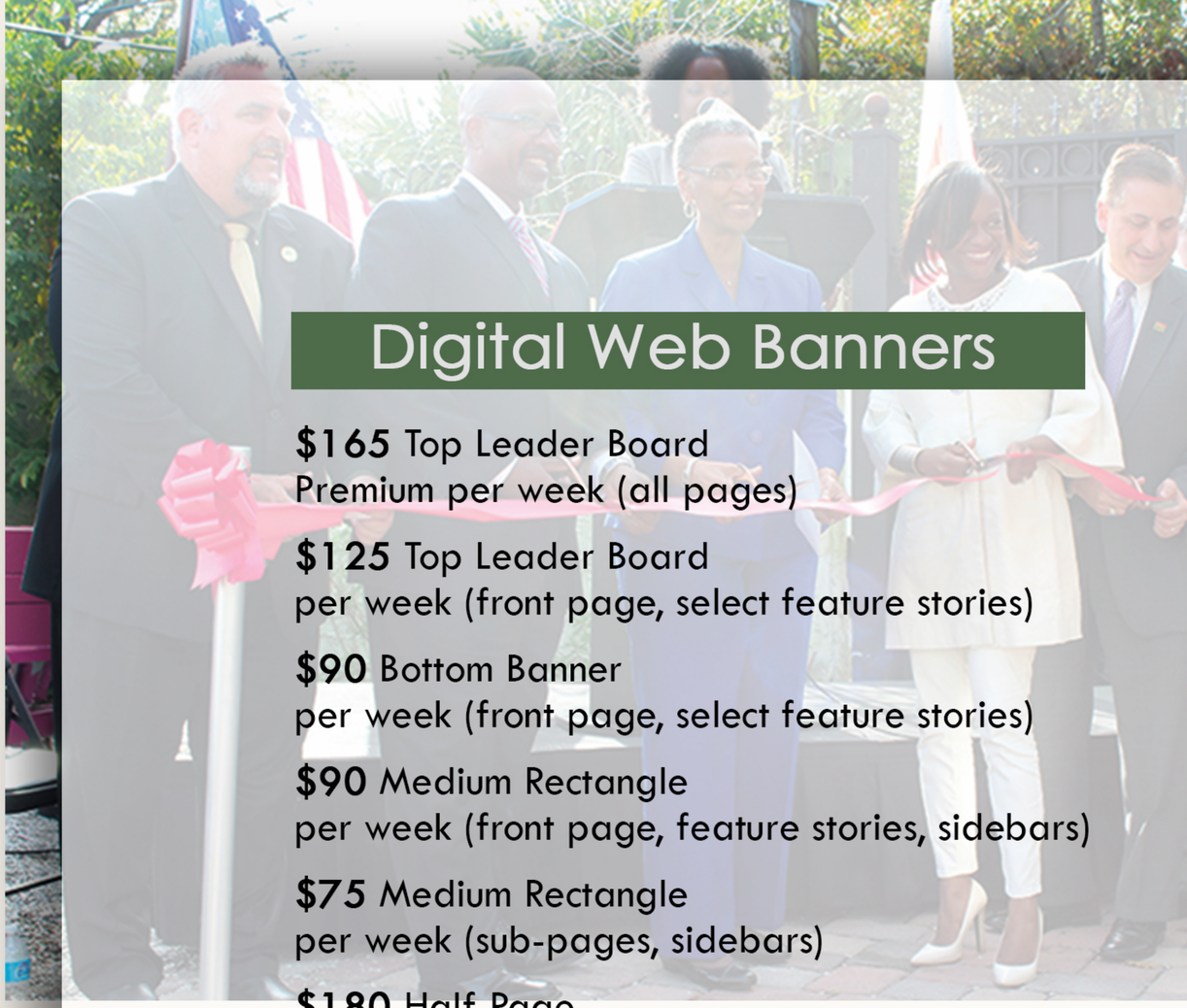



**TWC's website outperformed similar industry websites by **722%***

website

email marketing



# Digital Web Banners

**$165** Top Leader Board
Premium per week (all pages)

**$125** Top Leader Board
per week (front page, select feature stories)

**$90** Bottom Banner
per week (front page, select feature stories)

**$90** Medium Rectangle
per week (front page, feature stories, sidebars)

**$75** Medium Rectangle
per week (sub-pages, sidebars)

**$180** Half Page
per week (front page, feature stories, sidebars)

**$150** 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

**APRIL**
Debutante Season – Profiling local debutantes coming out into society

Beautillion Season – Profiling local beaux 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**
Salute to the Black Church Edition – Informs the community about local churches

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

**NOVEMBER**
Health Edition – Features important information pertaining to African American health

**DECEMBER**
Holiday Edition