The Weekly Challenger

CELEBRATING COMMUNITY

The 2019 Media Kit
For 52 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.
“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-two 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

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.

READERSHIP: 100,000 MONTHLY

MEMBERSHIPS
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.
Agency Rate (per insertion)
Full Page $2160
Half Page $1080
Quarter Page $540
Eighth Page $270

Color Rates (per insertion)
Full Color $225
Spot Color $112.50

Insertions $80 per thousand
Must deliver one (1) week prior to insertion to:
Suncoast Press
Attn. Jim O’Gorman
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
Nearly 60% of The Weekly Challenger’s website audience is mobile; over half of our browsing traffic is driven directly from organic searches. What does that mean to your brand? Impressions. And the ability to reach more.

- 100,000 Monthly Readership (print)
- 22,989+ Monthly Website Ad Impressions
- 462,420 Annual Website Impressions
- 93.3% New Website Users
- 6.7% Returning Website Users
- 59.7% Driven to Website via Organic Search
- 18.1% Growth Email Subscribers

* TWC’s website consistently outperforms similar industry websites.
**Digital Web Banners**

- **Top Leader Board** per week (all pages): $165
- **Premium per week (front page, select feature stories)**: $125
- **Bottom Banner** per week (front page, select feature stories): $90
- **Medium Rectangle** per week (front page, feature stories, sidebars): $90
- **Medium Rectangle** per week (sub-pages, sidebars): $75
- **Half Page** per week (front page, feature stories, sidebars): $180
- **Half Page** per week (sub-pages, sidebars): $150

**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**: Mid-page Banner: $50
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