<table>
<thead>
<tr>
<th>Content</th>
<th>Page No</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Us</td>
<td>3</td>
</tr>
<tr>
<td>Our Audiences</td>
<td>5</td>
</tr>
<tr>
<td>Print</td>
<td>8</td>
</tr>
<tr>
<td>Niche Projects</td>
<td>9</td>
</tr>
<tr>
<td>Social Media</td>
<td>10</td>
</tr>
<tr>
<td>E-News</td>
<td>11</td>
</tr>
<tr>
<td>Events</td>
<td>12</td>
</tr>
<tr>
<td>Database</td>
<td>13</td>
</tr>
<tr>
<td>Integrated Marketing Solutions</td>
<td>14</td>
</tr>
<tr>
<td>Editorial and Events Calendar</td>
<td>15</td>
</tr>
<tr>
<td>Digital Rates</td>
<td>17</td>
</tr>
<tr>
<td>Display Rates</td>
<td>18</td>
</tr>
<tr>
<td>Classified Rates</td>
<td>19</td>
</tr>
<tr>
<td>Preprint Insert Rates</td>
<td>20</td>
</tr>
<tr>
<td>Ad Specifications</td>
<td>21</td>
</tr>
</tbody>
</table>
The Michigan Chronicle, a Real Times Media company, is a multi-media news, information and events company, that covers the interests of the urban African American community with culturally relevant content. Every day we distribute news and information not regularly covered by mainstream media to an audience of more than four million impressions monthly via multiple platforms.
LEADERS and readers in metropolitan Detroit look to the Michigan Chronicle to stay informed about issues that impact their lives. As the voice of the community for more than eight decades, we take great pride in having access to the grassroots community as well as connections and established relationships with influencers and opinion leaders. We stay abreast of the pulse of the neighborhoods. Our readers trust us. They trust that The Michigan Chronicle will portray the good news and the bad in a fair and balanced manner.
**OUR AUDIENCE**

| Michigan Chronicle |

We maintain connections with both grassroots blue-collar workers and high earning professionals.
Over the years, the Michigan Chronicle has built a robust online presence that engages the younger demographic while maintaining the integrity and appeal of our print audience.
PRODUCTS AND SERVICES

PRINT
SOCIAL
DIGITAL
EVENTS
DATABASE
Reach the heart and soul of DETROIT

Advertise in our newspaper and reach those who are the heartbeat and soul of Detroit. We cover issues that matter to Detroiter, keeping them abreast of the news and happenings around town from a unique perspective. Our loyal readers purchase The Michigan Chronicle at one of more than 400 outlets located throughout the metro area, receive it via door-to-door delivery, or by subscription.
Our series of niche projects provide much needed resources to our readers, covering issues ranging from school choice and senior care to a voting guide. At the center of each of them is a print publication that is inserted into our newspaper and dropped at key locations. Each project also has a strong digital and social component further broadening the reach.

**The Quad**  
*February 19, 2020 and September 30, 2020*  
From college prep to campus life, the Quad covers what’s real and relevant to college-bound students.

**Senior CARE**  
*October 10, 2020*  
Published during Medicare open enrollment, SeniorCARE includes articles about healthy living for seniors along with information about Medicare coverage, dual enrollment and available plans.

**Achieve!**  
*May 13, 2020 and August 12, 2020*  
Details the options, issues and performance of schools, exposing existing disparities between school districts and educational options.
Let us promote your tailored messages across our social media platforms. Reach tens of thousands of followers with the click of a mouse. Advertise to our organic and sponsored audiences.

✓ $600 per sponsored post (5 days)
✓ Cross-posted on social media platforms
✓ Programmed to reach your target demographic
✓ Scheduled for maximum reach

Our Trusted Voice Goes Viral
Delivered to nearly 100,000 email boxes every morning

Advertise in the Michigan Chronicle Digital Daily news digest summary of timely and relevant editorial content. Your promos, messages, or content will be delivered to 100,000 email boxes every day. Ads and/or content can be linked back to your website landing pages, lead forms, or other sponsored content.

✓ Marquis Ad (970 x 250), $650 (week)
✓ Banner Ad (300 x 250), $350 (week)
**Women of Excellence**  
March 2020;  
*Motor City Detroit*  
Awards African American women who inspire others through their vision and leadership. Each event attracts nearly 1,000 accomplished decision-makers.

**40 Under 40**  
September 2020;  
*Location TBD*  
Awards African American emerging leaders who inspire others through their vision and leadership. Attracts more than 400 accomplished young professionals.

**SWAG Awards**  
May 2020, Detroit Athletic Club  
The Michigan Chronicle, along with community partners, award scholarships to Detroit high school seniors who demonstrate a commitment to community, service and integrity.

**Best in Black Awards**  
April 2020; *The Music Hall*  
Created to recognize the top personalities and neighborhood businesses in 40+ categories; Best in Black garnered more than 20,000 nominations, 500,000 votes and nearly 4 million impressions. The online competition ends with an awards ceremony.

**Pancakes & Politics**  
March 5, April 9, May 21, June 18, 2020, Detroit Athletic Club  
One of the most prestigious and respected forums on urban issues in Michigan today. Attracts leading policy & decision-makers provoking dialogue to push our community forward.

**Men of Excellence**  
July 2020;  
*Motor City Detroit*  
Awards African American men who inspire others through their vision and leadership. Each event attracts nearly 900 accomplished decision-makers.

---

**Sponsorship Opportunities Available**
Let us distribute your tailored promotional offers, invitations and messaging to our curated database of nearly 100,000 subscribers.

✓ $1,000 per set of three (3) e-blasts (same creative)
✓ Includes series of three (3) social pushes to our 30,000+ Facebook, Twitter and Instagram followers
✓ Creative will be e-blasted within 48 hours of receipt of appropriately sized artwork and payment

(600 x 800 pixels).

Ad served .jpeg. No animation.
Utilizing all of our distribution platforms and those of our partners and sister organizations, our marketing arm, RTM 360, can create an integrated marketing program for you.

Whether we use your creatives, or brainstorm a new campaign, we have the expertise to:

✓ Strategize the big idea
✓ Design creative treatment
✓ Develop culturally relevant content
✓ Use our distribution channels to reach your target audiences

Tap Into Our Marketing Expertise
1st Quarter 2020

JANUARY
MC MLK Commemorative Edition
It’s Tax Time

FEBRUARY
Black History Month Content
National Black HIV Day (2/7/20)
Winter Quad (Tabloid)
Consumer Centric Tabloid: Topic TBD
Valentine’s Day Special

MARCH
Women’s History Month Content
Pancakes & Politics Content
Pancakes & Politics (Forum)
Women of Excellence (Tabloid)
Women of Excellence (Event)

APRIL
Pancakes & Politics Editorial (MC)
Pancakes & Politics (Event)
Consumer Centric Tabloid: Topic TBD

2nd Quarter 2020

APRIL/MAY
Best in Black
Date TBD

MAY
Mother’s Day Content (MC)
Achieve (Tabloid)
SWAG Awards
Mackinac Special Edition (MC)
Pancakes & Politics Content (MC)
Pancakes & Politics Forum (Event)

JUNE
Pancakes & Politics Edition (MC)
Pancakes & Politics Forum (Event)
Father’s Day Content (MC)
Black Music Month Content (MC)
Men of Excellence (Tabloid)
Men of Excellence Event
National HIV Testing Day Content
3rd Quarter 2020

JULY
Men of Excellence (*Tabloid*)
Men of Excellence Event
Consumer Centric Tabloid: Topic TBD

AUGUST
Achieve (*Tabloid*)

SEPTEMBER
40 Under 40 (*Tabloid*)
40 Under 40 (Event)
The Fall Quad (*Tabloid*)

4th Quarter 2020

OCTOBER
Consumer Centric Tabloid: SeniorCARE
Breast Cancer Series

NOVEMBER
Black Friday/Thanksgiving Editorial (*MC*)

DECEMBER
Christmas Edition (*MC*)
### DIGITAL PACKAGES

**Small Business Package A - Call for pricing**
- 2 Email Blast
- (5 day) Website Ad – 300x250  
  **Estimated reach – 10,000 impressions**

**Small Business Package B - Call for pricing**
- 3 Email Blast  
- (7 Day) Website Ad (928x70)  
- Social Media amplification – (1) Custom post & promotion across FB  
  **Estimated reach – 50,000 impressions**

**Small Business Package C - Call for pricing**
- 5 Email Blast  
- (7 day) Website leaderboard Ad (728x90)  
- (14 Day) Website sidebar Ad (300x250)  
- Social Media amplification – (2) Custom post & promotion across FB, IG, Twitter  
  **Estimated reach – 125,000 impressions**

**Small Business Package D - Call for pricing**
- 5 Email Blast  
- (14 day) Website leaderboard Ad (728x90)  
- (14 Day) Website sidebar Ad (300x250)  
- (14 day) Digital Daily leaderboard Ad (728x90)  
- Social Media amplification – (5) Custom post & promotion across FB, IG, Twitter  
  **Estimated reach – 200,000 impressions**

**Small Business Package E - Call for pricing**
- 5 Email Blast  
- (45 day) Website leaderboard Ad (728x90)  
- (45 Day) Website sidebar Ad (300x250)  
- (30 day) Website sidebar Ad (300x600)  
- (30 day) Digital Daily leaderboard Ad (728x90)  
- Social Media amplification – (8) Custom post & promotion across FB, IG, Twitter  
  **Estimated reach – 500,000 impressions**

We serve our ads through DFP for Small Business. For all sites, basic images ads should meet these specs: JPG / PNG / GIF format, 96 DPI, RGB Color, 1MB Max. Please also provide which URLs to link.
# Display Rates

**Readership | 120,000**  
**Circulation | 27,000**  
**Deadline | Friday, 3 PM**

<table>
<thead>
<tr>
<th>GROSS ADVERTISING RATES</th>
<th>INCHES</th>
<th>24X RATE</th>
<th>18X RATE</th>
<th>12X RATE</th>
<th>6X RATE</th>
<th>OPEN RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$40.53</td>
<td>$42.66</td>
<td>$47.54</td>
<td>$48.76</td>
<td>$54.95</td>
</tr>
<tr>
<td>Full Page</td>
<td>126.00”</td>
<td>$5,106.78</td>
<td>$5,375.16</td>
<td>$5,990.04</td>
<td>$6,143.76</td>
<td>$6,923.70</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>63.00”</td>
<td>$2,553.39</td>
<td>$2,687.58</td>
<td>$2,995.02</td>
<td>$3,071.88</td>
<td>$3,461.85</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>63.00”</td>
<td>$2,553.39</td>
<td>$2,687.58</td>
<td>$2,995.02</td>
<td>$3,071.88</td>
<td>$3,461.85</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>31.50”</td>
<td>$1,276.70</td>
<td>$1,343.79</td>
<td>$1,497.51</td>
<td>$1,535.94</td>
<td>$1,730.93</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>15.75”</td>
<td>$638.35</td>
<td>$671.90</td>
<td>$748.76</td>
<td>$767.97</td>
<td>$865.46</td>
</tr>
<tr>
<td>Flat Color Rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,250.00</td>
</tr>
</tbody>
</table>

We surround your Advertising with great content
## Classified Rates

<table>
<thead>
<tr>
<th>Inches</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>40.00</td>
</tr>
<tr>
<td>2</td>
<td>80.00</td>
</tr>
<tr>
<td>3</td>
<td>120.00</td>
</tr>
<tr>
<td>4</td>
<td>160.00</td>
</tr>
<tr>
<td>5</td>
<td>200.00</td>
</tr>
<tr>
<td>6</td>
<td>240.00</td>
</tr>
<tr>
<td>7</td>
<td>280.00</td>
</tr>
<tr>
<td>8</td>
<td>320.00</td>
</tr>
<tr>
<td>9</td>
<td>360.00</td>
</tr>
<tr>
<td>10</td>
<td>400.00</td>
</tr>
<tr>
<td>11</td>
<td>440.00</td>
</tr>
<tr>
<td>12</td>
<td>480.00</td>
</tr>
<tr>
<td>13</td>
<td>520.00</td>
</tr>
<tr>
<td>14</td>
<td>560.00</td>
</tr>
<tr>
<td>15</td>
<td>600.00</td>
</tr>
<tr>
<td>16</td>
<td>640.00</td>
</tr>
<tr>
<td>17</td>
<td>680.00</td>
</tr>
<tr>
<td>18</td>
<td>720.00</td>
</tr>
<tr>
<td>19</td>
<td>760.00</td>
</tr>
<tr>
<td>20</td>
<td>800.00</td>
</tr>
<tr>
<td>21</td>
<td>840.00</td>
</tr>
<tr>
<td>22</td>
<td>880.00</td>
</tr>
<tr>
<td>23</td>
<td>920.00</td>
</tr>
<tr>
<td>24</td>
<td>960.00</td>
</tr>
<tr>
<td>25</td>
<td>1000.00</td>
</tr>
<tr>
<td>26</td>
<td>1040.00</td>
</tr>
<tr>
<td>27</td>
<td>1080.00</td>
</tr>
<tr>
<td>28</td>
<td>1120.00</td>
</tr>
<tr>
<td>29</td>
<td>1160.00</td>
</tr>
<tr>
<td>30</td>
<td>1200.00</td>
</tr>
<tr>
<td>31</td>
<td>1240.00</td>
</tr>
<tr>
<td>32</td>
<td>1280.00</td>
</tr>
<tr>
<td>33</td>
<td>1320.00</td>
</tr>
<tr>
<td>34</td>
<td>1360.00</td>
</tr>
<tr>
<td>35</td>
<td>1400.00</td>
</tr>
<tr>
<td>36</td>
<td>1440.00</td>
</tr>
<tr>
<td>37</td>
<td>1480.00</td>
</tr>
<tr>
<td>38</td>
<td>1520.00</td>
</tr>
<tr>
<td>39</td>
<td>1560.00</td>
</tr>
<tr>
<td>40</td>
<td>1600.00</td>
</tr>
<tr>
<td>41</td>
<td>1640.00</td>
</tr>
<tr>
<td>42</td>
<td>1680.00</td>
</tr>
</tbody>
</table>

### Special Page Rates

- **Quarter Page 52” x 13**: 1500.72
- **Half Page 105” x 10**: 3030.30
- **Full Page 210” x 21**: 6060.60

Advertise Job Openings, Legal Notices, RFPs
Distribute your pre-printed Inserts via our newspaper

<table>
<thead>
<tr>
<th>PAGE COUNT</th>
<th>COST PER THOUSAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 4 pages</td>
<td>$82.65</td>
</tr>
<tr>
<td>6 to 8 pages</td>
<td>$99.23</td>
</tr>
<tr>
<td>10 to 16 pages</td>
<td>$115.50</td>
</tr>
<tr>
<td>17+ pages</td>
<td>Contact account representative for price quote</td>
</tr>
</tbody>
</table>

**TIPPED/NON-TIPPED INSERTS**
The publisher accepts bound, tipped (glued) or free standing inserts.

**STANDARD INSERT SPECIFICATION**
All inserts should conform to the exact size of publication(s) desired. If the insert, because of the type of paper, material or format, creates mechanical difficulties that result in additional charges for the Publisher, such additional expense will be billed to the advertiser. This charge will be quoted in advance and is NOT commissionable.

**INSERTS**
To ensure inserts meet the publication’s mechanical requirements and postal regulations, sample or product dimensions must be submitted to the Production Department and/or Account Executive. See your Account Executive for specific mechanical requirements.

**MAXIMUM PAPER WEIGHTS**
The majority of newspaper inserts are printed on standard newsprint (#35 weight or below). If advertiser’s insertion contains coated paper stock or is beyond a #35 weight, special rates may apply.

**MINIMUM INSERT SIZE**
7 inches x 7 inches

**INSERT CLOSING DATES**
Contact your account representative to reserve your issue date, particularly special issues. Inserts must be shipped to our printer no later than 13 days prior to the desired publication (insertion) date.

**INSERT PACKING AND SHIPPING INSTRUCTIONS**
Affix a label to each insert carton indicating: Attention Michigan Chronicle, publication name (Michigan Chronicle insertion date, name of insert and individual count per carton.
AD SPECS
BROADSHEET | TABLOID

Full Page
10” width x 21” height

1/2 vertical
5” width x 21” height

1/2 horizontal
10” width x 10.5” height

1/4 page
5” width x 10.5” height

1/8 page
5” width x 5.25” height

Full Page
10” width x 10” height

Half Page
5” width x 10” height

Half Page Horizontal
10” width x 5” height

Quarter Page
5” width x 5” height