



# Media Kit2020

Powered by the Michigan Chronicle

1452 Randolph | Detroit, MI 48226  
313-963-5522  
[michiganchronicle.com](http://michiganchronicle.com)

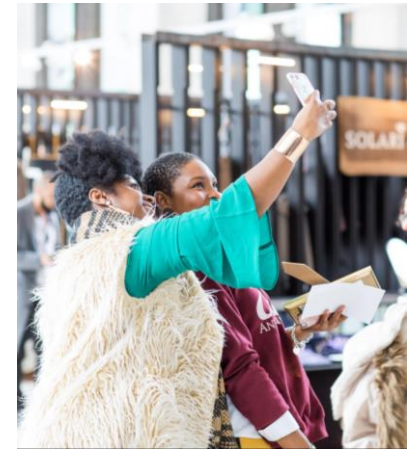
Hiram E. Jackson, Publisher

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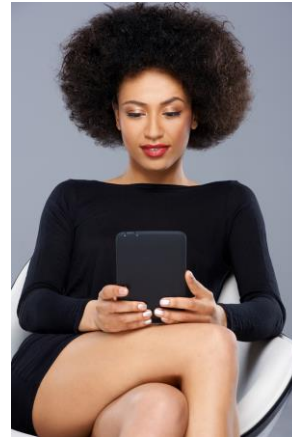


# ABOUT US



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.

# WE ATTRACT EYEBALLS



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.



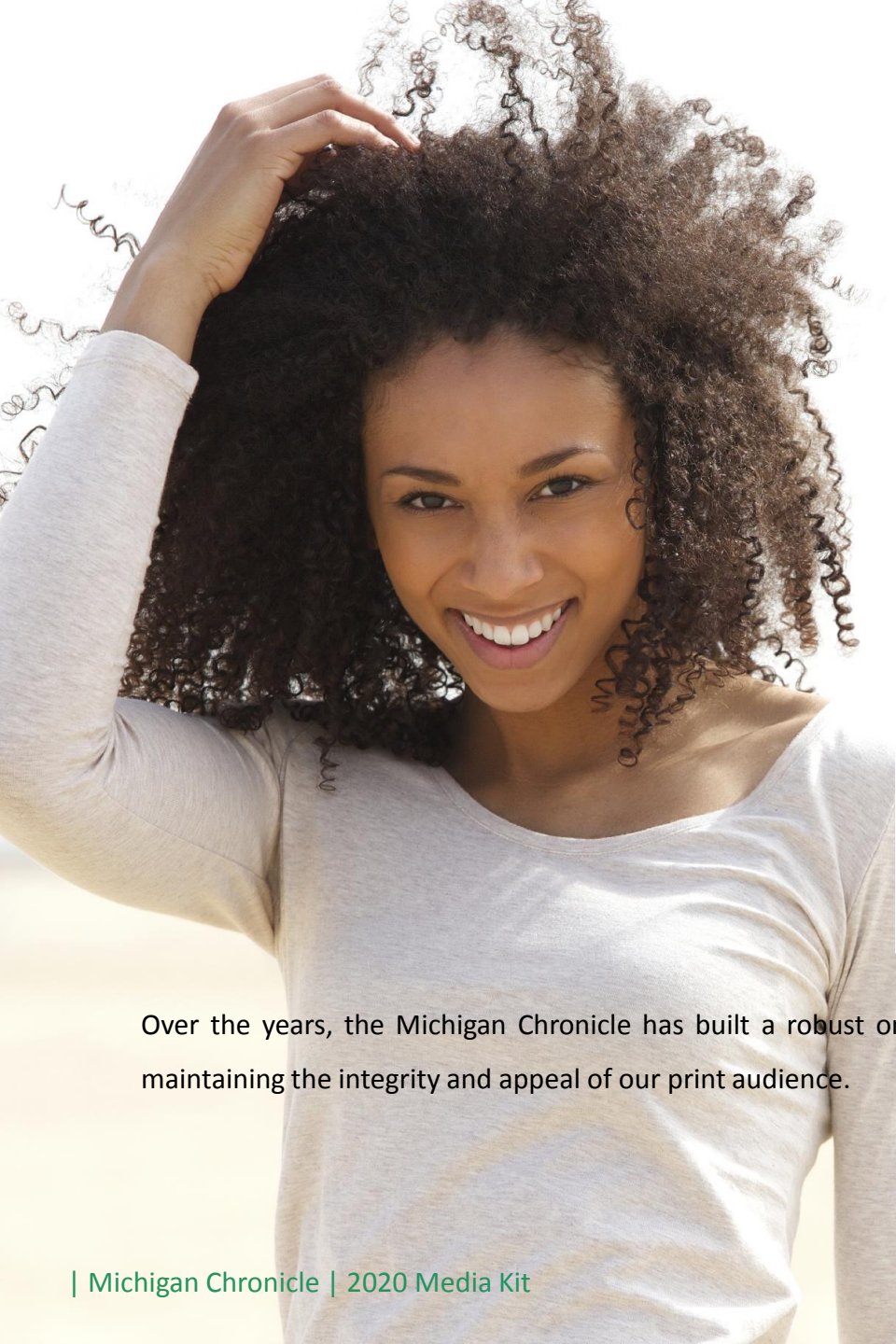


# OUR AUDIENCE

Michigan Chronicle

58% Female	42% Male
38% 18 - 38	35% 35 - 56
27% 57+	1/3 College Educated
28.6% earn \$62k+ annually	36.2% earn \$41,700+ annually
80% African American	50% own their own homes
38.2% White Collar	18.7% Professional/Managerial
19% Office Support	12.4% Blue Collar

We maintain connections with both grassroots blue-collar workers and high earning professionals.



# OUR AUDIENCE

michiganchronicle.com

60.5% 18 – 34

28% 35 – 56

11.5% 57+

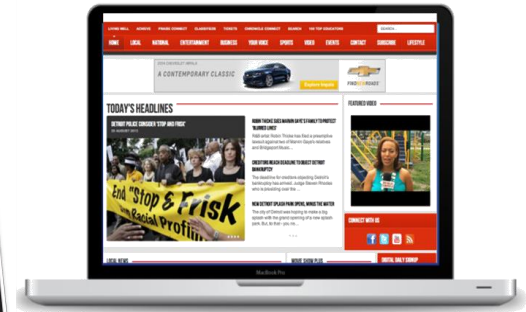
46% Female

54% Male

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







# PRINT

Newspaper | Niche Publications

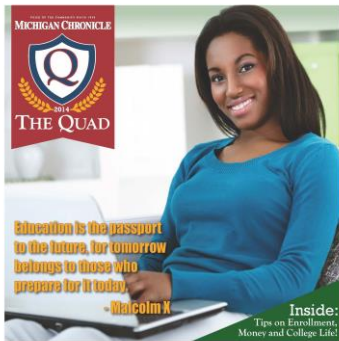
## Reach the heart and soul of DETROIT

Advertise in our newspaper and reach those who are the heartbeat and soul of Detroit. We cover issues that matter to Detroiters, 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.



# NICHE PROJECTS

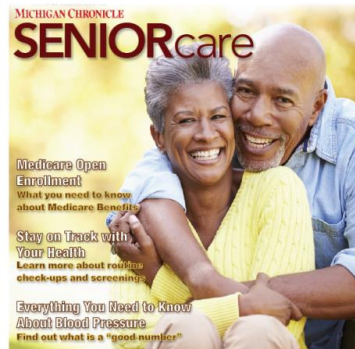
Print | Digital | Social



## 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.

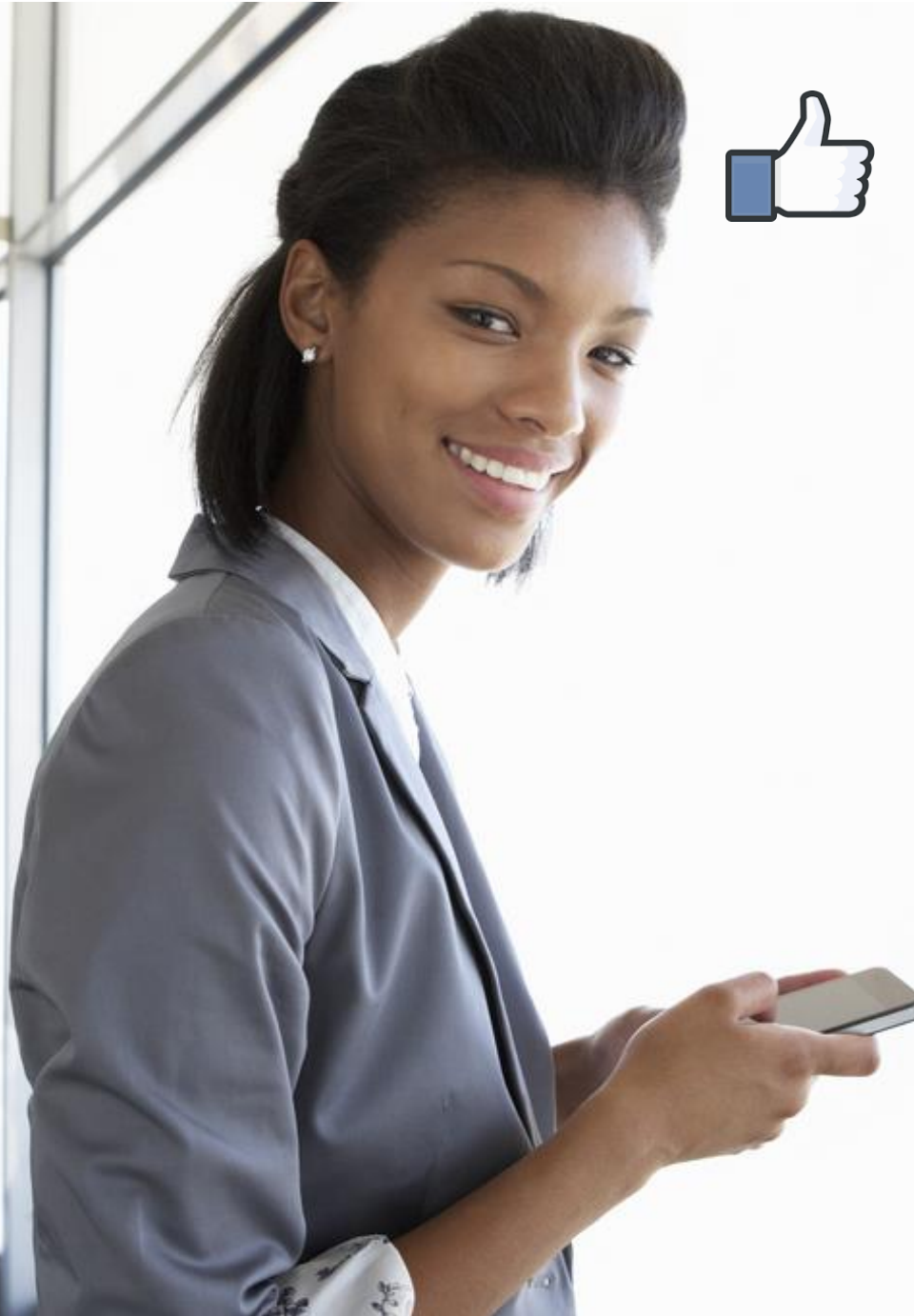


## Achieve!

*May 13, 2020 and  
August 12, 2020*

Details the options, issues and performance of schools, exposing existing disparities between school districts and educational options.

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.



# SOCIAL MEDIA

A d v e r t i s i n g | P o s t s

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



# E - NEWS

Michigan Chronicle Digital Daily



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)



# BRANDED EVENTS

Corporate | Diversity | Youth



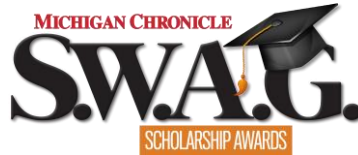
## **Women of Excellence**

*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



# DATABASE

E - b l a s t s



CLICK HERE

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.**

Click Your Message  
To Our Audience



# INTEGRATED

MARKETING SOLUTIONS

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





# CALENDAR

E d i t o r i a l | E v e n t s

## 1<sup>st</sup> Quarter 2020

### JANUARY

MC MLK Commemorative Edition  
It's Tax Time

January 15  
Tax Advice Content  
through out 1<sup>st</sup>  
Quarter

### FEBRUARY

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

February 5,  
12, 19 and 26  
Content = February 5  
February 19  
February 26  
February 12

### MARCH

Women's History Month Content  
Pancakes & Politics Content  
Pancakes & Politics (*Forum*)  
Women of Excellence (*Tabloid*)  
Women of Excellence (*Event*)

March 11 & 25  
March 4  
March 5  
TBD  
TBD

### APRIL

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

April 8  
April 9  
April 29

## 2<sup>nd</sup> 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*)

May 6  
May 13  
May 13  
May 20  
May 20  
May 21

### 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

June 17  
June 18  
June 17  
June 3, 10, 17  
TBD  
TBD  
June 17 and 24



# CALENDAR

E d i t o r i a l | E v e n t s

## 3<sup>rd</sup> Quarter 2020

### JULY

Men of Excellence ( <i>Tabloid</i> )	TBD
Men of Excellence Event	TBD
Consumer Centric Tabloid: Topic TBD	July 29

### AUGUST

Achieve ( <i>Tabloid</i> )	August 12
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### SEPTEMBER

40 Under 40 ( <i>Tabloid</i> )	September 16
40 Under 40 (Event)	September 17
The Fall Quad ( <i>Tabloid</i> )	September 30

## 4<sup>th</sup> Quarter 2020

### OCTOBER

Consumer Centric Tabloid : SeniorCARE	October 10
Breast Cancer Series	October 7, 14, 21, 28

### NOVEMBER

Black Friday/Thanksgiving Editorial ( <i>MC</i> )	November 26
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### DECEMBER

Christmas Edition ( <i>MC</i> )	December 16
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# DIGITAL RATES

ADVERTISING | MICHIGANCHRONICLE.COM

Ad Product	Dimensions	Click to URL	GIF/JPEG	Cost
Leaderboard	728 x 90	Yes	50K	\$10+ CPM
Leaderboard	970 x 250	Yes	50K	\$15+ CPM
Leaderboard	970 x 90	Yes	50K	\$12+ CPM
Medium Rectangle	300 x 250	Yes	50K	\$10+ CPM
Half-Page Ad	300 x 600	Yes	50K	\$10+ CPM

## 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 Leaderboard 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

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

We surround your Advertising  
with great content

# Advertise Job Openings, Legal Notices, RFPs

# CLASSIFIED RATES

Inches	Cost
1	40.00
2	80.00
3	120.00
4	160.00
5	200.00
6	240.00
7	280.00
8	320.00
9	360.00
10	400.00
11	440.00
12	480.00
13	520.00
14	560.00

Inches	Cost
15	600.00
16	640.00
17	680.00
18	720.00
19	760.00
20	800.00
21	840.00
22	880.00
23	920.00
24	960.00
25	1000.00
26	1040.00
27	1080.00
28	1120.00

Inches	Cost
29	1160.00
30	1200.00
31	1240.00
32	1280.00
33	1320.00
34	1360.00
35	1400.00
36	1440.00
37	1480.00
38	1520.00
39	1560.00
40	1600.00
41	1640.00
42	1680.00

Inches	Cost
43	1720.00
44	1760.00
45	1800.00
46	1840.00
47	1880.00
48	1920.00
49	1960.00
50	2000.00
51	2040.00
52	2080.00
Quarter Page 52" 4 x 13	1500.72
Half Page 105" 10 x 10	3030.30
Full Page 210" 10 x 21	6060.60

# Distribute your pre-printed Inserts via our newspaper

## INSERT RATES P R E P R I N T

PAGE COUNT	COST PER THOUSAND
1 to 4 pages	\$82.65
6 to 8 pages	\$99.23
10 to 16 pages	\$115.50
17+ pages	Contact account representative for price quote
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



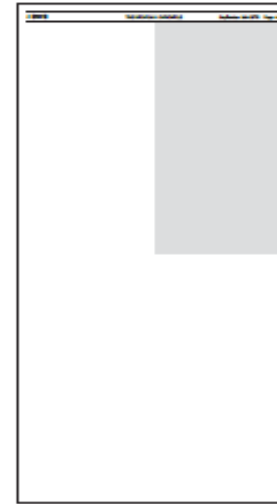
**Full page**  
10" width x 21" height



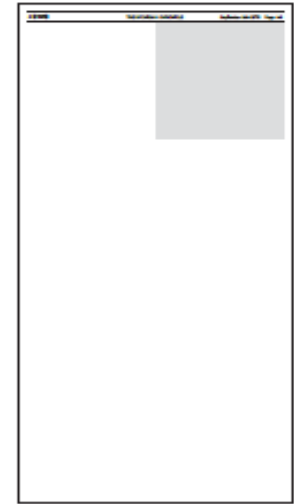
**1/2 vertical**  
5" width x 21" height



**1/2 horizontal**  
10" width x 10.5" height



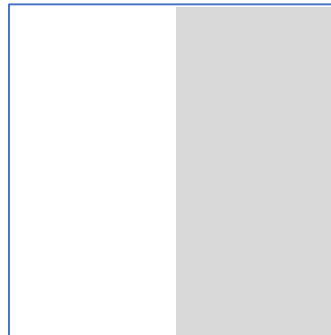
**1/4 page**  
5" width x 10.5" height



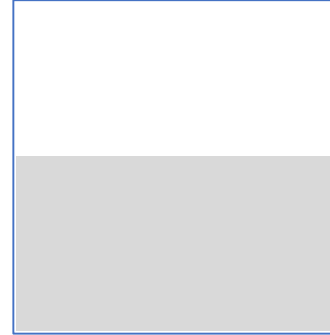
**1/8 page**  
5" width x 5.25" height



**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