

Michigan Chronicle Media Kit 21

85 Years Strong



1452 Randolph | Detroit, MI 48226
313-963-5522
michiganchronicle.com

Hiram E. Jackson, Publisher



CONTENTS

	Page No
ABOUT US	3 - 4
OUR AUDIENCE	5 - 6
PRODUCTS AND SERVICES	7 - 15
• PRINT	8
• TARGETED BANNER & VIDEO MARKETING	9
• EMAIL MARKETING	10
• TARGETED EMAIL	11
• E-NEWS DAILY	12
• NATIONAL SWEEPSTAKES AND CONTESTS	13
• SOCIAL MEDIA	14
• BRANDED PROJECTS	15
• BRANDED EVENTS	16
• RTM360	17
EDITORIAL AND EVENTS CALENDAR	18 – 20
• QUARTERS 1 & 2	19
• QUARTERS 3 & 4	20
RATES & SPECIFICATIONS	21 – 27
• CIRCULATION	22
• DISPLAY RATES	23
• DIGITAL & PACKAGES	24
• CLASSIFIED RATES	25
• INSERT RATES	26
• AD SPECS	27

ABOUT US



Real Times Media (RTM) is a Detroit-based multimedia company with a legacy that stretches back over 100 years. As the parent company to five of the country's most respected African American-owned news organizations, the Atlanta Daily World, Atlanta Tribune: The Magazine, the Chicago Defender, the Michigan Chronicle, and the New Pittsburgh Courier, it is our job to maintain the heartbeat of the African American voice.

Being built on the foundation of historic brands affords RTM a depth of knowledge and assets that are multi-generational, relevant, and trustworthy. RTM has an ongoing commitment to delivering quality news, events, and entertainment for African American audiences. In addition to its news brands, RTM offers custom programming and niche publishing through Who's Who In Black—a professional lifestyle brand focused on live and virtual business/social events and content; strategic communications consultancy services through its marketing services arm, RTM360°, and RTM Digital Studios, an unparalleled archive of historical photographs, videos, and film clips of the African American experience available through licensing for advertising, marketing, publishing, and film initiatives.

The Michigan Chronicle's website www.michiganchronicle.com is the #1 African American website for relevant content, information, resources and news and in Michigan with 120,000 monthly unique visitors and 306,000+ monthly page views. Every day we distribute news and information not regularly covered by mainstream media to an audience of more than 4 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

michiganchronicle.com

52% Female

48% Male

Ages: 18 - 21 = 6%

Ages: 22 - 34 = 35%

Ages: 35 - 56 = 38%

Ages: 57+ = 21%

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.

28.6% earn \$62k+ annually

36.2% earn \$41,700+ annually

80% African American

50% own their own homes

19% Office Support

18.7% Professional/Managerial

1/3 College Educated

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

OUR AUDIENCE



PRINT
DIGITAL
DATABASE
SOCIAL
EVENTS
RTM360

PRODUCTS AND
SERVICES



Place your messaging across our various platforms and reach those who are the heartbeat and soul of Detroit. We cover issues that matter to Detroiters, keeping them abreast of news and information from a unique perspective.

Michigan Chronicle content is available via:

- ✓ Print
- ✓ The Web
- ✓ Social Media
- ✓ Digital
- ✓ Email

Reach the heart and soul of DETROIT



All Things Marketplace
Holiday Pop Up Shop
opens Nov. 5 in Corktown

Local Celebrity
Makeup Artist Launches
Skincare Line

City.Life.Style. B1

Michigan Chronicle

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Proposal N Is Too Close To Call At The Michigan Chronicle's Press Deadline

By Donald James
Columnist for Michigan Chronicle

Deadline Day 2020 is over and voters in Detroit are still waiting to determine whether Proposal N (neighborhood improvement bond) passed, gave a thumbs up to those who, as in "yes" or "thumbs down," as in "no."

At the City Clerk's office, the Michigan Chronicle of the press deadline, in part, Proposal N is too close to call. As voters continue to be counted and a final tally is made, the Michigan Chronicle will post results on its online platform at www.michiganchronicle.com.

Proposal N has been a hot button issue since Detroit City Council voted 5-4 in July to place the \$200 million bond on the ballot. The proposal is a comprehensive plan to address issues that have plagued the city for decades, including the loss of approximately 100,000 jobs since the city's annexation through the city's bankruptcy.

Proposal N would increase the city's millage rate from 1.5 to 1.6, which would generate an additional \$100 million in revenue. The Michigan Chronicle is aware of the "no" position taken by some community organizations, churches, and leaders in the city who believe it is a burden on the city's residents.

See PROPOSAL N page A2

Waiting To Exhale: The Black Community Awaits Their Fate In The Next POTUS

By Whitney Grahm

As polls throughout the state closed at 8 p.m., Secretary of State Jocelyn Benson continued to wait with a record number of absentee ballots cast in the state. Benson said she will have the results of the election by Tuesday morning. They take considerable longer to count than in-person votes, which are counted immediately.

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WHAT'S INSIDE



By Megan Kirk

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Election 2020 During COVID-19: City Clerk Reports On Detroit Voting Numbers

By Megan Kirk

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TARGETED BANNER & VIDEO MARKETING

Digital

HOW ADS CAN BE TARGETED

Targeting your advertising to users likely to become customers is essential in marketing. Targeted banners can get your message in front of customers, whether they're prospecting or close to purchase. In a typical campaign, Michigan Chronicle/RTM360° employs multiple tactics to specifically target the customers you're looking for.



Tactics to Target Users by Their Physical Locations

Geotargeting – We target users based on their geographies, from as small as a zip code to as large as a country. All campaigns contain this targeting.

Geofencing – We target users if they enter a specific location – say a restaurant, a hardware store, or a stadium.

Addressable Geofencing – We take a list of street addresses and create up to 1 million individual geofences. Devices that in these geofences are targeted for advertising.



Tactics to Target Users by Their Online Activities

Site Retargeting – Ads are targeted to users who have previously visited your website.



Contextual & Keyword Targeting – We target users based on the content of the websites they have been visiting or the searches they've made on these websites.



Target users viewing content with keywords that have been designated by the advertiser.

Call for solutions and pricing that meet your needs!

EMAIL MARKETING

E - b l a s t s



CLICK HERE

Let us distribute your tailored promotional offers, invitations and messaging to our curated database of 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).

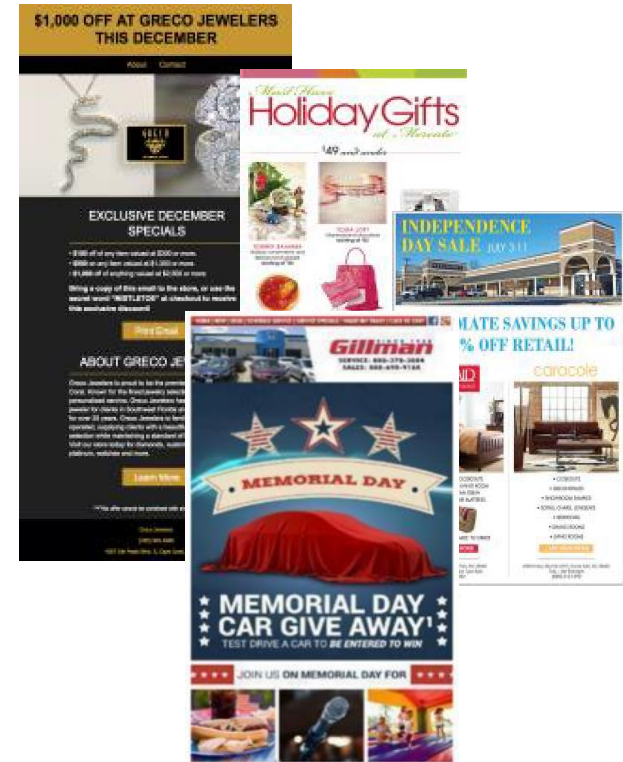
Ad served .jpeg. No animation.

Click Your Message
To Our Audience

TARGETED EMAIL

E - b l a s t s

- ✓ Targeted email marketing continues to provide solid return on investment for businesses small and large
- ✓ Targeted email blasts ensures your messaging reaches only those interested in your product
- ✓ With targeted email blasts, an email message can be sent to the inboxes of the audience you are looking to reach.
- ✓ Your email marketing can be targeted by traditional demographics (location, age, gender, household income, etc.) and/or by interest (hobbies, occupation, lifestyles, etc.)
- ✓ We offer the ability to increase the frequency of your email marketing message by retargeting your message to the same email recipients through banner ads (on websites they visited) and Facebook ads (in-feeds of the email recipients)



TARGETED EMAIL INVESTMENT LEVELS

- ✓ Standard B2C email blast to 50,000 targeted users = \$1,800
- ✓ Standard B2B email blast to 50,000 targeted business users = \$3,800

Add-Ons

- ✓ 50,000 Facebook ad impressions to email targeted users = \$1,500
- ✓ 100,000 targeted banner ads to email openers = \$2,100



Call for solutions and pricing that meet your needs!



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 (728x90), \$450 (week)

SWEEPSTAKES & CONTESTS

Email Marketing

Engage our audience via National Sweepstakes and Contests

Car Payments For a Year	Home Improvement Giveaway	Staycation Giveaway	Back-to- School Shopping Spree	Win Groceries For a Year	Rent or Mortgage For a Year
					
January \$6,600 Prize	March \$5,000 Prize	May \$1,500 Prize	July \$1,500 Prize	September \$4,800 Prize	November \$15,000 Prize

Contact us today for more details!



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



BRANDED PROJECTS

Print | Digital



The Quad

Published February and September

From college prep to campus life, the Quad covers what's real and relevant to college-bound students.



Senior CARE

Published three times per year

SENIORcare includes articles and resources for Caregivers and about healthy living tips and advice for seniors along with information about Medicare coverage, dual enrollment and available plans.



Achieve!

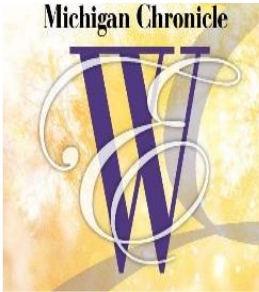
Published May and August

Achieve 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.

BRANDED EVENTS

Corporate | Diversity | Youth



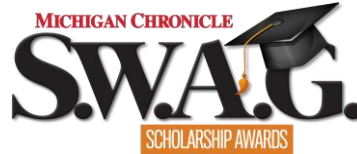
Women of Excellence

Awards African American women who inspire others through their vision and leadership. Each event attracts nearly 1,000 accomplished decision-makers



40 Under 40

Awards African American emerging leaders who inspire others through their vision and leadership. Attracts more than 400 accomplished young professionals



SWAG Awards

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

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

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

Awards African American men who inspire others through their vision and leadership. Each event attracts nearly 900 accomplished decision-makers

Our branded diversity-centered community outreach and corporate level programs and initiatives support diversity in the workplace, minority business inclusion, academic achievement as well as honoring and celebrating the vanguards of our community.

Sponsorship
Opportunities
Available



A Real Times Media Company

Cultural Connectors

Who We Are:

Rooted in a rich heritage, RTM360° is a marketing consultant that creates unique, culturally relevant experiences, that connect real people, in authentic ways. Through the strength of our partner brands, strategic partnerships, and decades of established relationships, we are uniquely equipped to reach, and truly impact urban communities around the country.

We offer fully customized, exclusive communications programs to infuse our clients messaging with rich, meaningful moments and engaging content, giving them a personality that resonates within the urban market. #WeAre360

Our Promise:

Our promise is to help you craft authentic, purpose-driven content, experiences and solutions that attract loyal, engaged customers.

We Are Here For You

We will give you the time and guidance and context needed to elevate your brand story in a way that resonates and activates audiences and drives engagement.

SERVICES:

- Strategy & Planning
- Content Creation
- Content Distribution
- Media planning & buying
- Social Media Strategy
- Influencer engagement
- Digital Marketing
- Event Management
- Video & Photography
- E-mail Marketing

SOME OF OUR CLIENTS:



Contact us today!
RTM3sixty.com

Michigan Chronicle



PRINT EVENTS PROGRAMMING

EDITORIAL CALENDAR



CALENDAR

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

1st Quarter 2021

JANUARY

- 40 under 40 Event – **Time & Date TBD**
- MLK Special Edition – **1/13**
- It's Tax Time (Tax Advice Content) – **During Q1 2021**
- Car Payments For a Year Sweepstakes – **1/11 – 2/8**

FEBRUARY

- Black History Month Content – **2/10, 2/17 and 2/24**
 - **Black History Month Black Lives Matter Takeover Edition – 2/3**
- National Black HIV/AIDS Awareness Day Content – **2/5**
- Winter Quad Custom Tabloid Publication – **2/24**
- Valentine's Day Special – **2/12**

MARCH

- Pancakes & Politics Event – **Time & Date TBD**
- Women of Excellence Event – **Time & Date TBD**
- Women's History Month Content – **3/10 , 3/17, 3/24**
- Women's History Month Black Girls Magic
 - **Takeover Edition March – 3/3**
- National Colon Cancer Awareness Month – **3/3, 3/17**
- Q1 SENIORcare Custom Tabloid Publication & Programming – **TBD**
- Home Improvement Sweepstakes – **3/8 – 4/5**

2nd Quarter 2021

APRIL

- Pancakes & Politics Event – **Time & Date TBD**
- Best in Black Event – **Time & Date TBD**
- Financial Literacy Month Content – **4/7, 4/21**

MAY

- Pancakes & Politics Event – **Time & Date TBD**
- SWAG Awards Event – **Time & Date TBD**
- Mother's Day Content – **5/5**
- Mental Health Awareness Month Programming – **TBD**
- Small Business Month Content & Roundtable – **TBD**
- Achieve Custom Tabloid Publication – **5/12**
- Staycation Giveaway Sweepstakes – **5/3 – 5/31**

JUNE

- Pancakes & Politics Event – **Time & Date TBD**
- Men of Excellence Event – **Time & Date TBD**
- Black Music Month Content – **6/9, 6/16, 6/23**
- Juneteenth Content – **6/16**
- Father's Day Content – **6/16**
- National HIV Testing Day Content – **6/16, 6/23**
- Q2 SENIORcare Custom Publication & Programming – **TBD**

CALENDAR

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

3rd Quarter 2021

JULY

- Metro Detroit Non-profit Leaders Programing – **TBD**
- Body, Mind and Soul: Health Wellness and Nutrition #1 – **TBD**
- Back-to-School Shopping Spree Sweepstakes – **7/12 – 8/9**

AUGUST

- Achieve Custom Tabloid Publication – **8/18**

SEPTEMBER

- DRIVEN Event – **Time & Date TBD**
- Mackinac Policy Conference Content – **9/15**
- HBCU Week Content – **12/8**
- The Fall Quad Custom Publication – **9/29**
- Groceries or a Year Sweepstakes – **9/13 – 10/11**

4th Quarter 2021

OCTOBER

- Q4 SENIORcare – Custom Publication & Programing – **10/6**
- Financial Literacy – **10/20**
- Diversity Awareness Month Content Programing – **TBD**

NOVEMBER

- The Color of Liberty Veteran's Day Programing – **11/11**
- HealthCare Marketplace Content – **11/17**
- Black Friday/Thanksgiving Editorial – **11/24**
- Body, Mind and Soul: Health Wellness and Nutrition #3 – **TBD**
- Rent or Mortgage for a Year Sweepstakes – **11/8 – 12/13**

DECEMBER

- Christmas Edition – **12/15**

RATES

PRINT

CIRCULATION

DIGITAL

CLASSIFIEDS

INSERTS

SPECS

RATES & CIRCULATION



CIRCULATION

Newspaper



The Michigan Chronicle has a weekly circulation of 26,000 with a readership of 120,000

- ✓ Over 250 distribution locations
- ✓ Door-to-door delivery
- ✓ Subscription

DISPLAY RATES

Readership | 120,000

Circulation | 26,000

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

DIGITAL & PACKAGES

Advertising | michiganchronicle.com

Ad Product	Dimensions	Click to URL	GIF/JPEG	Cost
Leaderboard	728 x90	Yes	50K	\$10+ CPM
Leaderboard	970 x 250	Yes	50K	\$15+ CPM
Leaderboard	970 x 90	Yes	50K	\$12+ CPM
Medium Rectangle	300 x250	Yes	50K	\$10+ CPM
Half-Page Ad	300 x600	Yes	50K	\$10+ CPM

Small Business Package A - Call for pricing

- Two (2) Email Blast
 - Five-day website Ad – 300x250
- Estimated reach – 10,000 impressions**

Small Business Package B - Call for pricing

- Three (3) Email Blast
- Seven-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

- Five (5) Email Blas
- Seven-day website leaderboard Ad (728x90)
- Fourteen-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

- Five (5) Email Blast
- Fourteen-day website leaderboard Ad (728x90)
- Fourteen-day website sidebar Ad (300x250)
- Fourteen-day website 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

- Five (5) Email Blast
- Forty-five-day website leaderboard Ad (728x90)
- Forty-five-day website sidebar Ad (300x250)
- Thirty-day website sidebar Ad (300x600)
- Thirty-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.



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

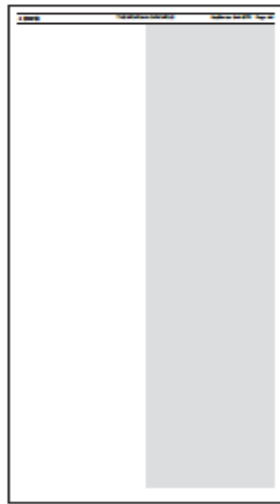
PAGE COUNT	COST PER THOUSAND
1 to 4 pages	\$82.65
6 to 8 pages	\$99.23
10 to 16 pages	\$115.50
17+ pages	Contact account representative for price quote
TIPPED/NON-TIPPED INSERTS	The publisher accepts bound, tipped (glued) or free standing inserts.
STANDARD INSERT SPECIFICATION	All inserts should conform 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



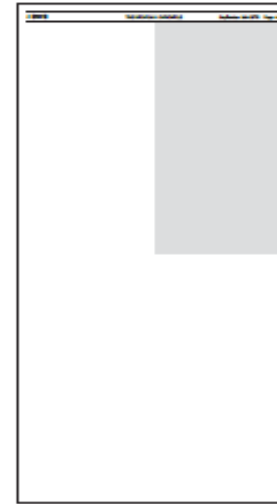
Full page
10" width x 21" height



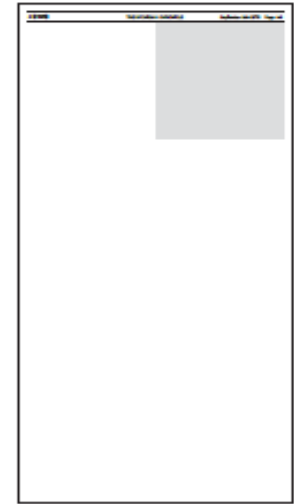
1/2 vertical
5" width x 21" height



1/2 horizontal
10" width x 10.5" height



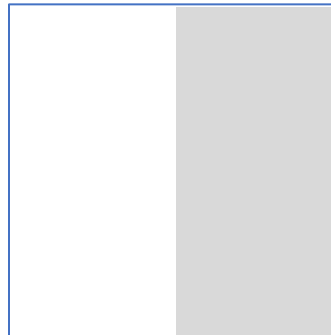
1/4 page
5" width x 10.5" height



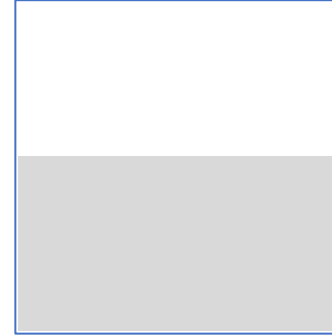
1/8 page
5" width x 5.25" height



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



CONTACT US

Michigan Chronicle

#85yearsstrong

Publisher/CEO Michigan Chronicle / Real Times Media

Hiram Jackson

Advertising Request

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lcorbin@realtimesmedia.com

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Angelique Nelson
anelson@realtimesmedia.com

Social Media

Facebook - <https://www.facebook.com/michiganchronicle/>

Twitter - <https://twitter.com/michronicle>

LinkedIn - <https://www.linkedin.com/company/michigan-chronicle/>

Instagram - <https://www.instagram.com/michiganchronicle/>

YouTube - <https://www.youtube.com/user/MichiganChronicle>

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313-963-5522

michiganchronicle.com

