



Michigan Chronicle Media Kit 22

86 YEARS STRONG

1452 Randolph | Detroit, MI 48226

313-963-5522

michiganchronicle.com

CONTENTS

ABOUT US – Page 3

OUR AUDIENCE – Page 5

PRODUCTS AND SERVICES – Page 7

- PRINT – Page 8
- DIGITAL – Page 10
 - Website – Page 10
 - E-blast – Page 11
 - Enhanced Email – Page 11
 - E-News Digital Daily – Page 12
 - Social Media – Page 12
 - Branded Content – Page 13
- MICHIGAN CHRONICLE EVENTS – Page 14
- LEAD GENERATION, SWEEPSTAKES, AND CONTESTS – Page 15
- PROFESSIONAL SERVICES – Page 16
 - RTM 360 – Page 16

EDITORIAL CALENDAR – Page 17

- Quarters 1 & 2 – Page 17
- Quarters 3 & 4 – Page 18

RATES & SPECIFICATIONS – Page 19

- Display Rates – Page 20
- Digital & Packages – Page 21
- Classified Rates – Page 22
- Insert Rates – Page 23
- Ad Specs – Page 24
- Ad Specs – Page 25
- Circulation – Page 26

Michigan Chronicle



About Us

The Michigan Chronicle is a multimedia news, information and events company. We are the #1 source for news, information, and culturally relevant content in Michigan. Every day we distribute news and information not regularly covered by the mainstream media to our loyal audience via multiple platforms. It is our job to be the voice of the African American community.





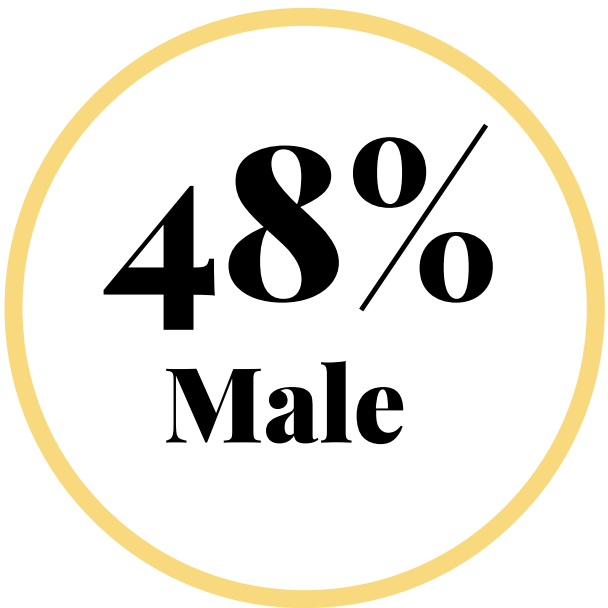
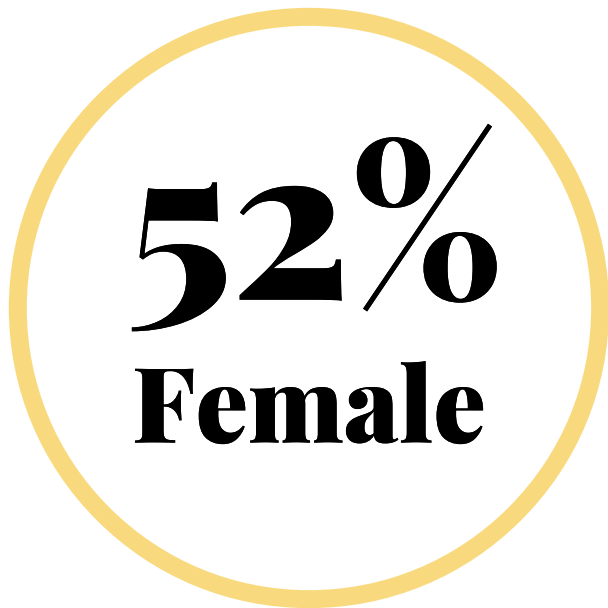
We Attract Eyeballs

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 are proud of the access, connections and relationships we have with the community at all socio-economic levels. We stay abreast of the pulse of the neighborhoods. Our readers trust that The Michigan Chronicle will portray the good and bad news in a fair and balanced manner.



Our Audience

THE MICHIGAN CHRONICLE



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. It engages the younger demographic while maintaining the integrity and appeal of our print audience.



Our Audience

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

28.6%
earn \$62k+ annually

36.2%
earn \$41,700+ annually

80%
African American

50%
own their own homes

1/3
College Educated

18.7%
Professional/ Managerial

19%
Office Support

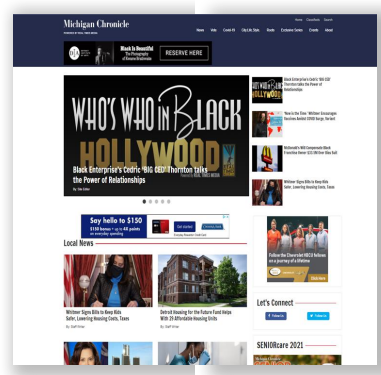


Products & Services



PRINT

- Newspaper
- Custom Publications



DIGITAL

- Website
- Email
- Social Media
- Branded Content



SPECIAL EVENTS



LEAD GENERATION



MARKETING SERVICES



Michigan Chronicle



PRINT: Newspaper

Reach the heart and soul of DETROIT

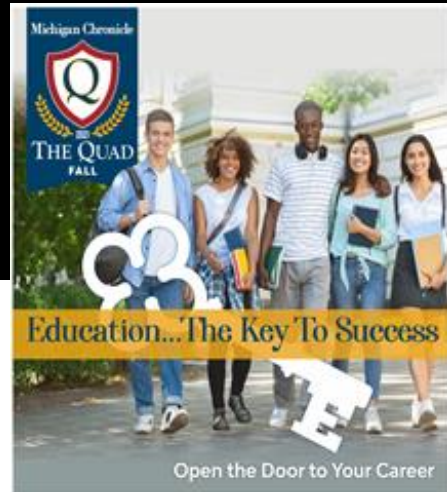
Advertise in our newspaper and reach those who are the heartbeat and soul of Detroit. We cover issues that matter to Detroiters, keeping them abreast of the news and information. Our loyal readers purchase The Michigan Chronicle at one of 350-plus outlets located throughout the metro area. The Michigan Chronicle can also be received via door-to-door delivery or by subscription.



Michigan Chronicle

PRINT: Custom Publications

Our custom publications provide much needed resources and information to our readers, covering issues ranging from school choice and senior care to small business tips and mental health. The custom publications are inserted into our newspaper and dropped at key locations. They have a strong digital and social component to further broaden their reach.



The Quad

February and September

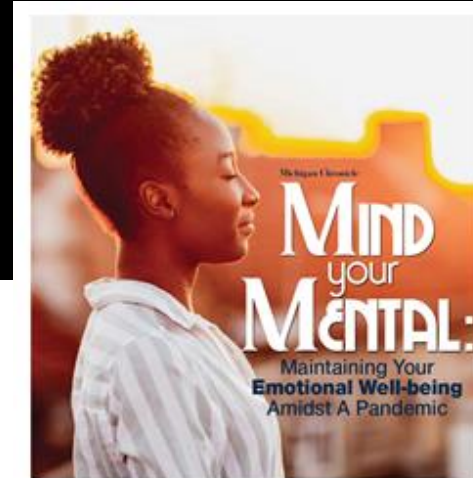
From college prep to campus life, the Quad covers what's real and relevant to college-bound students.



Small Business Toolkit

May

Small Business Month Toolkit aggregates available business support and resources to help small business owners grow their business. The toolkit will provide tips and advice on planning for a range of contingencies.



Mind Yourself

May

The Mental Health Awareness month series focuses on the impact of mental health in the Black community. It will include resources and tips on maintaining emotional well-being and self-care.



Senior CARE

October

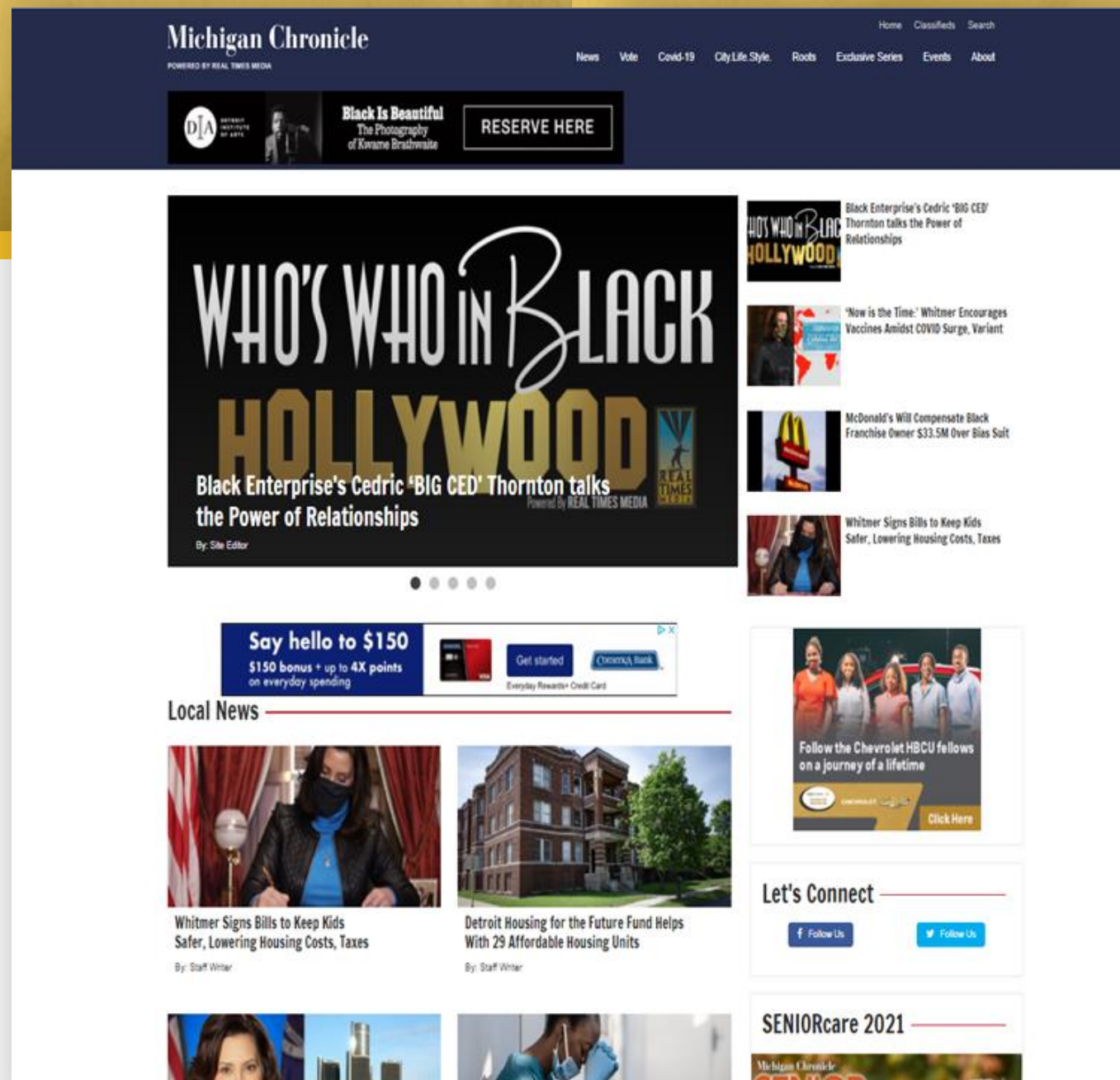
SENIORcare offers information on selecting the right healthcare plan, tips for caregivers, information on senior housing services, care provider services, and much more to help our seniors and their families.



Catalyst

Dedicated to those who are redesigning, developing, and creating the "New Detroit." The publication will be a wealth of information about the individuals, issues, and projects that are making waves in Southeast Michigan. It will have a special focus on minorities who are trailblazing a new economy.

DIGITAL: Website



Engage and target our audience via michiganchronicle.com. We are the #1 African American website for culturally relevant content and information in Michigan. You can also engage our audience through our programmatic network of sites and mobile apps.





DIGITAL: E-Blast

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

- \$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
- Artwork must be received three days
 - (Creative Size = 600 x 800)



DIGITAL: Enhanced Email

The Michigan Chronicle will distribute your tailored promotional offers, invitations, and messaging to a specific set of subscribers. The subscribers you target will receive your messaging directly on their phones, computers, tablets or watches!

Our Enhance Email lets you:

- Target the Right Audience
- At the Right Time
- With the Right Message

Enhanced Email Options:

- Targeted e-blast campaign to 50,000 inboxes = \$1,000
- Targeted e-blast campaign to 10,000 inboxes = \$420
- E-blast Re-Drop (sending a second email to a segment of the original list) up to 10,000 inboxes = \$420





DIGITAL: Michigan Chronicle E-News Digital Daily

Delivered to Our Database Every Morning

Advertise in the Michigan Chronicle Digital Daily. Your promos, messages, or content will be delivered to 35,000 opt-in email boxes every day. Ads and/or content can be linked back to your website landing pages, lead forms, or other sponsored content.

- Top Leaderboard Ad (728x90), \$650 (week)
- Bottom Leaderboard Ad (728x90), \$450 (week)



DIGITAL: Social Media

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"***





DIGITAL: Branded Content

- Branded content uses the strength of storytelling to provide a valuable benefit to your brand, while increasing audience engagement with consumers.
- Use our Branded Content platform to attract consumers naturally and draw them closer to the brand.

ACTIVE AGING



Enjoy an Active Holiday Season with These 5 Outings

[READ MORE](#)




Don't Give Up On Your Fitness Goals in the Winter With These Tips

[READ MORE](#)



8 Essential Ways to Have a Stress-Free Holiday Season

[READ MORE](#)

PRESENTED BY 



Tackling Seasonal Mood Disorder

SPONSORED CONTENT

- Sponsorships Can Include:
 - Six-to-twelve-month commitments
 - 100% Share Voice Collection &
 - Exclusive "Presented by" branding
 - 1x per month sponsor article integration (4th card)
 - Viewer Takeover:
 - 300x250 companion banner ad
 - (2) 300x250 in-article ads for ALL Active Aging articles



Michigan Chronicle Special Events



Women of Excellence

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



Men of Excellence

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



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



40 Under 40

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



Best in Black Awards

This was 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.

Sponsorship Opportunities Available



Michigan Chronicle

Engage And Grow Your Audience

LEAD GENERATION



**Car Payments
for a Year**

January
\$6,600 Prize



**Home
Improvement
Giveaway**

March
\$5,000 Prize



**Win Groceries
for a Year**

September
\$4,800 Prize



**Rent or
Mortgage for a
Year**

November
\$15,000 Prize

Contact us today for more details!



Marketing Services



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 communications programs to infuse our clients messaging with rich and 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:



Editorial Calendar

1st Quarter 2022

JANUARY

- 2021 Men of Excellence – 1/26
- MLK Special Edition – 1/12
- Money Section It's Tax Time – Content Date TBD
- Car Payments For a Year Sweepstakes – Content Date TBD

FEBRUARY

- Black History Month Content – 2/2, 2/9 and 2/16
 - Black History Month Black Lives Matter Takeover Edition – 2/23
- American Heart Month - Content Date TBD
- National Black HIV/AIDS Awareness Day Content – 2/9
- Winter Quad Custom Tabloid Publication – 2/23
- Valentine's Day Special – 2/9

MARCH

- 40 under 40 Event – Time & Date TBD
- Pancakes & Politics Event – Time & Date TBD
- Women of Excellence Event – Time & Date TBD
- Women's History Month Content – 3/9 , 3/16, 3/23
- Women's History Month Black Girls Magic
 - Takeover Edition March – 3/2
- National Colon Cancer Awareness Month – 3/2, 3/16
- Home Improvement Sweepstakes – 3/9 – 4/6

2nd Quarter 2022

APRIL

- LBGQT Pride Month - Content Date TBD
- Sexual Assault Awareness Month – Content Date TBD
- Pancakes & Politics Event – Time & Date TBD
- Best in Black Event – Time & Date TBD
- Financial Literacy Month Content – 4/6, 4/20

MAY

- Pancakes & Politics Event – Time & Date TBD
- SWAG Awards Event – Time & Date TBD
- Mother's Day Content – 5/4
- Mental Health Awareness Month Programming – TBD
- Small Business Month Content & Roundtable – TBD
- Mackinac Policy Conference Content – 5/25

JUNE

- Pancakes & Politics Event – Time & Date TBD
- Men of Excellence Event – Time & Date TBD
- Black Music Month Content – 6/8, 6/15, 6/22
- Juneteenth Content – 6/15
- Father's Day Content – 6/15
- National HIV Testing Day Content – 6/15, 6/22
- Q2 SENIORcare Custom Publication & Programming – TBD
- Achieve Custom Tabloid Publication – 6/29



Editorial Calendar

3rd Quarter 2022

JULY

- National Culinary Arts Month - Content Date TBD
- Metro Detroit Non-profit Leaders Programing – TBD
- Body, Mind and Soul: Health Wellness and Nutrition #1 – TBD
- National Fashion Day – 7/6
- National Lipstick Day – 7/27
- Back-to-School Shopping Spree Sweepstakes – 7/13 – 8/10

AUGUST

- Achieve Custom Tabloid Publication – 8/17

SEPTEMBER

- DRIVEN Event – Time & Date TBD
- Mackinac Policy Conference Content – 9/14
- HBCU Week Content – 9/7
- The Fall Quad Custom Publication – 9/28
- Groceries or a Year Sweepstakes – 9/14 – 10/12

4th Quarter 2022

OCTOBER

- Breast Cancer Awareness Month – Content Date TBD
- National Hair Day – 9/28
- National Plus Size Day – 10/5
- SENIORcare – Custom Publication & Programing – 10/5
- Financial Literacy – 10/19
- Diversity Awareness Month Content Programing – TBD

NOVEMBER

- The Color of Liberty Veteran's Day Programing – 11/9
- Black Friday/Thanksgiving Editorial – 11/23
- Body, Mind and Soul: Health Wellness and Nutrition #3 – TBD
- Rent or Mortgage for a Year Sweepstakes – 11/9 – 12/14

DECEMBER

- Christmas Edition – 12/14



Rates, Specs & Circulation

- Display Rates
- Digital Packages
- Classifieds
- Insert Rates
- Ad Specifications
- Circulation



Display Rates

Readership | 91,000
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

Ad Product	Dimensions	Click to URL	GIF/JPEG	Cost
Leaderboard	728 x 90 Desktop Only	Yes	50k	\$13 CPM
Leaderboard	970 x 250 Desktop Only	Yes	50k	\$15 CPM
Leaderboard	970 x 90 Desktop Only	Yes	50k	\$15 CPM
Medium Rectangle	300 x 250 Desktop & Mobile	Yes	50k	\$13 CPM
Half-Page Ad	300 x 600 Desktop Only	Yes	50k	\$13 CPM
Large Mobile Banner	320 x 100 Mobile Only	Yes	N/A	\$15 CPM
Mobile Leaderboard	320 x 50 Mobile Only	Yes	N/A	\$15 CPM

Small Business Package A

Two (2) Email Blasts

- Five-day website Ad – 300x250
 - Estimated reach – 10,000 impressions

Small Business Package B

- 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

- Five (5) Email Blasts
- 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

- Five (5) Email Blasts
- 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

- Five (5) Email Blasts
- 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**

For Pricing Information Call (313) 963 - 8100

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.



Classified Rates

ADVERTISE JOB OPENINGS, Legal Notices, RFPs

INCHES	COST	INCHES	COST	INCHES	COST	INCHES	COST
1	40.00	15	600.00	29	1160.00	43	1720.00
2	80.00	16	640.00	30	1200.00	44	1760.00
3	120.00	17	680.00	31	1240.00	45	1800.00
4	160.00	18	720.00	32	1280.00	46	1840.00
5	200.00	19	760.00	33	1320.00	47	1880.00
6	240.00	20	800.00	34	1360.00	48	1920.00
7	280.00	21	840.00	35	1400.00	49	1960.00
8	320.00	22	880.00	36	1440.00	50	2000.00
9	360.00	23	920.00	37	1480.00	51	2040.00
10	400.00	24	960.00	38	1520.00	52	2080.00
11	440.00	25	1000.00	39	1560.00	Quarter Page 52" 4 x 13	1500.72
12	480.00	26	1040.00	40	1600.00	Half Page 105" 10 x 10	3030.30
13	520.00	27	1080.00	41	1640.00	Full Page 210" 10 x 21	6060.60
14	560.00	28	1120.00	42	1680.00		



Michigan Chronicle

Insert Rates

PREPRINT

Distribute your pre-printed Inserts via our newspaper

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



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

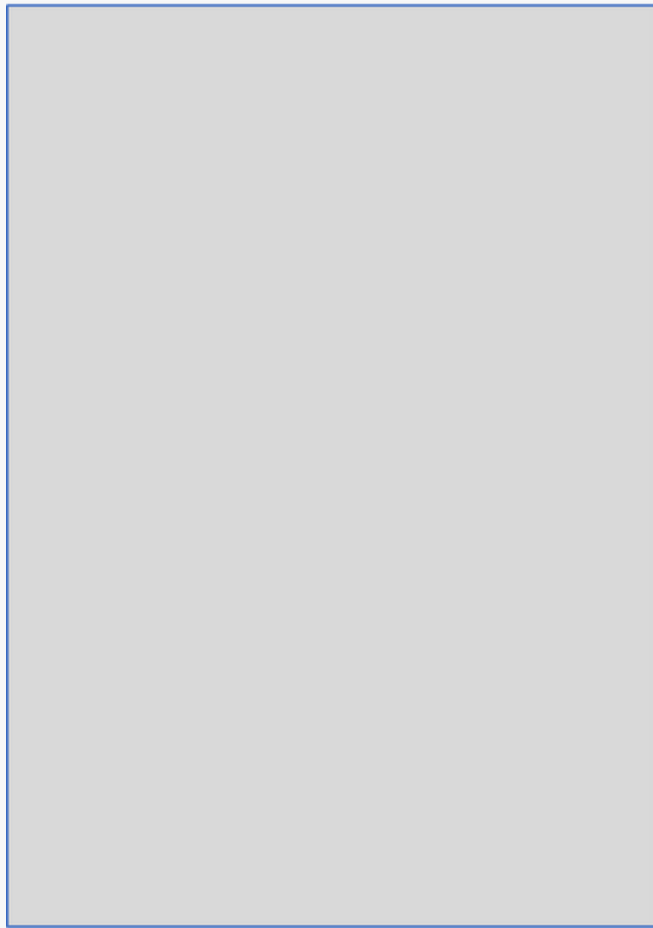


1/8 page
5" width x 5.25" height

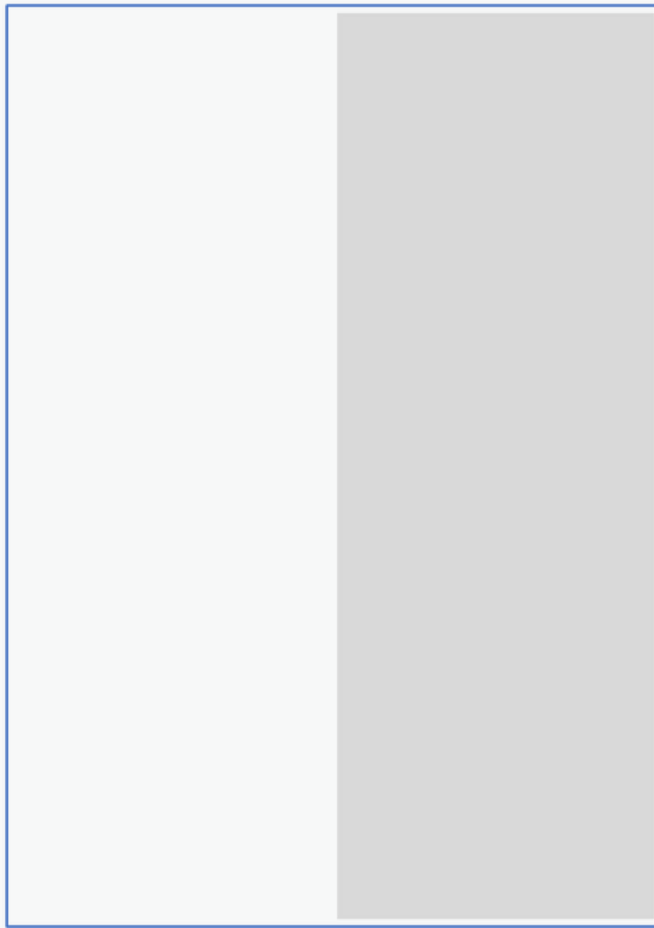


AD SPECS

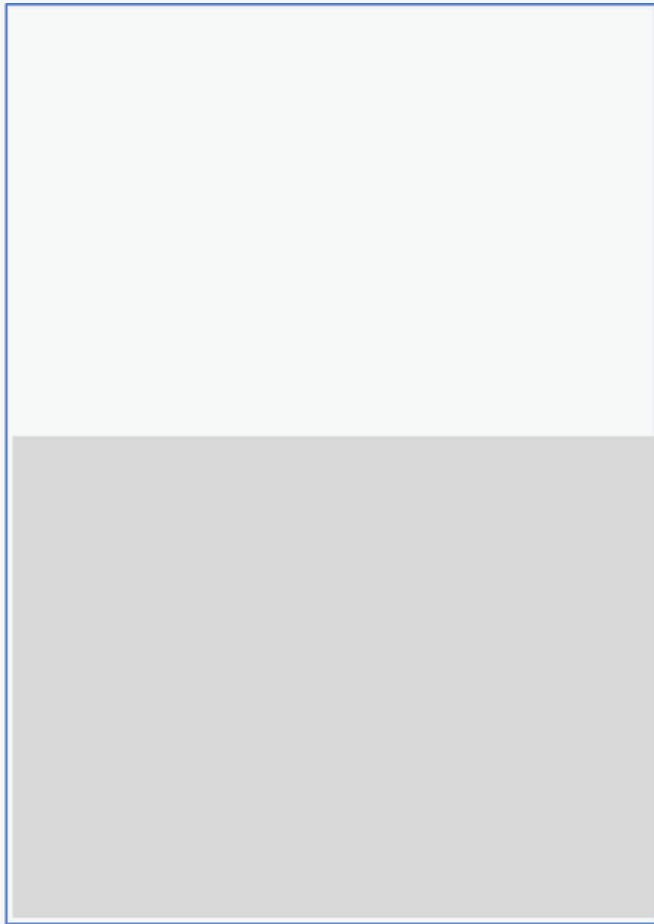
TABLOID



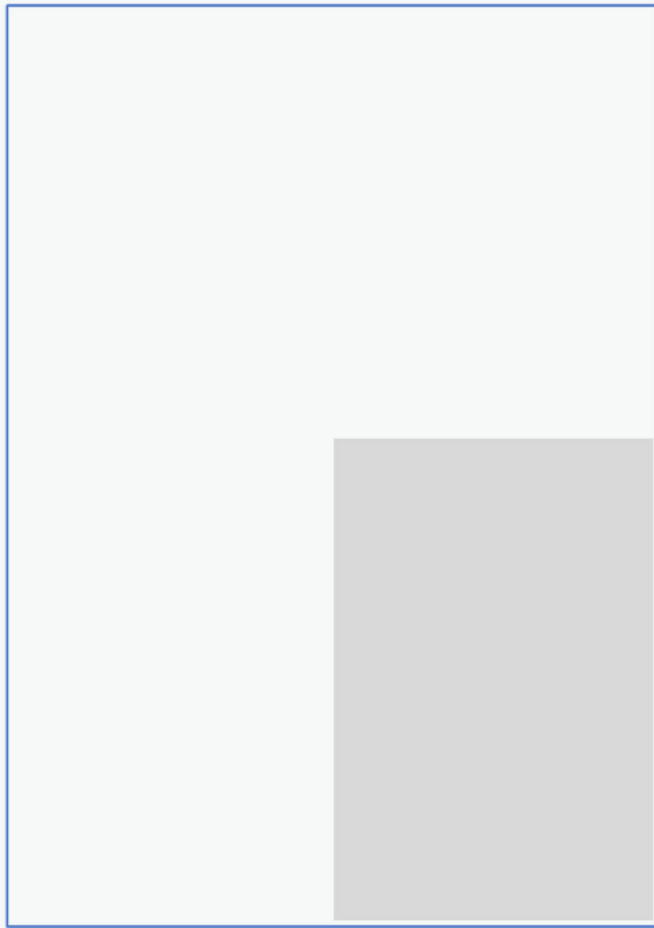
Full Page
10" width x 10" height



Half Page
5" width x 10" height



Half Page Horizontal
10" width x 5" height



Quarter Page
5" width x 5" height





Circulation

NEWSPAPER

The Michigan Chronicle has a weekly circulation of 26,000 with a readership of 91,000

- Over 360 Retail Locations
- Door-to-door delivery
- Subscription

