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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 through multiple platforms. It is our passion to be the voice of the Black 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 87 years, 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

52% Female
48% Male

Ages: 18 - 21 = 6%
Ages: 22 - 34 = 25%
Ages: 35 - 56 = 32%
Ages: 57+ = 37%

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

CUSTOM PUBLICATIONS

DIGITAL

Website

Social Media

Michigan Chronicle

Branded Content

E-Blast

Michigan Chronicle
SPECIAL EVENTS

Men of Excellence

PANCAKES & POLITICS

WOMEN OF EXCELLENCE

Fab 40 UNDER FORTY

LEAD GENERATION & SWEEPSTAKES

Engage And Grow Your Audience

MARKETING SERVICES

Helping clients connect with Black people through a mix of brand communication & outreach initiatives.
Advertise in our newspaper and reach those who are the heartbeat and soul of Detroit. We cover issues that matter to Detrottters, 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.
Reach the heart and soul of DETROIT

PRINT: Sponsored Content

Roots.

Resilient Neighborhoods: These 3 nonprofits are working to keep East Side Detroiters in their homes

Detroit Tree Equity Partnership aims to go from blight to beauty

Making history for a cleaner tomorrow

Homeless Crisis: Mental Health Agencies Provide Support

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
This special publication is a guide to opportunities for advancement for people of all ages. Educational opportunities, those looking to change career paths, and job seekers. THE QUAD offers information on educational institutions, career training programs, and employers looking to fill positions.

Small Business Month

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

Mental Health Month

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.

SENIORcare

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.
Engage and target our audience via michiganchronicle.com. We are the #1 Black 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 messages to our curated Michigan Chronicle database.

- $1,000 per set of three (3) e-blasts
- All three e-blasts must use the same creative
- Each set of e-blast includes three (3) social pushes to our Facebook, and Instagram followers
- Artwork must be received three days in advance
  - (Creative Size = 600 x 800)

DIGITAL: Enhanced Email

The Michigan Chronicle will distribute your tailored promotional offers, invitations, and messages to a specific set of subscribers. The subscribers you target will receive your messages 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 = $1,200
- Targeted e-blast campaign to 10,000 inboxes = $500
- E-blast Re-Drop (sending a second email to a segment of the original list) up to 10,000 inboxes = $500
DIGITAL: Michigan Chronicle E-News Digital Daily

Delivered to Our Database Every Morning

Advertise in the Michigan Chronicle E-News Digital Daily. Your promos, messages, or content will be delivered to our Michigan Chronicle opt-in email database every day. Your banner ad can be linked back to your website landing page, lead forms, or 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.

- Cross-posted on our Michigan Chronicle 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.

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

Contact us today for Branded Content Opportunities!
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

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
Engage And Grow Your Audience

LEAD GENERATION & SWEEPSTAKES

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!
Who We Are:

We help clients connect with Black people through a mix of brand communication & outreach initiatives. We speak the language of the heart, finding the delicate balance between the emotional & rational.

We create compelling strategies and tactics that work because we know the audience and how they see the world.

Our Mission Remains the Same: To craft inspiring, authentic communications that demonstrably build impact and brand durability for our clients among Black communities.

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 2023

JANUARY
• MLK Edition – 1/11/23
• Money Section It’s Tax Time – Content Date TBD
• Michigan Chronicle Car Payments For A Year Sweepstakes Sponsorship – 1/30/23 - 2/28/23

FEBRUARY
• Black History Month Content – 2/1/23, 2/8/23 and 2/16/23
  ○ Black History Month Takeover Edition – 2/22/23
• American Heart Month - Content throughout the month
• National Black HIV/AIDS Awareness Day Content – 2/8/23
• Michigan Chronicle The Quad/Winter Custom Tabloid Publication –2/22/23
• Valentine’s Day Special – 2/8/23

MARCH
• Michigan Chronicle Pancakes & Politics Speakers Forum #1 – 3/16/23
• Michigan Chronicle Women of Excellence Awards Ceremony – Time & Date TBD
• Women’s History Month Takeover Edition March – 3/1/23
• Women’s History Month Content – 3/8/23, 3/15/23, 3/22/23
• National Colon Cancer Awareness Month - Content throughout the month

2nd Quarter 2023

APRIL
• Michigan Chronicle Pancakes & Politics Speakers Forum #2 – 4/21/23
• Sexual Assault Awareness Month – Content throughout the month
• Financial Literacy Month - Content throughout the month
• Michigan Chronicle Home Improvement Sweepstakes Sponsorship – 4/24/23 – 5/22/23

MAY
• Mother’s Day Content – 5/10/23
• Michigan Chronicle Pancakes & Politics Speakers Forum #3 – 5/18/23
• Mental Health Awareness Month - Content throughout the month
• Michigan Chronicle Mind Yourself Mental Health Custom Publication – TBD
• Mackinac Policy Conference Edition – 5/24/23
• Small Business Month - Content throughout the month
• Michigan Chronicle Small Business Month Custom Publication – TBD

JUNE
• Michigan Chronicle Pancakes & Politics Speakers Forum #4 – 6/15/23
• Michigan Chronicle S.W.A.G Scholarship Awards – Time & Date TBD
• Michigan Chronicle Men of Excellence Scholarship Awards – Time & Date TBD
• Black Music Month - Content throughout the month
• Juneteenth Content – 6/14/23
• Father’s Day Content – 6/14/23
• LBGQT Pride Month – Content throughout the month
## Editorial Calendar

### 3rd Quarter 2023

### JULY
- National Culinary Arts Month - Content throughout the month
- National Fashion Day Content – 7/5/23

### AUGUST
- Groceries for a Year Sweepstakes Sponsorship – 7/31/23 – 8/28/23
- Michigan Chronicle 40 under 40 Awards Ceremony – Time & Date TBD

### SEPTEMBER
- HBCU Week Content – 9/6/23
- Michigan Chronicle The Fall Quad Custom Publication – 9/27/23
- National Hair Day – 9/27/23

### 4th Quarter 2023

### OCTOBER
- Breast Cancer Awareness Month – Content throughout the month
- National Plus Size Day Content – 10/4/23
- SENIORcare Custom Publication – 10/18/23
- Financial Planning Month – Content throughout the month

### NOVEMBER
- Black Friday/Thanksgiving Edition – 11/22/23
- Michigan Chronicle Rent or Mortgage for a Year Sweepstakes – 11/6/23 – 12/11/23

### DECEMBER
- Christmas Edition – 12/20/23
Rates, Specs & Circulation

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

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**We surround your advertising with great content**
Digital & Packages

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<td>N/A</td>
<td>$15 CPM</td>
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</tbody>
</table>

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 Blasts
  • 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 - 5522

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**

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**Quarter Page**  
52" 4 x 13  
1500.72

**Half Page**  
105" 10 x 10  
3030.30

**Full Page**  
210" 10 x 21  
6060.60
<table>
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<tr>
<th>PAGE COUNT</th>
<th>COST PER THOUSAND</th>
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<tbody>
<tr>
<td>1 to 4 pages</td>
<td>$82.65</td>
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<td>6 to 8 pages</td>
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<tr>
<td>10 to 16 pages</td>
<td>$115.50</td>
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<tr>
<td>17+ pages</td>
<td>Contact account representative for price quote</td>
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**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

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