



## Michigan Chronicle Michigan Chro

87 YEARS STRONG

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





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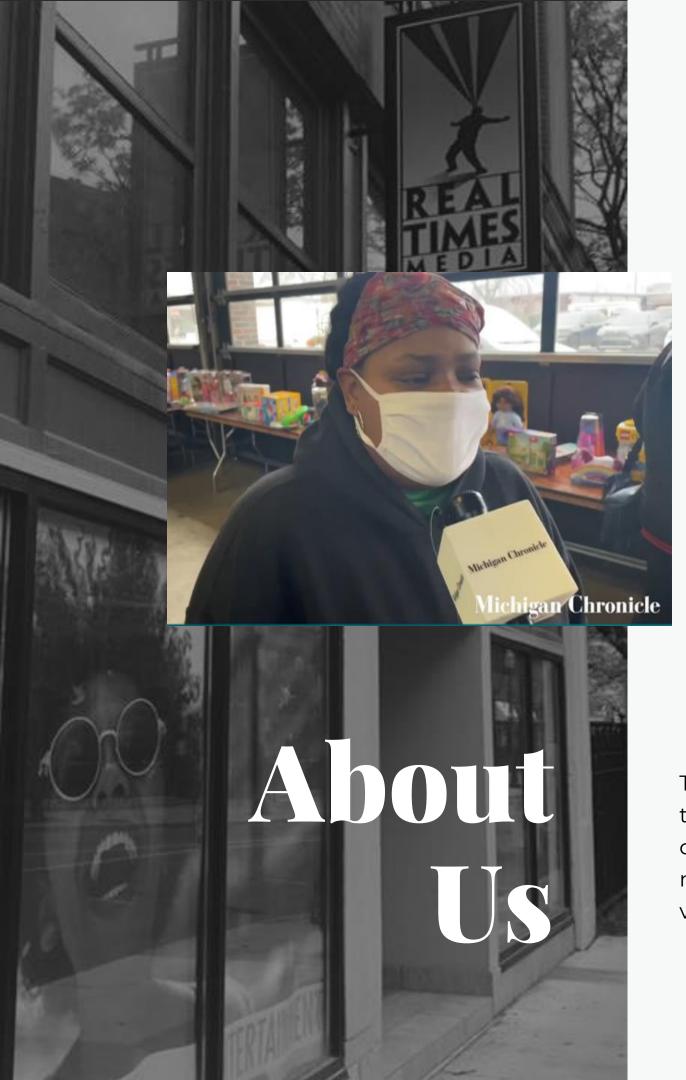
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The Michigan Chronicle is a multimedia news, information and events company. We are the #1 source for news, information, and culturally relevant content in Michigan. Every day we distribute news and information not regularly covered by the mainstream 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.









**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<sup>%</sup>
Professional/

Professional/ Managerial 19%
Office
Support



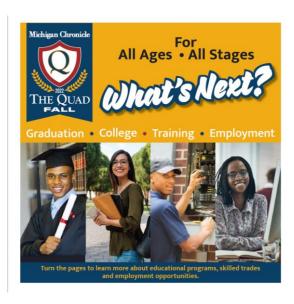
#### **PRINT**

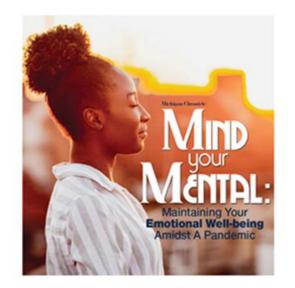
## City. Life Style. Money. Roots.

#### **CUSTOM PUBLICATIONS**









#### DIGITAL



Michigan

# Products & Service Summer and sold of particular and sold of particu

#### SPECIAL EVENTS





#### Michigan Chronicle



Michigan Chronicle



#### **MARKETING SERVICES**



Helping clients connect with Black people through a mix of brand communication & outreach initiatives.

### LEAD GENERATION & SWEEPSTAKES



Engage And Grow Your Audience



#### 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.

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#### Reach the heart and soul of DETROIT



#### **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

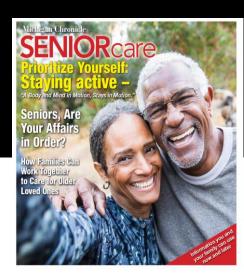
Small Business Month aggregates available business support and resources to help small business owners grow their business. The Small Business Month custom publication will provide tips and advice on planning for a range of contingencies.



#### **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

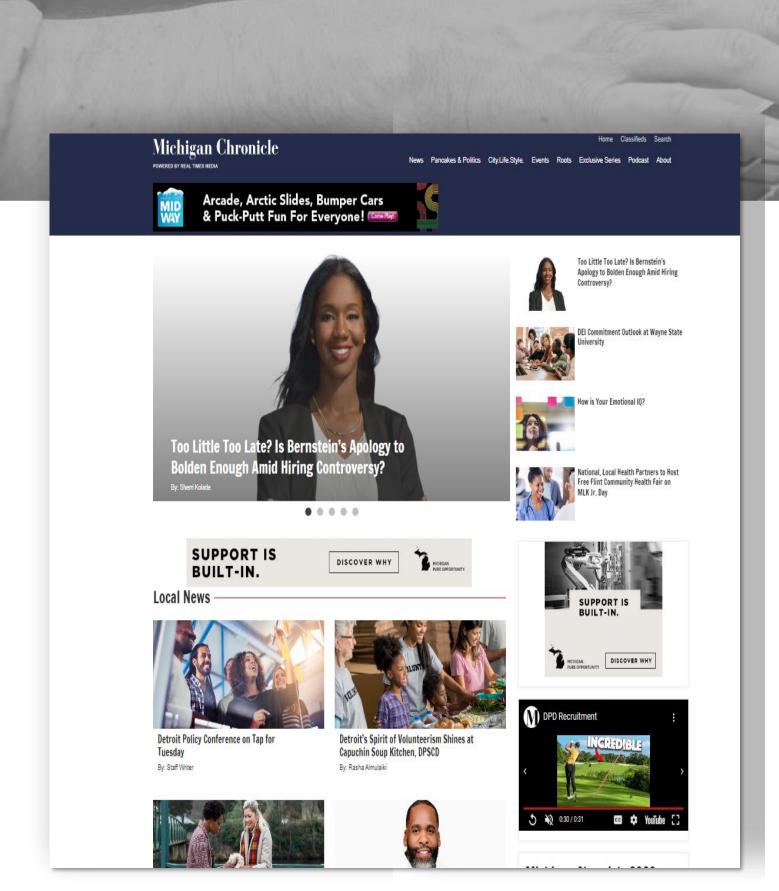
SENIORcare offers information on selecting the right healthcare plan, tips for caregivers, information on senior housing services, care provider services, and much more to help our seniors and their families.



#### **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.





### DIGITAL: Website

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.

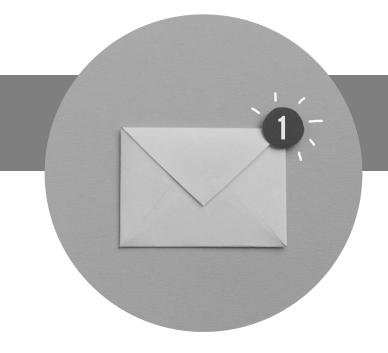




#### DIGITAL: E-Blast

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 Michigan Chronicle

#### **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







#### **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



in the Winter With These Tips



8 Essential Ways to Have a Stress-Free Holiday Season



Tackling Seasonal Mood Disorder

SPONSORED CONTENT

- 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









#### Michigan Chronicle



#### 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.





#### **Engage And Grow Your Audience**

LEAD GENERATION & SWEEPSTAKES









### Car Payments for a Year

Home Improvement Giveaway Win Groceries for a Year

Rent or Mortgage for a Year

January \$6,600 Prize March \$5,000 Prize September \$4,800 Prize November \$15,000 Prize

#### Contact us today for more details!



#### **Marketing Services**

#### 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 Awards Ceremony 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**

- Michigan Chronicle DRIVEN Event Press Week of North American International Auto Show – 9/13/23 – 9/24/23
- 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





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





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 - 5522



### Classified Rates

ADVERTISE JOB OPENINGS, Legal Notices, RFPs

INCHES	COST	INCHES	COST
1	40.00	15	600.00
2	80.00	16	640.00
3	120.00	17	680.00
4	160.00	18	720.00
5	200.00	19	760.00
6	240.00	20	800.00
7	280.00	21	840.00
8	320.00	22	880.00
9	360.00	23	920.00
10	400.00	24	960.00
11	440.00	25	1000.00
12	480.00	26	1040.00
13	520.00	27	1080.00
14	560.00	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



### Insert Rates

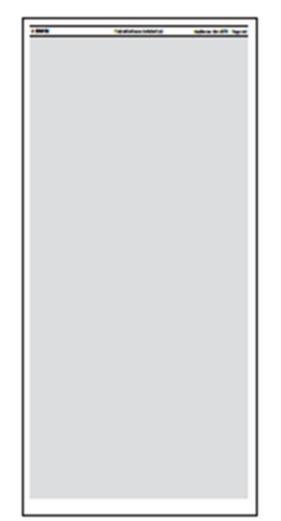
PREPRINT

Distribute your preprinted Inserts via our newspaper

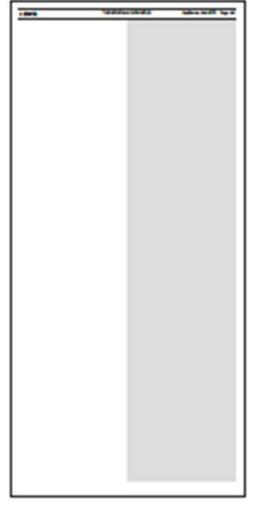
PAGE COUNT	COST PER THOUSAND
1 to 4 pages	\$82.65
6 to 8 pages	\$99.23
10 to 16 pages	\$115.50
17+ pages	Contact account representative for price quote
TIPPED/NON-TIPPED INSERTS	The publisher accepts bound, tipped (glued) or free-standing inserts.
STANDARD INSERT SPECIFICATION	All inserts should conform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



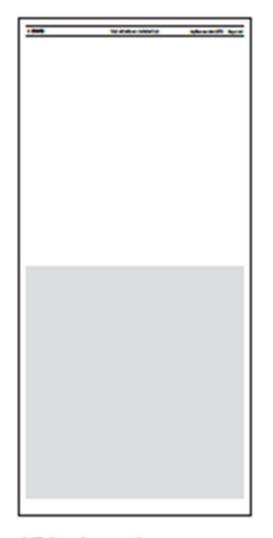
### AD SPECS BROADSHEET



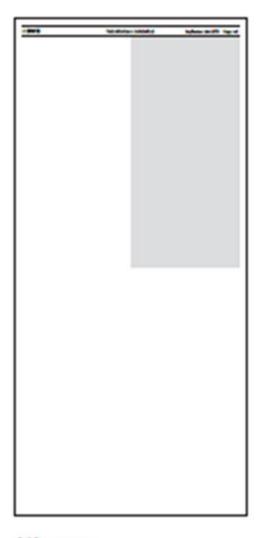
Full page 10" width x 21" height



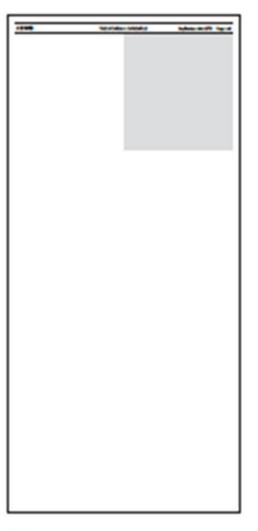
1/2 vertical 5" width x 21" height



1/2 horizontal 10" width x 10.5" height



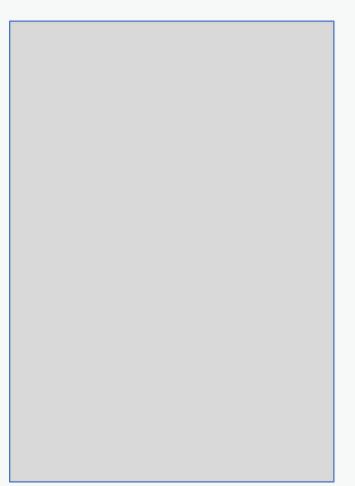
1/4 page 5" width x 10.5" height



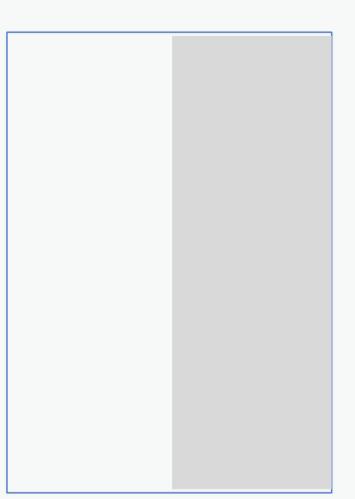
1/8 page 5" width x 5.25" height



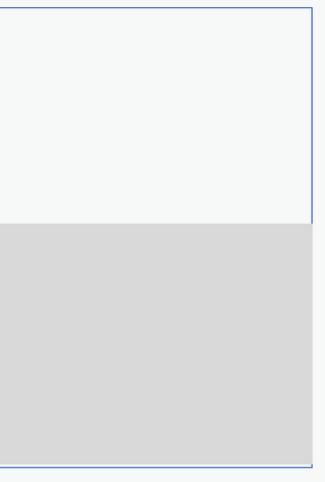
### AD SPECS TABLOID



**Full Page** 10" width x 10" height



**Half Page** 5" width x 10" height

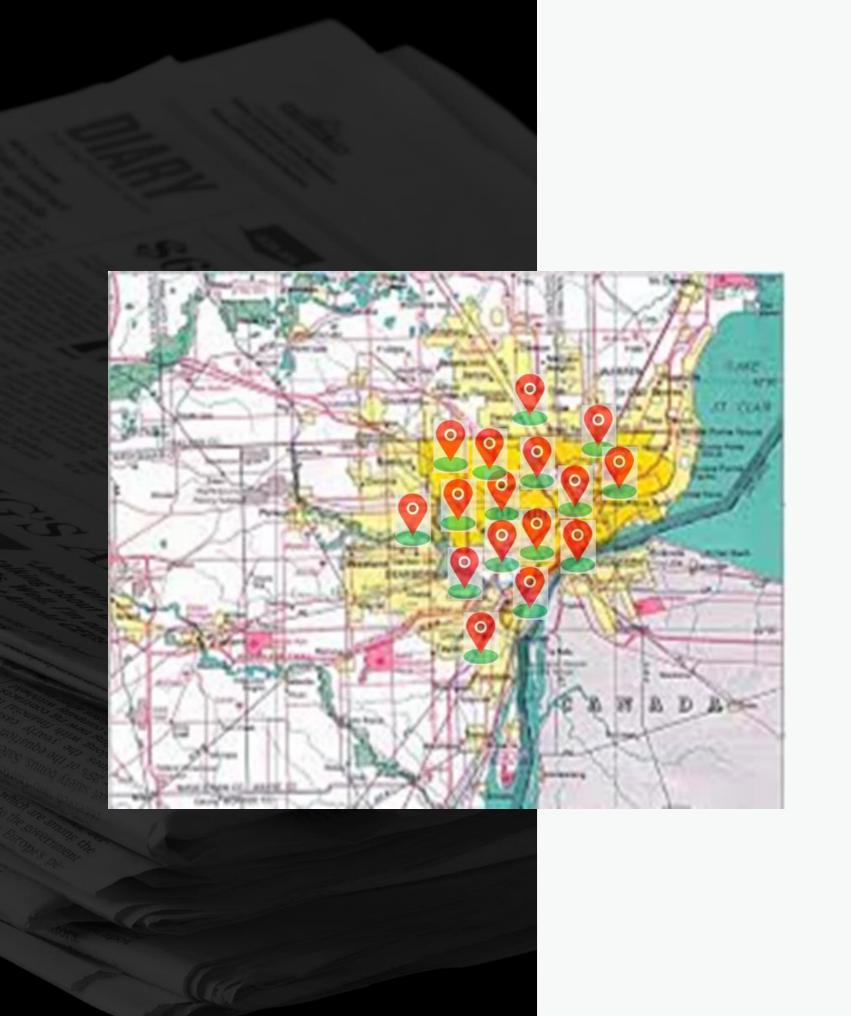


Half Page Horizontal 10" width x 5" height



**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

