

# MEDIA KIT



# The Courier Times

The Metropolitan Area's Leading African American Newspaper

512 42<sup>nd</sup> Street, Union City, NJ 07087 • Tel: 201-223-6925 • Fax: 201-643-2330

# LOCAL, NATIONAL & BEYOND

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## INTRODUCTION

## ABOUT US

**A**t The Courier Times we fully understand the desire of our readers for competent and timely reporting of the news. We also understand the desire of our advertisers to reach the audience that we are servicing and to convey their message properly.

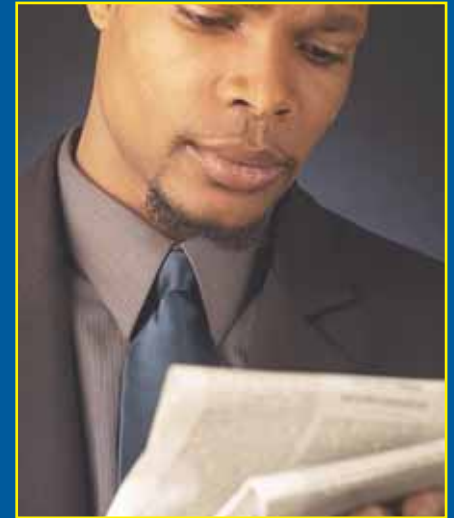
Our goal and ambition is to provide the general public with a quality newspaper and to provide you - the advertiser - with service that is unparalleled in the media business. At all times we will set a high level of priority on producing the very best product.

We seek to be the vehicle utilized by the African American community to be informed of all pertinent news that affects their community. We promise to report the news objectively, reliably and with credibility.

Our interest is to afford the African American community a real choice and provide them with information that will both stimulate their thought process and also enhance their general knowledge base to help enrich their lives.

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# DEMOGRAPHICS

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- ◆ African Americans now comprise 13.3% of the US population. This number has increased by 15.6% since 1990 and African Americans are now 38.7 million strong.

- ◆ The African American population is still highly concentrated in the United States. A large number of these persons reside in the New Jersey/New York metropolitan area.

- ◆ Two-thirds of African American families have children under the age of 18.

- ◆ African American families gained 32.5% in median household income since the 1990 census, according to the 2000 United States census.

- ◆ There was an increase of 154% from 1997-2000 of African American families with incomes greater than \$100,000.

- ◆ African Americans make up 13.6% of the population in the State of New Jersey.

- ◆ There are over one million African Americans with advanced degrees in the United States.

- ◆ More than 17% of the African American community has received a college degree.

- ◆ More than 1.1 million African Americans reside in the State of New Jersey.

- ◆ More than 48% of African Americans in the US own their own home.

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# NEW JERSEY / NEW YORK DISTRIBUTION

NEW JERSEY / NEW YORK  
DISTRIBUTION



## DISTRIBUTION

The Courier Times areas of distribution are within the State of New Jersey with major emphasis in Hudson, Essex, Mercer, Passaic, Union and Bergen Counties. We also will have some distribution in New York City, specifically in Harlem and Washington Heights. The Courier Times will also be available in public buildings such as City Halls, County Buildings and Libraries.

The paper will also be mailed to dignitaries, elected officials and corporate hierarchy whose areas of focus or representation are the same as our pre-determined market.

In our efforts to disseminate the vital news, information and facts to those who are still in the classroom, we will adopt several schools throughout our area and provide newspapers to the students at no cost to the school districts. This is our commitment to stimulating thought and encouraging growth through education in the schools.

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# ADVERTISING RATES

## ADVERTISING RATES

### BLACK & WHITE RATES Modular Sizes Only

SIZE OF AD	ONE EDITION	FOUR EDITIONS (5% DISCOUNT)	EIGHT EDITIONS (10% DISCOUNT)	TWELVE EDITIONS (20% DISCOUNT)
Double page Full Center Insert	3,000	2,850	2,700	2,400
Full Page	1,500	1,425	1,350	1,200
1/2 Page	800	760	720	640
1/3 Page	600	570	540	480
1/4 Page	500	475	450	400
1/8 page	300	285	270	240
1/12	175	166	157	140
Strip	400	380	360	320

All Color Ads are 1 1/2 times the established rate of Black & White Ads as listed above. Please note that color ads must be purchased or reserved 30 days prior to publication and are subject to availability on a first-come, first-serve basis. All color ad rates are for four-color ads.

All ads must be accompanied by payment in full.

All ads must be received 10 days prior to the publication date; see the deadline for all issues below.

#### Deadlines for Advertising:

The 15th day of the month prior to the month of publication. For example, for the February 2006 issue all ads must be received by the 15th of January.

### SERVICES

Creative & Translation:  
Creative and translation services are available to assist advertisers in the preparation of ads. Let us assist you in preparing your ad. There is no additional charge for these services.

Line Screen: 100

Accepted Formats:

Macintosh only

(PC files are not accepted)

Preferred Adobe Acrobat,

QuarkXpress,

Adobe Illustrator,

Adobe Photoshop

(EPS, PDF or TIFF)

Delivery of Ads:

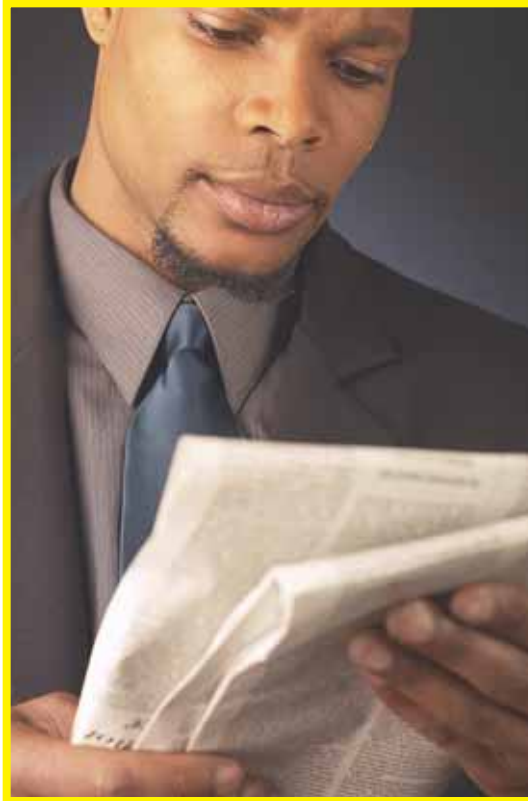
512 42<sup>nd</sup> Street,  
Union City, NJ 07087  
Tel: 201-223-6925  
Fax: 201-223-6952

# The Courier Times

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# OUR COMMITMENT

## OUR COMMITMENT



**A**t The Courier Times we believe there is never enough news coverage of the issues important to the African-American community. That's why we are publishing this new monthly newspaper.

While The Courier Times is new, the impetus behind its publication is several years old.

In recent years many of the people we've spoken with in both the public and private sectors have asked us why there isn't more news coverage devoted to the concerns of the African-American community. The more we heard this question, the more we came to believe that a quality publication reporting on the African American community was needed.

Our publication will always strive for editorial accuracy and excellence. We will cover as wide a range of issues as possible, and we will always seek and respect our readers' and advertisers' opinions and suggestions.

The Courier Times will cover the African American community, but more importantly it will cover the issues of concern to the more than 1.1 million African Americans who live in New Jersey, and the millions more who live in the greater metropolitan area. That's our promise to you.

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## MONTHLY FEATURES

Just the Facts

History

Education

Entertainment Calendar

Restaurant Review

From the Bookshelf

Video Game Review

National Stories

Health Tips

Nutrition

Recipes-From Our Kitchen

A Look Back

Places to visit

Special Features

Monthly Celebrations

Sports

Where are they now

From a Black Perspective

Crossword Puzzle

Chess Challenge

Horoscope

# PRE-PRINT INSERTION AD RATES

## PRE-PRINT AD RATES

### PRE-PRINT INSERTION ADVERTISING RATES

RATES ARE PER 1000 INSERTIONS:

UP TO SIX PAGES	UP TO EIGHT PAGES	UP TO TWELVE PAGES	UP TO SIXTEEN PAGES
\$75	\$80	\$85	\$90

UP TO EIGHTEEN PAGES	UP TO TWENTY PAGES	UP TO TWENTY FOUR PAGES	FULL CATALOG
\$95	\$100	\$110	Call for Details

THE ABOVE RATES ARE NOT COMMISSIONABLE FOR ADVERTISING AGENCIES.  
PLEASE BE ADVISED TO ADD YOUR FEE.

All insertion reservations must be received three weeks prior to the publication date.

All insertions must be received 10 days prior to the publication of a designated issue.

All insertions should be delivered directly to the following address:

The Courier Times  
512 42nd Street  
Union City, NJ 07087

Receiving Hours;  
Monday thru Friday  
9AM-4PM  
excluding holidays.

ALL ADS MUST BE ACCOMPANIED BY PAYMENT IN FULL. ALL INSERTS MUST BE FULLY PACKAGED AND BUNDLED. NO LOOSE BUNDLES WILL BE ACCEPTED.

### PRINTING SPECIFICATIONS

Maximum Size:  
13" x 11"

Folded edge will be considered length, open edge will be considered width.

Inserts should not be quarter-folded without prior approval.

Newsprint sections use 30 lb. stock or better.

Cards, free standing stuffers use 60 lb. stock or better.

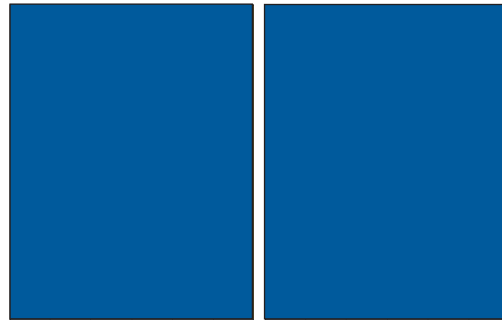
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# DISPLAY AD SIZES

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Double Truck



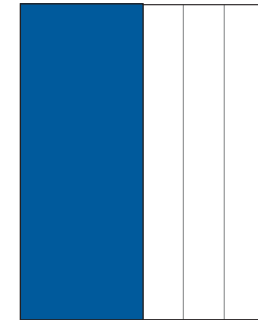
20.63" x 12.46" (includes 1.375" gutter)

Full Page (PG)



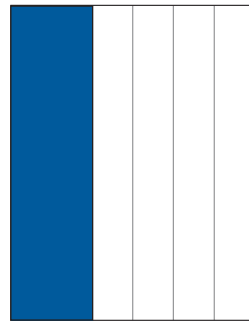
9.63" x 12.46"

1/2 Page (HV)



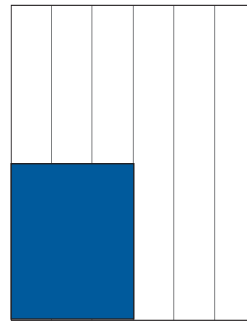
4.72" x 12.46"

1/3 Page (TV)



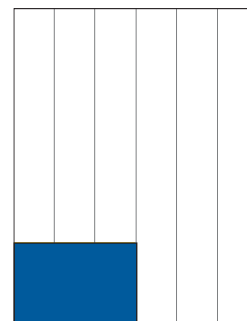
3.08 x 12.46"

1/4 Page (QV)



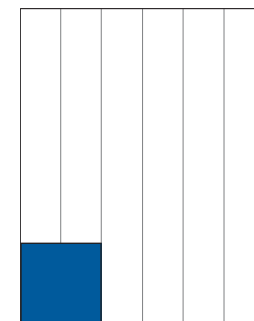
4.72 x 6.15"

1/6 Page (ET)



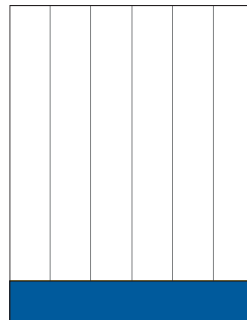
4.72 x 3"

1/12 Page (TW)



3.08 x 3"

Strip



9.63 x 2.07

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