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**I**n our society today, we must spend our dollars where it will be effective, as well as make an impact. **By advertising in the Washington Informer, you have an opportunity to cover all of the bases. You can Advertise, Educate, and Inform...all with the same dollar.**

**It is a definite fact that African Americans will contribute over \$600 Billion to the US economy this year, and over \$800 Billion by the year 2007**, so why would you not want to advertise where you have a target market? Why would you not want to advertise where it would make good business sense as well as benefit the community where you do business?

The Washington Informer is an award winning African American newspaper serving nearly 50,000 weekly readers of our print edition around the metropolitan Washington DC area. The website reaches all over the world. We are your link from anywhere to the African American community, as we count many local and national lawmakers, politicians, and community and business leaders among our loyal readers and subscribers. I can offer testimonial after testimonial, as to the positive results our advertisers receive from ads placed in the Informer.

Our paper is distributed to all 27 DC Public libraries and all 16 Prince George's County Public Libraries, as well as, to approximately 30 churches in the metropolitan area, so our reach and readership extends to all areas as well as to all age groups. We also have free distribution spots at many metro stops, shopping centers, and vendors around the area. 24% of our readership is located in Prince George's County. The paper is a free publication, and has a shelf life of one week.

**Please feel free to contact me with any questions or concerns, so we can discuss options.**

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