

It's all about you!



Bringing you positive news...

about our communities from our perspective.



The Metropolitan Area's Award Winning Weekly Newspaper

THE WASHINGTON *Informer*

3117 Martin Luther King Ave, SE • Washington, DC 20030

Dr. Calvin W. Rolark, Sr., Publisher Emeritus • Denise Rolark Barnes, Publisher

Contact Ron Burke, Advertising Director

202-888-6835 / rburke@washingtoninformer.com

You are invited to let The Washington Informer be your link from anywhere to the African American community. Advertising in The Washington Informer will yield the positive results you desire

THE WASHINGTON
INFORMER

50

Years

OF SERVING DC



1964-2014

Making A Difference

There is definite value in speaking directly to the African American Community, and I would like to help you get your message out by offering space in The Washington Informer. Take a look at our media kit on our website (www.washingtoninformer.com) and read the testimonials that express how others have benefited by advertising in The Washington Informer's print and online editions. Then, let's meet to discuss your needs and how I can deliver VALUE to you.

Too often so-called mainstream media ignores the positive news about the African American community. They choose, instead to focus on the negative news. It's what most media organizations do...focus on the negative. **The Washington Informer was established to make a difference by publishing positive news about African Americans and it is still our mission today. Having your ads surrounded by positive news will only increase the value of your message.**

ABOUT THE WASHINGTON INFORMER

Now published by Denise Rolark Barnes, The Washington Informer Newspaper Co. Inc. was founded on October 16, 1964 by Dr Calvin Rolark. His mission was to highlight positive images of African Americans. We continue to embrace that mission, as we strive to **EDUCATE, EMPOWER, and INFORM**. The Washington Informer serves metropolitan Washington D.C. We reach over 50,000 readers each week through our award-winning newspaper print edition; a weekly average of 30,000 unique visitors through our award-winning website; 7,500 weekly subscribers through our weekly email newsletter, and potentially 300,000 viewers through our Washington Informer TV Show.

Jennifer Armor, audit manager for Verified Audit Circulation couldn't have said it better when she expressed the value and power of the African American market. In a company newsletter, she wrote...

"As the U.S. becomes increasingly diverse, ethnic markets present new and valuable opportunities for advertisers. With a population of 39 million, now more than ever African Americans are crucial to our consumer economy."

A 2007 Selig Center for Economic Growth's report titled: *The Multicultural Economy – Minority Buying Power in the New Century*, researchers wrote:

"The buying power data...and the differences in spending by race and/or ethnicity suggest that as the U.S. consumer market becomes more diverse, advertising, products and media must be tailored to each market segment."

Less than 1 percent of U.S. advertising dollars are spent using African-American media. Many advertisers think they can reach African Americans via mainstream media and may think advertising in African-American media is ineffective. Advertisers tend to rely on images of African Americans in the mainstream media to reach them instead.

Cynthia Perkins-Roberts, vice president at Cable Advertising Bureau, said that African-American print media is a major source of information for the community. Credibility is given to African-American print media because it is from "our perspective." According to Perkins-Roberts, African-American newspapers are trusted more than mainstream media—80 percent trust newspapers and 87 percent trust magazines.

Vernon Whitmore, Publisher of *The Globe*, a free weekly newspaper in Oakland, California, said, "The black press offers insights into African-American society, culture, and history. It acts as a voice of the community and offers key signs of the buying trends." In addition, Whitmore said, "African Americans trust news from black media more than general media. They are very brand loyal. That loyalty extends to advertising as well."

Many advertisers need to be educated about the value of ethnic media. Perkins-Roberts believes, "One of the most frustrating marketing practices is underestimating the relevance of Black media. Since it's a given that more Black Americans are using general market media today, it's no wonder that the primary strategy for many marketers is to reach these consumers through general market media vehicles. Like the general market, Black Americans use a wide variety of media, but unlike the general market, they embrace Black media." ▲

"Many a small thing has been made large by the right kind of advertising."

— Mark Twain



Ron Burke
 Director, Advertising
 and Marketing
 The Washington
 Informer



The Washington Informer is African American woman owned multi-media organization serving the multi-cultural community. Having recently celebrated 50 years of serving the community, we reach about 42,000 print readers each week, 7500 eblast subscribers, a growing social media presence, over 225,000 monthly page views on our website and our events reach the community at the grassroots level... The value of the outreach to the local community and the value of showing a relationship with The Washington Informer is something that cannot be measured...It may not be quantifiable. You can put all the measures you want on it, but how do you measure the partnership with an organizations whose primary mission is to serve the African American Community? How do you measure specialness?" - <https://youtu.be/Bkh83zTMEow>

We publish every Thursday and our deadline is always the Friday prior. We print 17,500 papers each week, however our audited readership is 42,437 (2,425 readers per paper printed according to CVC audit)

More and more marketers are committed to the idea of having a strong positive presence in the African American Community and they are realizing the value of speaking directly to the community. The Washington Informer can build and implement a comprehensive paid, and earned media strategy which will help you become top of mind, while expressing your commitment to diversity and inclusion.

Historically, white-owned media often ignored the positive news about Black people and opted, instead to focus on the negative news, a tradition that remains true today. It's what media does, focus on the negative. **The Washington Informer was established to make a difference by publishing positive news about Black people and it is still our mission today. Having your ads surrounded by positive news will only increase the value of your message.**

In addition to our well respected and popular print edition, The Washington Informer is a digitally active multi-media company and we meet the following criteria:

- **Strong website design and content – www.washingtoninformer.com**
- **Clear editorial point of view for the multicultural community –** The Washington Informer was established to make a difference by publishing positive news about Black people and it is still our mission today.
- **Our special sections and supplements represent tremendous opportunities -** they are highly anticipated and have increased distribution
- **We are a certified MBE and District of Columbia CBE**
- **We are a respected leader in the community—**editorially, as well as with our annual events, including our African American Heritage Tour and The Washington Informer Spelling Bee, as well as periodic themed events
- **We have a strong and loyal eblast subscriber base –** we offer dedicated eblasts
- **We have a growing social media presence –** we can plan and implement campaigns
- **We reach each and every member of the Congressional Black Caucus as well as other key members of Congress and The White House –** this speaks to our influence
- **We have The Washington Informer Newsstand Store at Dulles Airport**
- **We produce The WI BRIDGE - a monthly publication targeting millennials**

The Washington Informer - Washington, DC- 01-0862 - Supplemental Readership Study

The Circulation Verification Council interviewed The Washington Informer readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special news stories. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) newspaper readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *0 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 293 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- Average readers per edition during the audit period: 2.425***

*Readership estimates compiled from 2013 CVC circulation & readership study data.

1. The Washington Informer is distributed regularly in your area. Do you regularly read or look through The Washington Informer?

YES 293 Survey Respondents

2. Do you frequently purchase products or services from ads seen in The Washington Informer?

YES 212 72.4%

NO 81 27.6%

3. How long do you keep The Washington Informer before discarding it?

42% 1-2 Days

30% 3-4 Days

03% 5-6 Days

25% 1 Week or More

4. Please select the category that best describes your age.

Reader Demographics	Market Demographics
01%	06% 18 - 20
02%	08% 21 - 24
19%	23% 25 - 34
24%	19% 35 - 44
24%	20% 45 - 54
16%	13% 55 - 64
10%	06% 65 - 74
04%	06% 75 years or older

5. Reader Gender? (Voice recognition – Gender Bias Rotation)

40% Male Readers

60% Female Readers



6. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	
07%	19%	Under \$25,000
29%	23%	\$25,001 - \$49,999
29%	19%	\$50,000 - \$74,999
18%	14%	\$75,000 - \$99,999
12%	15%	\$100,000 - \$149,999
05%	10%	Over \$150,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
05%	16%	Some High School or Less
38%	22%	Graduated High School
25%	25%	Some College
24%	21%	Graduated College
08%	17%	Completed Post Graduate

8. Which of the following products or services do you plan to purchase during the next twelve months?

		(% = Positive respondents)
11%	New Automobile	
16%	Used Automobile	
11%	Antiques / Auctions	
42%	Furniture / Home Furnishings	
18%	Major Home Appliance	
17%	Home Computers	
32%	Home Improvements / Supplies	
35%	Television / Electronics	
20%	Carpet / Flooring	
55%	Automobile Accessories (tires, brakes & service)	
40%	Lawn & Garden	
38%	Florist / Gift Shops	
11%	Home Heating / Air Conditioning (service, new equipment)	
52%	Vacations / Travel	
06%	Real Estate	
71%	Men's Apparel	
73%	Women's Apparel	
33%	Children's Apparel	
01%	Boats / Personal Watercraft	
09%	Art & Crafts Supplies	
24%	Childcare	
32%	Education / Classes	
12%	Attorney	
25%	Veterinarian	
09%	Chiropractor	
15%	Financial Planner (Retirement, Investing)	
55%	Tax Advisor / Services	
29%	Health Club / Exercise Class	
38%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
12%	Weight Loss	
23%	Lawn Care Service (Maintenance & Landscaping)	
58%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
74%	Pharmacist / Prescription Service	
30%	Cellular Phone New/Update Service	
83%	Dining & Entertainment	
25%	Jewelry	
13%	Wedding Supplies	
32%	Athletic & Sports Equipment	

THE AWARD WINNING AFRICAN AMERICAN NEWSPAPER



As we continue to build relationships, The Washington Informer would like to offer the following special advertising opportunities:

Supplement Schedule

January	ML King Supplement
February	Black History Month Section (4) Every week in February Deadline is the Friday prior each week
March	Health and Wellness #1 Second Thursday in March
April	Sustainability 2 nd Thursday in April
	Washington Informer Spelling Bee Supplement Date TBD
May	Health Wellness and Nutrition #2 Second Thursday in May
June	Home Ownership Supplement Second Thursday in June
August	Health Wellness and Nutrition #3 Second Thursday in August
	Back to School – date TBD
September	Black Caucus Special Section – date TBD
October	Financial Literacy Supplement Second Thursday in October
December	Health Wellness and Nutrition #4 – Holiday and Seasonal Second Thursday in December

***** We are also able to produce a special section specific to any client needs**

The Washington Informer
3117 Martin Luther King Jr. Ave SE
Washington DC 20032
202-888-6835
rburke@washingtoninformer.com

THE AWARD WINNING AFRICAN AMERICAN NEWSPAPER

Reasons to Advertise in a Washington Informer Special Section

1. Special sections allow you to focus your ads on a specific target market.
2. Special sections create market places within the newspaper to draw targeted audiences. In some cases, special sections create a marketplace where no one has been before. In some cases they tie to a specific event or time of year making it more relevant for the reader.
3. Special sections add content support for your advertising.
4. The Washington Informer typically promotes special sections getting incremental traffic for your ads. Often special sections are distributed at major events or in other ways to enhance your audience as well.
5. Special sections are typically stand alone sections within the newspaper making them and your ad easily located.
6. Special sections are typically saved giving your ad longer shelf life.
7. Special sections often tie your brand more closely to the community you serve.
8. Special sections are great opportunities for co-op and vendor funding.
9. Special sections are great ways to top test the viability of the newspaper.
10. Special sections allow you to finitely target merchandise and services that would appeal to the special section reader.
11. Special Sections have extended distribution especially digitally and through social media

The Washington Informer 2017 Print Advertising Display Rates

The Washington Informer publishes every Thursday. Space reservations and creative are due the Friday prior with creative also due the Friday prior to publication.

Open Rates
Local (Net) \$32.64 per column inch
National (Gross) \$45.73 per column inch

Frequency Contract Rates (Local / National)
 6 insertions \$30.99 / \$43.53
 13 insertions \$29.39 / \$41.92
 26 insertions \$27.74 / \$39.53

Mechanical Requirements
Tabloid Format

Column Widths

Special Edition Rates \$50.00 PCI

Classifieds \$20 for the first 20 words and .50 for each subsequent word

Legal Notice \$50 per insertion (\$150 for 3x)

Inserts \$60.00 per M

Non-Profit Organizations 15% discount on space charges but may not receive additional agency discount.

Color Charges \$100 per color/maximum \$400 for four-color process. Color charges are non-commissionable

Back Page, Inside front/back, Centerspread 15 % additional, non-commissionable, frequency discounts do not apply

1 column	1.75"
2 columns	3.625"
3 columns	5.625"
4 columns	7.562"
5 columns	9.5"

Page Depth 12.375 **Total Inches Per Page** 61.875"

Line Screen 85 **Resolution** 300 dpi

CMYK for color

Electronic Transmissions

The Washington Informer is pleased to accept ads electronically in Adobe Acrobat or jpeg format. Ads can be sent through AP Adsend (keyword DCWWI) or via email to rburke@washingtoninformer.com

Feature Article /Advertorial Rates:
\$3.00/word, minimum 300 words

Advertising Contact:
 Ron Burke

rburke@washingtoninformer.com
 URL: www.washingtoninformer.com

Phone: 202-888-6835

Modular Rates (Color charges are included in the modular rates)

Size	Width	Depth	Local Rate (net) *includes color	National Rate (gross) * includes color
Full Page	5 col (9.5")	12.375"	\$2467	\$3275
2/3 (H)	5 col (9.5")	8.5"	\$1833	\$2319
2/3 (V)	4 col (7.562")	10.5"	\$1763	\$2389
1/2 (V)	3 col (5.625")	10.5"	\$1535	\$1931
1/2 (Standard)	5 col (9.5")	6.5"	\$1535	\$1931
2/5	2 col (3.625")	12.375"	\$1257	\$1578
1/4 (V)	2 col (3.625")	8"	\$968	\$1177
1/4 (H)	3 col (5.625")	6.5"	\$1081	\$1337
1/3	3 col (5.625")	7"	\$1130	\$1406
1/5	2 col (3.625)	6.5"	\$870	\$1039
1/5	1 col (1.75")	12.375"	\$870	\$1039
1/8	2 col (3.625")	4"	\$483	\$587
1/8	1 col (1.75")	8"	\$483	\$587
1/16	2 col (3.625")	2"	\$351	\$397
1/16	1 col (1.75")	4"	\$351	\$397
DOUBLE TRUCK	11 col (19.25")	12.375"	\$5555	\$7716
Print Banner	5 col (9.5")	3"	\$935	\$1130

The Washington Informer Ad Policies

Position

The Washington Informer reserves the right to determine an ad's position in its publications. Special positioning is available for an additional 15% of the ad's cost.

Ad Production

There will be an additional 15% of the cost of the ad or a minimum charge of \$100 for any creative work, (e.g. ad development, typesetting, etc...) done by The Washington Informer.

The Washington Informer is not responsible for errors, once the advertiser approves proofs.

Changes will not be made to a PDF file by The Washington Informer. Clients must make changes and re-send a new PDF.

Ad Size

Advertisers and/or agency shall designate the size of the ad on each insertion order. Each advertisement will be billed based on space ordered.

Cancellation Policy

If no cancellation has been ordered or ad is not received by closing date, advertiser and/or agency will be billed for reservation.

Digital Production Requirements

- Adobe PDF files only (Press-ready only)
- Composite CMYK Image (Color)
- Embed ALL Fonts
- Maximum Density – 240%
- File Resolution – 300 dpi minimum
- Client must provide all files necessary to successfully output a complete, press-ready job.

Inserts

**The Washington Informer
C/O Comprint
13501 Konterra Drive
Laurel, MD 20707
ATTN: Grant Scott
240.473.2893**

*** Please include the intended date of insertion and the amount to be inserted.

Payment and Credit Policy

Payment in advance is required with submission of ad until credit amount has been established. Once billed account has been established, payment is due upon receipt of invoice. An account is considered past due if payment is not received within 30 days of invoice date.

Payments should be submitted to:
The Washington Informer
3117 Martin Luther King Jr. Ave. SE
Washington, DC 20032

*** Visa, Amex and MasterCard accepted

Conditions

- Advertisers and advertising agencies are liable for all content (including text presentation and illustrations) of advertisements and are responsible without limitation, for any and all claims made thereof against The Washington Informer, its officers and employees. All property rights, including any copyright interest to any advertisements produced by The Washington Informer using any artwork furnished or arranged by us shall be the property of The Washington Informer.
- Publisher reserves the right to revise, reject or omit without notice any advertisement at any time. The Washington Informer reserves the right to insert "Advertisement" on any

advertising appearing to be news material.

- The Washington Informer accepts no liability for its failure, for any cause, to insert an advertisement. Advertising contracts must be completed within one year of first insertion. Publisher reserves the right to cancel contracts with 30 days' notice.
- To qualify for an adjustment, any error must be reported within 15 days of publication date. Credit for errors is limited to first insertion.
- Drawings, artwork, photographs and articles for reproduction are accepted only at advertiser's risk and should be clearly marked to facilitate return.
- The Washington Informer reserves the right to revise its advertising rates at any time. Announcement of an increase shall be made 30 days in advance to contract advertisers. No verbal agreement altering the rates and/or terms of this rate card shall be recognized.

Contact

Please contact the Advertising Department for rates, questions, or concerns:

Ron Burke
Director of Advertising and Marketing
The Washington Informer
www.washingtoninformer.com
202-561-4100 ext 102 (office)
202-888-6835 (direct)
202-903-6003 (cell)
202-888-6835 (fax)
rburke@washingtoninformer.com

Disks and CD-ROMS can be sent care of Advertising to:

The Washington Informer
3117 Martin Luther King Jr. Ave. SE
Washington, DC 20032

Digital Advertising Rates (Net) & Specifications

By placing digital advertising with The Washington Informer, you are able to use our website, our weekly eblast and our social media to create positive awareness, expand your reach globally and to touch people instantly in several ways. You are also getting name recognition alongside The Washington Informer, delivering advertising to a high valued, and highly targeted audience. Remember “We are your link to the African American Community”

*www.washingtoninformer.com currently averages over 225,000 sessions per month
www.washingtoninformer.com currently averages over 770,000 page views per month
Our weekly eblast has over 7500 subscribers and is growing
Our facebook, twitter and instagram following is growing daily*

***** Digital Advertising must be paid in advance**

Run of Site Web Rotation Advertising

AD TYPE	SIZE	1-6 Months	7-12 Months
Leaderboard (Banner)	728 x 90	\$600/month	\$500/month
Rectangle	300 x 250	\$550/month	\$450/month

Ads can be in JPG, GIF, animated GIF, or animated SWF.
Recommended Maximum Initial Download File weight - 40KB
Recommended Animation Length - 15 seconds
Please no flash files (SWF) or animated GIFs in email blasts.

**Note: *We request that customers provide us a final version of the ad.
Otherwise, we will charge additional \$200 to do the artwork per ad.**

Weekly Eblast

Ad Products	Size	Weekly	Monthly	Yearly
Sponsor Ads	140 x 100	\$100	\$300	\$2600
Tiles Ads	140 x 170	\$125	\$350	\$3000
Text Ads	Up to 200 words	\$150	\$450	\$4000

Dedicated E-Blast (100% exclusivity)

- **\$250 per blast**
- **3 blasts for \$500**

Social media campaigns

- **Customized on a case by case basis depending on needs**

Please email your ad to: rburke@washingtoninformer.com