Contents

03 | Contact Information
04 | Why Advertise With Us
05 | About AframNews
06 | Distribution
07 | Demographics
08 | Small Business Advertising
09 | Advertising Rates & Sizes
10 | MarketPlace Rate Sheet
11 | Preprint & Online Rates
Contact

African-American *News&Issues*
(713) 692-1892
(713) 692-1178

**Production**: prod@aframnews.com
**Sales**: sales@aframnews.com

6130 Wheatley Street
Houston, Texas 77091
USA
Aframnews.com
According to the 2018 Multicultural Economy Report, African-American buying power has seen impressive gains since the end of the last economic downturn, jumping from $961 billion in 2010 to an estimated $1.3 trillion in 2018.

Although traditional media is rapidly evolving, the daily newspaper remains a prime tool for shaping the views and actions of millions of people every day.

With most of the major corporate media operations framing the news according to what is treated as official, documented history or conventional wisdom, our role as a community news media organization is to expose and debunk the easily accepted and erroneous generalities about the African-American community and its place in the larger society.

Meanwhile, recent documented research reveals newspapers continue to attract highly educated consumers who are ready to shop and spend. In an average week, 85% of adults who have done post-graduate work or who have advanced degrees either read a print newspaper or visited a newspaper website.

From the perspectives of news value and advertising potential, AFRAMNEWS.COM is a proven tow-pronged success story -- filling a news void in the African-American community while attracting and keeping consumers able to shop and spend with our advertisers. Our stats as a solid source of news and advertising revenue remains strong and is steadily growing as we continue to raise our profile and gain greater recognition in the Gulf Coast region and across the state of Texas.
as a small newspaper for Acreage Home community in Houston, AFRAMNEWS is a free Sunday publication which has become Texas' widest circulated and read newspaper with an African-American perspective. With a weekly statewide distribution of 113,000 plus, AFRAMNEWS' distribution area includes the counties with the largest African-American populations in Texas.

AFRAMNEWS' mission is to shine a spotlight on problems affecting African-American communities throughout the state of Texas. We believe it is essential to identify and address the challenges affecting the cultural values, principles, and ideals long-cherished by many African-Americans.

113,000+
Statewide Distribution in Greater Houston, Gulf Coast & Southeast Region, Dallas-Fort Worth Metroplex Region, San Antoinio South & Austin Central Regions

4.5%
The AFRAMNEWS newspaper is passed along at a rate of 4.5 times within the African-American community.

AFRAMNEWS is a certified Historically Underutilized Business (HUB) and is recognized as a Minority/ Woman-owned business (M/WBE)
Greater Houston & Surrounding Cities

**COMBINED DISTRIBUTION 75,000+/-**

**Distribution Points**
- CHURCHES
- SCHOOLS
- COMMUNITY COLLEGES
- UNIVERSITIES
- TEXAS HBCUs
- BEAUTY SALONS
- BARBER SHOPS
- FUNERAL HOMES
- SOUL FOOD RESTAURANTS
- BARBECUE RESTAURANTS
- H-E-B FOOD STORES
- DOCTORS OFFICES
- HOSPITALS
- POST OFFICES
- CONVENIENCE STORES
- LIBRARIES AND MORE...

**ZONE 1**
- **GREATER HOUSTON AREA & SURROUNDING CITIES**
  - Total Distribution: 75,000
  - Total Population: 5,728,143+
  - African-Americans: 16.5%

**ZONE 2**
- **DALLAS/FORT WORTH METROPLEX**
  - Total Distribution: 25,000
  - Estimated Population: 1,188,580
  - African-Americans: 25.9%

**ZONE 3**
- **SAN ANTONIO & AUSTIN AREA**
  - Total Distribution: 13,000
  - Combined Population: 1,891,208
  - Combined African-Americans: 16.9%
AFRICAN-AMERICANS POLLED SAID AFRAMNEWS:

- 32.1% $60,000-$74,999
- 16.9% $15,000-$29,999
- 11.6% $30,000-$44,999
- 9.5% $45,000-$59,999

AVERAGE HOUSEHOLD INCOME:

- Makes them think
- Portrays intelligent and successful people
- Energetic and creative
- Demonstrates strong community leadership
- Middle-class
- Neighborly

TARGET READERSHIP:

- Male Readers: 48.4%
- Female Readers: 51.6%
- High School Education: 86.8%
- College Grad: 20.9%
- Some College: 36.4%

AFRAMNEWS.COM 2020

AFRICAN-AMERICANS: 3.3 Million

MEDIAN INCOME: $54,999

MEDIAN HOME VALUE: $82,500
Small Business Advertising

Just provide your business card and we'll take care of the rest. We take pride in helping out the little guy.

- Minimum 300 dpi
- Scanned high res file
- Physical card to scan
- Text file with information
- All discounts require a signed contract
- Email files to prod@aframnews.com

3.5x2in

Business card will be adjusted to fit our size requirements.

Artwork drop deadline is 12 p.m., Friday, 2 days prior to publication

Social Media Rates

- **Facebook** - $110 per post
- **Twitter** - $85 per post
- **Instagram** - $85 per post
Specs ROP

Tabloid 10.75 x 11” High

- Publication day is Sunday
- Deadline ROP insertion order is 5:00pm Wednesday, Five (5) days prior to publication
- ROP Artwork drop dead is 12:00 noon Friday, Three (3) days prior to publication
- Send ads in PDF format. Minimum 300 dpi to prod@aframnews.com
- All discounts require a signed contract

Sizes and Rates

<table>
<thead>
<tr>
<th>Publication Size: 10.75” X 12”</th>
<th>(All Rates are Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ZONE 1</strong> (GREATER HOUSTON, GULF COAST &amp; SOUTHEAST REGION)</td>
<td><strong>ZONE 2</strong> (DALLAS - FORT WORTH METROPOLIS REGION)</td>
</tr>
<tr>
<td>SIZE</td>
<td>WIDTH</td>
</tr>
<tr>
<td>DOUBLE TRUCK</td>
<td>20.0”</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>9.75”</td>
</tr>
<tr>
<td>1/2 PAGE H</td>
<td>9.75”</td>
</tr>
<tr>
<td>1/2 PAGE V</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>4.875”</td>
</tr>
<tr>
<td>1/5 PAGE</td>
<td>9.75”</td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>4.875”</td>
</tr>
</tbody>
</table>

Publishing Day: Sunday

$200 per color spot | $500 for four-color

AFRAMNEWS.COM 2020
## Online Rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>WEEKLY RATE</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 LEADERBOARD BANNER</td>
<td>$345/WEEK</td>
<td>$1,260/MONTH</td>
</tr>
<tr>
<td>300x250 RECTANGLE BANNER</td>
<td>$188/WEEK</td>
<td>$600/MONTH</td>
</tr>
<tr>
<td>300x600 VERTICAL BANNER</td>
<td>$266/WEEK</td>
<td>$945/MONTH</td>
</tr>
</tbody>
</table>

**FREQUENCY DISCOUNTS MAY APPLY**

CONTACT: SALES@AFRAMNEWS.COM OR (713) 692-1892 FOR MORE INFORMATION

**PREPRINTS Available for Zone 1 Only - 50,000 Min Insert**

---

**DELIVERY INFORMATION**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DISTRIBUTION RATE (CPM)</th>
<th>DELIVERY INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet (10”x10” max size)</td>
<td>$59 CPM</td>
<td>TRISTAR WEB GRAPHICS</td>
</tr>
<tr>
<td>4-8 Tab</td>
<td>$68 CPM</td>
<td>ATTN: Charles Sacco</td>
</tr>
<tr>
<td>12-16 Tab</td>
<td>$70 CPM</td>
<td>4010 Airline Drive</td>
</tr>
<tr>
<td>20-24 Tab</td>
<td>$75 CPM</td>
<td>Houston, TX</td>
</tr>
</tbody>
</table>

**FREQUENCY DISCOUNTS MAY APPLY**

CONTACT: SALES@AFRAMNEWS.COM OR (713) 692-1892 FOR MORE INFORMATION

**RESERVATION DEADLINE: 14 DAYS PRIOR | MATERIALS DEADLINE: 7 DAYS PRIOR**