Celebrating 190 Years of the Black Press

47 Million Americans. One Voice.
THE BLACK PRESS

IDA B WELLS
190 YEARS OF THE BLACK PRESS

47 Million Americans. One Voice.

Since its founding 77 years ago, the National Newspaper Publishers Association has consistently been the voice of the black community and an incubator for the news that makes history and impacts the country today and tomorrow.

From delivering news, information and commentary... each week more than 20 million Americans from all backgrounds seeking news from the Black perspective turn to the 205 NNPA newspapers. In America, now among the most diverse countries in the world, the Black Press is more relevant than ever.

From helping to shape ideas and opinion to shaping thinking. From thought leadership to leading change.

Why the NNPA and the Black Press?

It happens here.

The NNPA newspapers have informed communities where changes and events have taken place around the nation for 75 years. The Black Press fills a void with its in-depth reporting and unique perspectives that inform, enlighten and address issues important to communities across America.

Black newspapers are ubiquitous as the news and information they provide are talked about in African-American homes, places of worship, dining and entertainment establishments and on social media and chat rooms. They are a source of conversation about fashion, news, music, entertainment, lawmaking, human rights, current events, and events shaping America and history. Powerful, pervasive and influential. The Black Press is the heart, soul and spirit of the black community.
190 years ago Samuel Cornish and John Russwurm filled a void of communication by publishing Freedom's Journal in New York City. In the first issue of Freedom's Journal on March 16, 1827 these publishers stated with clarity and conviction, “we wish to plead our own cause. Far too long others have spoken for us ...”

Similarly, John H.H. Sengstacke and twenty-one other publishers came together in 1940 in Chicago, Illinois to form the Negro Newspaper Publishers Association (later changed to the National Newspaper Publishers Association), to promote the interests of the Black Press by securing unity and action in the profession of journalism and the business of publishing. Other ideals were to advance the highest and best interest of all people of African descent and to foster the business of its members, to serve as a repository of historical data of Black America, as well as to generate new advertising revenue for its membership.

The Black Press was a leading force in the eradication of slavery, Jim Crow laws, integrating armed forces and schools, as well as navigating the Great Migration of Blacks from the south to the north in the United States for a better life. The Black Press’ role in the civil rights movement in the 1960s and the systematic revolution of voting rights through the election of our first Black President, we’ve been on the front line.

Today, through the officers and board of directors of NNPA we continue those traditions of our founding fathers through meetings twice yearly to conduct the business of the association and discuss through workshops and meetings the business of publishing, and presenting new trends and technologies of the day.

The Black Press continues to work to eradicate the ills of our society, and provide knowledge, inspiration and hope for a better life. We also provide the most effective and efficient avenue to reach high-indexed consumers (our readers) for products and services.

On June 23, 2017, I was elected as Chairman of NNPA for the next two years and I pledge to work diligently to seek solutions for an industry in transition. Transforming to a fast-paced technological environment, challenged with new digital trends, presents us a new opportunity for the resilient Black Press to continue its original mission of 1827 and to evolve to fit the times.

We thank our many friends and sponsors, many of which are long-standing. We are excited about the prospect of their continued support and we invite others who have yet to join us to provide your corporation, company, association, social organization, or governmental agency the opportunity to reach 47 million readers we speak to each week.

DOROTHY R. LEAVELL
Chairman
...and the President & CEO

There in an old African proverb that says, “The past nurtures the present as the future is surely determined.”

The indefatigable past of the Black Press in America and throughout the world does in fact nurture the present generation of Black-owned newspapers and multimedia companies. As we celebrate the historic 190th year anniversary of the Black Press in America, we are called to reassert its transformative and unique value and mission to millions of African Americans and others who are committed to freedom, truth, justice, equality, and empowerment for all.

We are not living in the past but we are extracting lessons from the past. Our strategic planning and implementation ensures the present and future sustainability and viability of the Black Press across all print, digital and social media platforms and channels.

We are intergenerational. We are relevant, vocal, courageous, active, responsive, transparent, audited, and accountable to the communities that we serve across the nation. We are content producers. We publish and distribute the truth. The NNPA continues to be the “trusted voice” of Black America.

The NNPA Newswire has expanded from weekly to daily distribution and NNPA’s original NNPA content is quoted and redistributed by CNN, NBC, ABC, CBS and the Associated Press.

The support of the NNPA’s partners, sponsors and advertisers is a critically important matter that we acknowledge with sincere appreciation and gratitude.

I am more than proud of the progress that the NNPA has made during the past two years. The NNPA is stronger today and ready to continue to move forward.

May God continue to bless the NNPA.

DR. BENJAMIN F. CHAVIS, JR.
President & CEO
OUR HISTORY
A Living Archive

OUR ROOTS: Having a Voice

THE YEAR: 1827.

THE VOID: The usual channels of public media, particularly newspapers, were denied to black U.S. citizens.

THE PROBLEM: The lack of public media channels to communicate their perspectives on social, political and economic issues that commonly confronted Black citizens meant that they did not have a voice in a public forum and were routinely denigrated in print, questioning the integrity and morality of the race.

A MEANS TO BE HEARD:
The Freedman’s Journal, the first Black newspaper published by Black Americans, premiered in 1827. This was only the beginning.

THE OUTCOME, THE LEGACY:
For 190 years, The Black Press has chronicled history, struggles, triumphs, news and events — telling the stories that need to be told — through words and pictures as they impact African Americans. The Black Press is a living archive and the Voice of the Black Community.
In 1940, 22 leading Black publishers founded the National Negro Publishers Association, renamed in 1956 to the National Newspaper Publishers Association.

Today, the NNPA is comprised of 205 black newspapers. The Black Press gives voice to the unique perspective of African Americans on news, issues and opinions as they occur and as they impact the black community.

“Pleading the cause” through excellence in reporting, accountability, photography and content. Crossing generations, races, ethnicities and backgrounds, the NNPA offers what only its newspapers can deliver to 20 million readers every day: news from the Black perspective.

Recognizing that today’s leaders need to access news and information in real time, NNPA has forged into the digital age with the creation of an electronic news service and BlackPressUSA.com; though printed newspapers remain the heart of the Black Press.

The NNPA is at once - historic and contemporary. Insightful and influential. A change agent and thought leader. The Black Press is the Voice of the Black Community. Its legacy continues.
With incomes steadily rising at a rate that outpaces that of the general population, African-Americans’ buying power is expected to grow 21.6% between now and 2020, by which time it will reach just over $1.4 trillion, according to the Selig Center for Economic Growth.

Source: Nielsen: YOUNG, CONNECTED AND BLACK: AFRICAN-AMERICAN MILLENNIALS ARE DRIVING SOCIAL CHANGE AND LEADING DIGITAL ADVANCEMENT 2016 REPORT

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**Nielsen Executive Summary**

<table>
<thead>
<tr>
<th>TOTAL AA AUDIENCE AGES</th>
<th>25-35 MEDIAN AGE</th>
<th>18-34</th>
<th>35-49</th>
<th>25-54</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>46.64 8 MILLION</td>
<td>10.8 MILLION</td>
<td>14 MILLION</td>
<td>19 MILLION</td>
</tr>
</tbody>
</table>

**Year Over Year Audience Growth**

5-6 readers per copy (Print)
Print & Digital Coverage

ALL STATES AND REGIONS (including the U.S. Virgin Islands)

REGION 1
799,556
28 Member Publishers

REGION 2
1,106,218
60 Member Publishers

REGION 3
1,504,734
54 Member Publishers

REGION 4
725,870
33 Member Publishers

REGION 5
1,023,502
30 Member Publishers

*The U.S. Virgin Islands is located in region 2.

40% MARRIED
55% FEMALE
99% AFRICAN AMERICAN

2 MILLION (Digital) Unique visitors per month
35 MILLION (Digital) Page Views per month

Followers by Social Platform

FACEBOOK: 12 million
TWITTER: 15 million
INSTAGRAM: 10 million
African-Americans have a diverse approach to receiving content and information—they fully engage and connect through various mainstream and niche media outlets and platforms and consume more content than other groups on all fronts, reporting above-average consumption across each platform. (Source: nielson.com) During a time when digital is dominating news media consumption, African-American consumers still trust print: 52% of surveyed black consumers were more likely to be voracious readers of magazines and newspapers, which is 30% higher than the general population.

For advertisers seeking to connect with African-Americans, a healthy mix of platforms can help amplify content and ensure that this group is receiving messages in a way it can engage with and share with peers—further extending brand reach.

NNPA Media Services is the gateway to nearly 200 regional and local newspapers with more than 20.1 readers each week.

The buying power of the African American community is projected to grow to $1.3 trillion by 2017, according to Nielsen Media Research and NNPA research services.

Americans from all backgrounds seek news from the Black perspective.

As the largest and most influential Black-owned media resource in America, NNPA delivers news, information, and commentary to over 20 million people each week.

NNPA’s unique ability to deliver integrated advertising, marketing, public relations, digital, social and earned/unearned media solutions to African American consumers across national, regional and local markets is unparalleled.

With a heritage of more than 77 years in publishing and community relationship building, our ability to connect with our readers means that our members delivery more than your message: We deliver results!
## RATES

### NNPA National Print Ad Buy

Total Turnkey Integrated Media Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Color</th>
<th>1 Insertion</th>
<th>12 Insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE Color</td>
<td></td>
<td>$876,147.66</td>
<td>$10,513,771.92</td>
</tr>
<tr>
<td>FULL PAGE Black &amp; White</td>
<td></td>
<td>$770,819.56</td>
<td>$9,249,834.72</td>
</tr>
<tr>
<td>ONE HALF PAGE Color</td>
<td></td>
<td>$490,871.99</td>
<td>$5,890,463.88</td>
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<tr>
<td>ONE HALF PAGE Black &amp; White</td>
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<td>$386,413.90</td>
<td>$4,636,966.80</td>
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</tbody>
</table>
Network Features, Benefits and Services

The Network is a programmatic ad-buying platform that allows publishers, marketers and agencies to manage mobile, desktop, video and social campaigns from planning through reporting and optimization—all in one place.

- **One Simple User Interface** enables planning, executing, reporting, and optimization.
- **Real-Time Reporting and Transparent Visibility** will provide reporting, down to the placement level, without delays.
- **Flexible Service Levels** from “full-touch” (publishers login to a custom interface to establish and manage direct sales) to “no-touch” (you place Network-supplied code in specific areas of your website and ads are served dynamically to those locations) —and everything in between.
The NNPA Digital Network encompasses an inventory of online advertising space in many different forms, including space on desktop and websites, in RSS feeds, on blogs, in instant messaging applications, mobile apps, adware, e-mails, and on other media. The dominant forms of inventory will include NNPA organization sites (nnpa.org and blackpressusa.com), member websites and social media feeds and third-party content websites (that will participate for either a share of the ad revenues or a fee), as well as NNPA-controlled/managed search engine, mobile, and streaming resources.

Advertisers are able to buy a run of network package, or a run of category package within the network. The NNPA Digital Network serves advertisements from a central ad server, which responds to a site once a page is called. The NNPA Digital Network (The Network) operates as a “Vertical Network”: Vertical Networks represent the publications in their portfolio, with full transparency for the advertiser about where their ads will run. We promote high quality traffic at market prices heavily used by brand marketers. The revenue model is revenue share, though individual members are also be able to utilize the network to sell and support ads for themselves or other member publications.

The Network also works with participating publishers to enable and offer Run-Of-Site (ROS) advertising across specific “channels” (example: Auto or Travel) and/or site-wide advertising options. In certain situations, The Network will offer discounted pricing to marketers willing to relinquish control over where their ads will run, and we will include a “site opt out” method to ensure that their message isn’t wasted on markets they have no interest in reaching. The Network is a “first-tier advertising network.” NNPA has a large number of existing advertisers and publishers and high quality traffic.
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Seamless Integration
If you are already using a digital network to help support ad placements and sales, The NNPA Digital Network will easily integrate with Doubleclick, Google, Atlas, OpenX and many others.

Rich Media Ad Support
- The Network serves and supports all creative platforms, including HTML5, video, flash, images, email, mobile and asynchronous ad calls. Advanced Targeting
- Easy to use targeting lets you control how ads are served. Target users by city, state, country, keyword and more.

Instant Reports and Other Features
The Network provides publishers and advertisers instant access to beautiful dynamic reporting that can be accessed in real-time. Report access will be based upon the customer relationship.
- Video Ad Serving
- Geographic Targeting Target ads by country, province or state, or even as specific as city.
- Site/Zone Targeting Target and serve ads to specific websites or zones.
- Frequency Capping Limit the number of times an ad will show to a specific user.
- Keyword Targeting Target ad campaigns by keywords including wildcard matches.
- Start & End Times Schedule your ads to start and stop in the future.
- Smart Dashboard An intelligent account overview, see upcoming events and activities at a glance.
- Fast & Accurate Reports Easy report generation, and built-in accu-pixel technology to ensure accurate stats.
- All Standard IAB Formats and Images Sizes Flash, CSS, Interstitials, pop ups, complicated scripts, text ads, videos, etc.
## 2017 Websites Advertising

### Rates & Specs

<table>
<thead>
<tr>
<th>Online Space</th>
<th>Contract</th>
<th>Rate</th>
<th>Creative Size</th>
<th>File Size</th>
<th>Format &amp; Email Details</th>
</tr>
</thead>
</table>
| Rotating Full Banner          | Any period of months; one month minimum | $3,500/month     | 468 pixels(w) × 60 pixels(h)    | Maximum 30K | Static .gif: No animation accepted.  
Send to: advertising@nnpa-digital.com |
| Medium                        | Any period of months; one month minimum | $2,500/month     | 250 pixels(w) × 250 pixels(h)   | Maximum 30K |                                                    |

### NNPA Digital Network

<table>
<thead>
<tr>
<th>Online Space</th>
<th>Rate Per Month</th>
<th>Rate Per Quarter</th>
<th>Annual Rate</th>
<th>Email Details</th>
<th>Creative Size</th>
<th>Animation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Page</td>
<td>$1,000 Per Week</td>
<td></td>
<td></td>
<td>Send to: <a href="mailto:advertising@nnpa-digital.com">advertising@nnpa-digital.com</a></td>
<td>640(w) × 480(h) pixels</td>
<td>Can be animated. Links to advertiser’s website.</td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>$2,200</td>
<td>$5,700</td>
<td>$20,000</td>
<td>See above</td>
<td>728(w) × 90(h) pixels</td>
<td>Can be animated. Links to advertiser’s website.</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$2,500</td>
<td>$6,450</td>
<td>$22,800</td>
<td>See above</td>
<td>300(w) × 250(h) pixels</td>
<td>Can be animated. Links to advertiser’s website.</td>
</tr>
<tr>
<td>Interstitial Banner</td>
<td>$1,800</td>
<td>$4,650</td>
<td>$16,500</td>
<td>See above</td>
<td>728(w) × 90(h) pixels</td>
<td>Can be animated. Links to advertiser’s website.</td>
</tr>
</tbody>
</table>

Digital ads will be billed in full if materials are not received by the pub date. CPM rates may be negotiated at the time of the media buy. There will be no charge for digital ads that are cancelled at least one week prior to the pub date.

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### Introducing The NNPA Digital Network Sponsorship Opportunities

The new NNPA Digital Network includes delivery of your messaging across member websites and social media properties and includes cross-channel coordination of your integrated campaign. A focus on mobile-based marketing ensures that your message will be received by our readers virtually anywhere, anytime.

Mobile-friendly Banner size: 320 (x) pixels × 41 (h) pixels  
Specs: Static .gif or .jpg  
Rate: $1500 gross per month  
Format details for online creatives:  
Static .gif or .jpg. Proper flash .swf files are accepted. An additional static back-up image is highly recommended. If using flash, please confirm that the flash file is using (SSL) format with nomenclature, “clickTAG” and the correct.
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>MARTIN L. KING JR. HOLIDAY</td>
</tr>
<tr>
<td>FEB</td>
<td>BLACK HISTORY MONTH</td>
</tr>
<tr>
<td>MAR</td>
<td>BLACK PRESS MONTH</td>
</tr>
<tr>
<td>APR</td>
<td>JACKIE ROBINSON DAY</td>
</tr>
<tr>
<td>MAY</td>
<td>SALUTE TO BLACK VETS</td>
</tr>
<tr>
<td>JUN</td>
<td>JUNETEENTH / BLACK MUSIC MONTH AND NNPA 75TH ANNUAL CONVENTION</td>
</tr>
<tr>
<td>JUL</td>
<td>INDEPENDENCE DAY / NELSON MANDELA DAY</td>
</tr>
<tr>
<td>AUG</td>
<td>50TH ANNIVERSARY OF VOTING RIGHTS ACT</td>
</tr>
<tr>
<td>SEP</td>
<td>SALUTE TO THE CONGRESSIONAL BLACK CAUCUS</td>
</tr>
<tr>
<td>OCT</td>
<td>SALUTE TO HBCU’S / AFRICAN AMERICAN HEALTH</td>
</tr>
<tr>
<td>NOV</td>
<td>BLACK CONSUMER MONTH - CONSCIOUS CONSUMERS EDITION</td>
</tr>
<tr>
<td>DEC</td>
<td>SALUTE TO KWANZAA</td>
</tr>
</tbody>
</table>
America can best lead the world away from racial and national antagonisms when it accords to every person, regardless of race, color or creed, full human and legal rights. Hating no person, fearing no person, the Black Press strives to help every person in the firm belief that all are hurt as long as any is held back.