

2020
MEDIA KIT

CELEBRATING
193 YEARS
OF THE
**BLACK
PRESS**



THE BLACK PRESS

IDA B WELLS

FREEDOM'S JOURNAL

193 YEARS OF THE BLACK PRESS

CORNISH & RUSSWURM }
Editors & Proprietors

NEW-YORK, FRIDAY, NOV. 16, 1883

VOL. I NO. 16

TO OUR PATRONS

IN presenting our first number to our Patrons, we feel all the diffidence of persons entering upon a new and untried line of business. But a moment's reflection upon the noble objects, which we have in view by the publication of this journal; the expediency of its appearance at this time, when so many schemes are in action concerning our people - encourage us to come boldly before an enlightened public, and to devote our paper to the dissemination of useful knowledge among our fellow-men. Moral and religious improvement, must meet with the cordial approval of all who are true to humanity.

The peculiarities of the lowly condition of the world the motive which has actuated and the objects which we contemplate.

We wish to plead our own cause. Too long have others done it for us. Too long has the public been deceived by misrepresentations in the estimation of some mere trifles; for though, for those who exercise towards us benevolent feelings; still (with others who make it their business to enlarge upon the least trifle, which tends to the discredit of any person of colour; and pronounce anathemas and denounce our whole body for the misconduct of this guilty one. We are aware that there many instances of vice among us, but we avow that it is because no one has taught its subjects to be virtuous; many instances of poverty because no sufficient efforts accommodated to minds contracted by slavery, and deprived of early education have been made, to teach them how to husband their hard earnings, and to secure to themselves comforts.

Education being an object of the highest importance to the welfare of society, we shall endeavour to present just and adequate views of it, and to urge upon our brethren the necessity and expediency of training their children while young, to habits of industry, and thus forming them for becoming useful members of society. It is surely time that we should awake from this lethargy of years, and make a concentrated effort for the improvement of our race. We form a spoke in the human wheel, and it is necessary that we should understand our dependence on the different parts, and theirs on us in order to perform our part with propriety.

Though not desirous of dictating to others, we feel it our incumbent duty to dwell occasionally upon the general principles and rules of economy. The world has been too long contented, to estimate any man's character by his personal appearance. The knowledge of Franklin's maxims, yet comparatively unknown to many of them. We may explore when it is too late the neglect of these self evident truths, but it avails little to neglect them. We are desirous of encouraging our brethren on these points.

The civil rights of the oppressed are of the greatest value, it shall ever be our duty to vindicate our brethren, when oppressed, and to lay the case before the public. We shall also urge upon our brethren, (who are qualified by the laws of the different states, the expediency of using their elective franchise; and of making an independent use of the same. We wish them not to become the tools of party.

of the duty which we have undertaken, we feel it our duty to recommend to our readers, such authors as will not only enlarge their stock of useful knowledge, but such as will also serve to stimulate them to higher attainments in science.

We trust, that through the columns of this journal, many of our brethren, who have been hitherto in the distance, will be brought into the fold of our brethren, who have been hitherto in the distance.

The different states of the Union, and the improvement of our brethren, will be presented to them, from the pens of many of our respectable writers, who have been hitherto in the distance.

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47 Million Americans One Voice

Since its founding 80 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 to being the largest and most influential Black-owned media resource in America to reach local markets with African American consumers.

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

Each week more than 20 million Americans from all backgrounds seeking news from the Black perspective turn to the 215 NNPA newspapers. In America, now among the most diverse countries in the world, the Black Press is more relevant than ever.

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 80 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.

To Be Continued

COMMON SCHOOLS IN NEW YORK - It appears from the report of the Superintendent of Common Schools in the state of New York presented last week to the House of Assembly, that of the 723 towns and wards in the state, 721 have made returns according to the law: That in these towns there are 8114

LETTERS

from the Chairman

"We wish to plead our own cause. Too long have others spoken for us."

These were the bold words that appeared in the first edition of *Freedom's Journal* on March 16, 1827. When Samuel Cornish and John B. Russwurm made the decision to print the first Black-owned and operated newspaper published in the U.S., they did so with the intent of giving Black people a voice, as well as the ability to control their own narrative. The need for a strong and independent Black press was extremely important, especially during a time of heightened violence and intense discrimination towards Black people in America.

Fast forward to the year 1940, and at the request of John Sengstacke, a small group of Black Publishers from across the country made the collective and conscious decision to convene in the city of Chicago to establish the National Negro Publishers Association, which went on to become the National Newspapers Publishers Association (NNPA) in 1956.

Just like *Freedom's Journal*, the NNPA has been fighting for equality and justice since its inception. Fighting to be a voice for the voiceless. Fighting to tell the stories of African Americans from an African American perspective, in a way that no one else is willing or able to do.

While technological advances have changed our industry and the way our stories are documented and delivered, our vision remains clear and our mission remains the same; to be the primary voice for Black people in this country and across the African diaspora.

This year, the NNPA will be celebrating its 80th Anniversary. Although this is a huge milestone, we remain sober and vigilant, because today we realize that the Black community is still under attack like never before, and the stakes have never been higher.

I am a second generation publisher whose parents' dedicated service to the NNPA provided me with an opportunity to get involved with the organization as a teenager. I didn't join the NNPA, I was born into the NNPA. In June 2019, I was overwhelmingly elected by my peers to serve as the Chair of this prestigious organization, and I understand the important role that our partners play in helping us reach the more than 20 million readers we touch every week.

I can't imagine a world without the Black Press of America, which is why it is so important for me that the NNPA strengthen its existing relationships and build new partnerships along the way.

Through your dedicated support, you can help ensure that our NNPA member newspapers are positioned to grow and continue to speak up for us, as well as educate, equip and empower the Black community during these challenging times in America and in our industry.

We are the Original Black Press! We are the NNPA...The Black Press of America!

KAREN CARTER RICHARDS
Chairman



...and the President & CEO

There is 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 192nd 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 content is being 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.

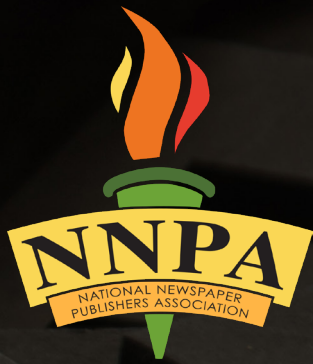
A MEANS TO BE HEARD:

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 193 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.





More than 80 Years Advocating for the Black Press

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 215 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.



OUR AUDIENCE

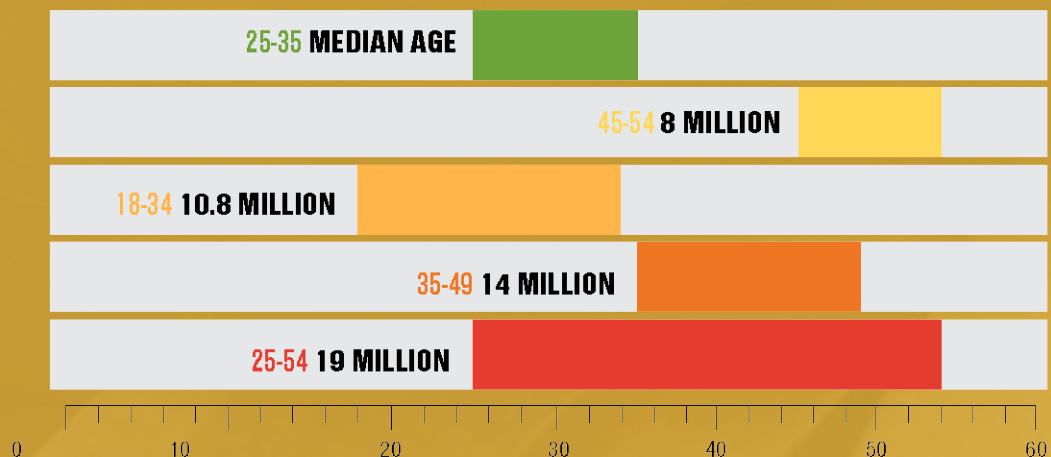
Profile & Demographics

Nielsen Executive Summary

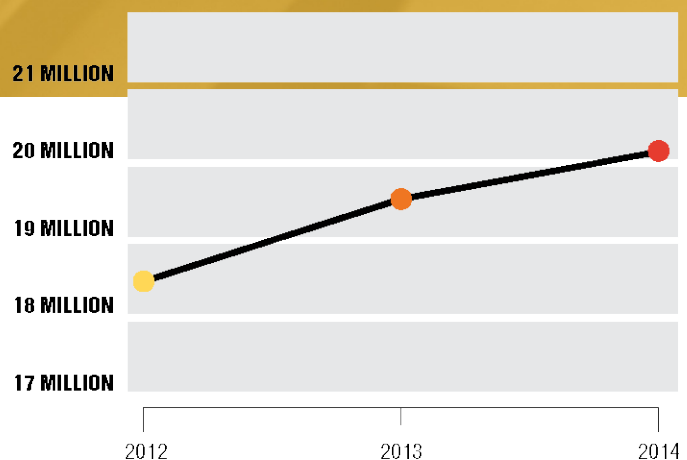
With incomes steadily rising at a rate that out paces that of the general population, African-Americans' buying power is expected to grow 21.6% between now and 2020, by which time it will reach just over \$1.4 trillion, according to the Selig Center for Economic Growth.

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

TOTAL AA
AUDIENCE
AGES



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

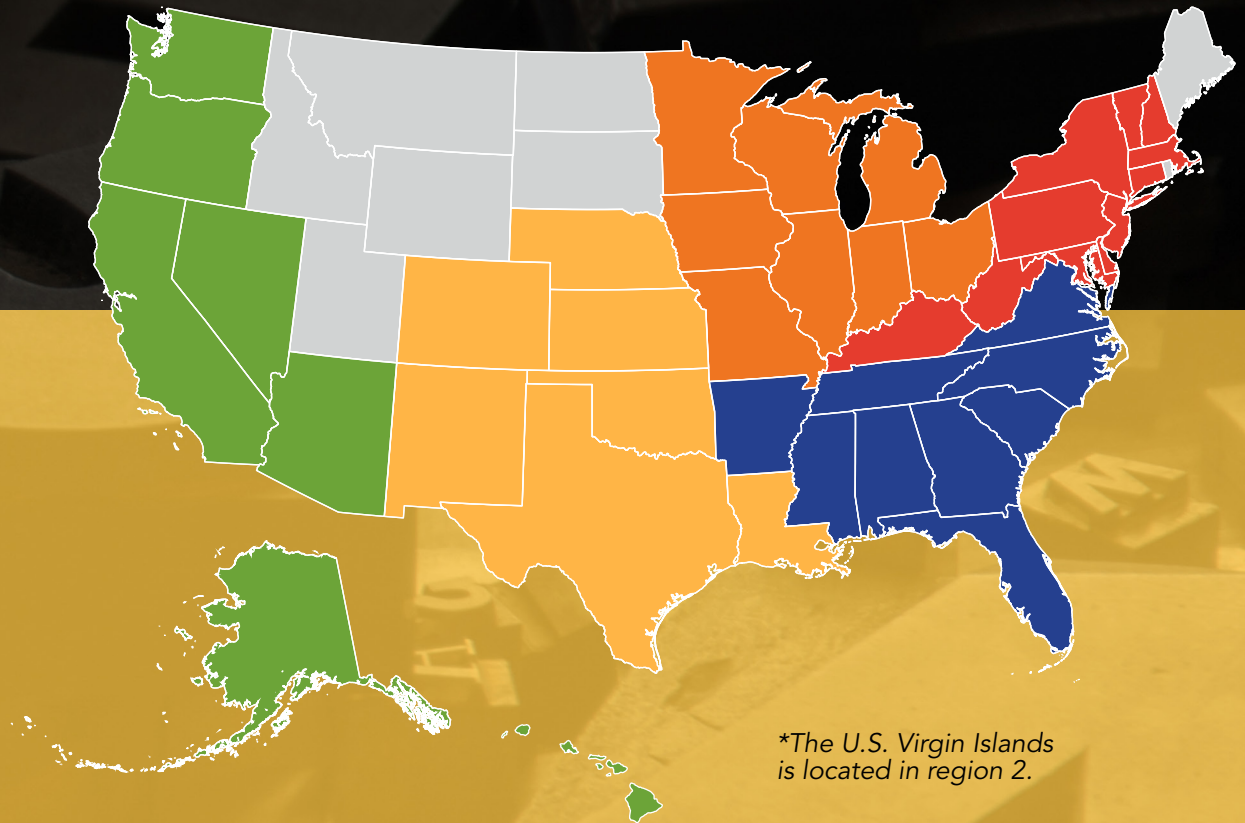
1,504,734
54 Member
Publishers

REGION 4

725,870
33 Member
Publishers

REGION 5

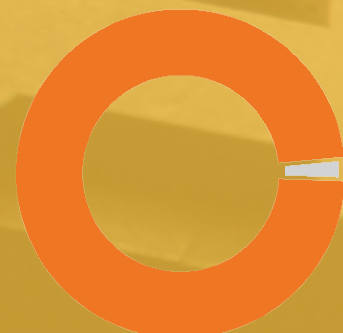
1,023,502
30 Member
Publishers



40% **MARRIED**



55% **FEMALE**
45% **MALE**



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: *nielsen.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.

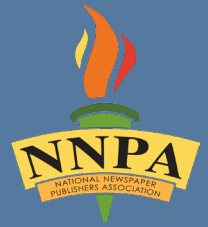
NNPA's unique ability to deliver integrated advertising,

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 79 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

FULL PAGE Color

1 INSERTION\$876,147.66

12 INSERTIONS ..\$10,513,771.92



FULL PAGE Black & White

1 INSERTION\$770,819.56

12 INSERTIONS\$9,249,834.72



ONE HALF PAGE Color

1 INSERTION\$490,871.99

12 INSERTIONS\$5,890,463.88



ONE HALF PAGE Black & White

1 INSERTION\$386,413.90

12 INSERTIONS\$4,636,966.80



NNPA DIGITAL & SOCIAL

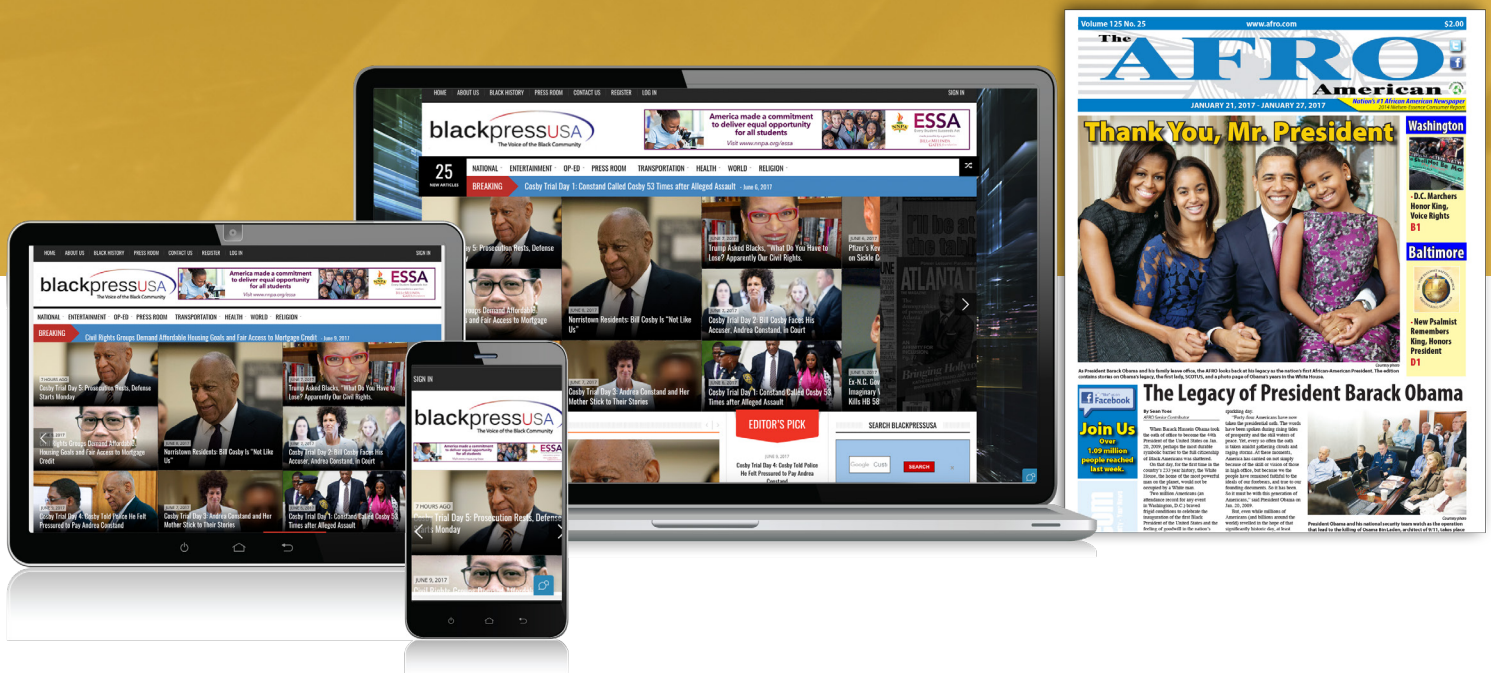
Several options to get your message seen

Creating the largest digital ad network of African American-owned and operated sites

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.



NNPA DIGITAL NETWORK

Features, Benefits & Services

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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.



2020 WEBSITE ADVERTISING

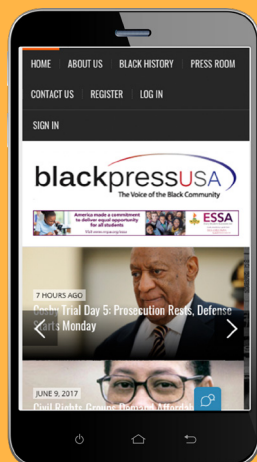
Rates & Specs

Online Space	Contract	Creative Size	File Size	Formatting
Rotating Full Banner	Any period of months; one month minimum	728 pixels (w) x 90 pixels (h)	Maximum 30K	png, jpg or .gif HTML5 banners also accepted
Medium Rectangle	Any period of months; one month minimum	300 pixels (w) X 250 pixels (h)	Maximum 30K	

NNPA Digital Network

Online	Contact Us for Rates and Availability	Creative Size	Animation
Welcome Page (where available)	Contact Us for Rates and Availability	640(w) X 480(h) pixels	Can be animated. Links to advertiser's website.
Leaderboard Banner	Contact Us for Rates and Availability	728(w) X 90(h) pixels	Can be animated. Links to advertiser's website.
Medium Rectangle	Contact Us for Rates and Availability	300(w) X 250(h) pixels	Can be animated. Links to advertiser's website.
Interstitial Banner	Contact Us for Rates and Availability	728(w) X 90(h) pixels	Can be animated. Links to advertiser's website.

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.



Introducing 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 41

Specs: Static .gif or .jpg

Rate: Contact us for pricing and availability

Format details for online creatives:

Static .gif or .jpg. Proper flash .swf files are accepted. An additional static back-up image is highly recommended.

No Flash or wireframe creative

EDITORIAL CALENDAR



JAN

MARTIN L. KING, JR. HOLIDAY
AND CIVIL RIGHTS MONTH

FEB

BLACK HISTORY MONTH

MAR

BLACK PRESS OF AMERICA MONTH

APR

JACKIE ROBINSON DAY AND
DIVERSITY AND INCLUSION MONTH

MAY

SALUTE TO BLACK VETS

JUN

JUNETEENTH / BLACK MUSIC MONTH
AND NNPA ANNUAL CONVENTION

JUL

AFRICAN DIASPORA UNITY MONTH

AUG

ANNIVERSARY OF VOTING RIGHTS ACT
AND BLACK BUSINESS MONTH

SEP

SALUTE TO THE CONGRESSIONAL
BLACK CAUCUS

OCT

SALUTE TO HBCU'S / AFRICAN
AMERICAN HEALTH

NOV

BLACK CONSUMER MONTH –
CONSCIOUS CONSUMERS EDITIONS

DEC

SALUTE TO KWANZAA AND BLACK
FAMILY MONTH



CONTACT

DR. BENJAMIN F. CHAVIS, JR,
President & CEO
dr.bchavis@nnpa.org

“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.”

