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. 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, lawmakers, 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.
“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
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 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.
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.
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
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/uneared 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
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.
**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

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
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<tbody>
<tr>
<td>Jan</td>
<td>Martin L. King, Jr. Holiday and Civil Rights Month</td>
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<tr>
<td>Feb</td>
<td>Black History Month</td>
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<td>Mar</td>
<td>Black Press of America Month</td>
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<tr>
<td>Apr</td>
<td>Jackie Robinson Day and Diversity and Inclusion Month</td>
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<tr>
<td>May</td>
<td>Salute to Black Vets</td>
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<td>Jun</td>
<td>Juneteenth / Black Music Month and NNPA Annual Convention</td>
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<tr>
<td>Jul</td>
<td>African Diaspora Unity Month</td>
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<tr>
<td>Aug</td>
<td>Anniversary of Voting Rights Act and Black Business Month</td>
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<tr>
<td>Sep</td>
<td>Salute to the Congressional Black Caucus</td>
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<tr>
<td>Oct</td>
<td>Salute to HBCU’s / African American Health</td>
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<tr>
<td>Nov</td>
<td>Black Consumer Month – Conscious Consumers Editions</td>
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<tr>
<td>Dec</td>
<td>Salute to Kwanzaa and Black Family Month</td>
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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.