



PRINT  
CONTENT CREATION  
MARKETING  
EVENTS  
SPONSORSHIPS  
SHOW MEDIA  
DIGITAL

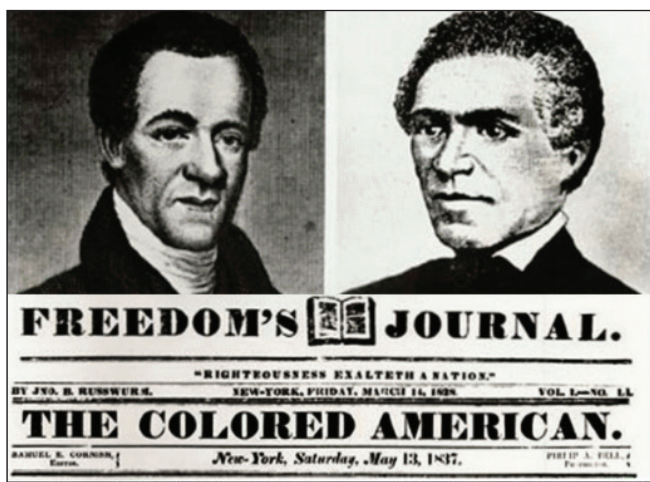
**2023**  
MEDIA KIT

CELEBRATING  
**196 YEARS**  
OF THE  
**BLACK  
PRESS**



# 47 Million Americans.\* One Voice.

## Celebrating 196 Years of the Black Press of America



On March 16, 1827, John Russwurm and the Rev. Samuel Cornish made history by publishing "Freedom's Journal," the nation's first Black newspaper.

Circulated in 11 states and in Europe, Canada and Haiti, "Freedom's Journal" provided international, national and local details pertinent to the Black community.

They denounced slavery and lynching and among the many features that endeared the newspaper to its readers, were African American marriage, birth and death announcements.

Since that day 196 years ago, African American-owned news organizations throughout the nation have continuously served our communities, maintaining our mandate and commitments as the "Voice of Black America."

Soon, other Black-owned papers began publishing, including the Savannah Tribune, The Afro-American in Baltimore, the Indianapolis Recorder and The Philadelphia Tribune.

Those newspapers and others, like the Pittsburgh Courier, the New Journal and Guide in Virginia, and The Kansas City Call, maintain the tradition and continue to deliver news and insights.

Our commitment has held fast throughout

America's history — through good and bad times — and was reinforced 82 years ago with the founding of the National Newspaper Publishers Association (NNPA).

As the trade association representing America's Black-owned media companies, the NNPA's membership provides vital news and information to millions each day.

***The Black Press is essential to the culture of our communities.***

"It is undeniable that the Black church and the Black Press have been and continue to be the foundational pillars of Black America's long struggle for freedom, justice, equality and empowerment," said NNPA President and CEO Dr. Benjamin F. Chavis, Jr. "We know first-hand the power of the pen, and we remain committed to ensuring new generations of truth telling and freedom-fighting publishers, editors and journalists."

As community-focused publishers, the news that appears in NNPA's member publications affects the day-to-day lives of their readership.

The impact of the legacy, history and challenges met and overcome by members of the Black Press has not been lost on or squandered by today's NNPA members.

While the Black Press has expanded to include cities and communities throughout the country, including New York, Washington, South Carolina, New Orleans, St. Louis, Chicago, Texas, and California, member publishers have continued to live up to the civil rights mantra of "Soldiers without Swords."

***\*46.9 million — The Black or African American alone or in combination population in the United States in 2020. Source: 2020 Decennial Census***

# Message from the NNPA President and CEO

## Dr. Benjamin F. Chavis, Jr.

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 media companies.

As we celebrate the historic 196th year 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.

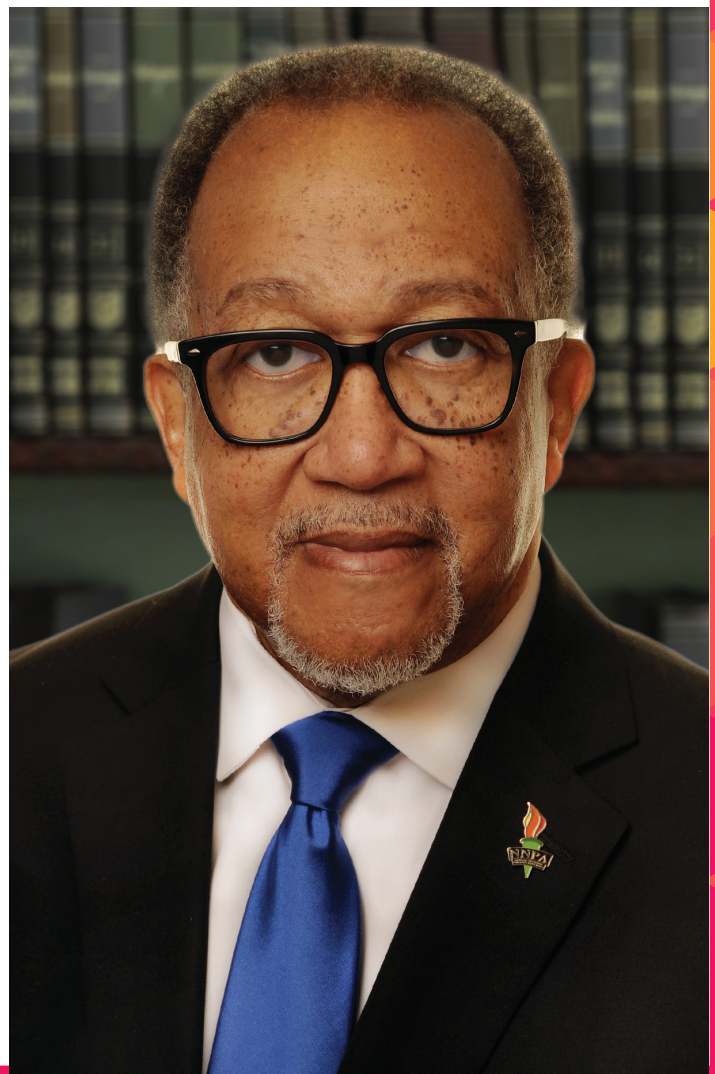
The support of the NNPA's partners, sponsors

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 and continues to make and we celebrate our Corporate Partners, Sponsors and supporters. Your support is essential to the ongoing sustainability of our membership and our communities.

The NNPA is stronger today and ready to continue to move forward.

May God continue to bless the NNPA.



# 2023 NNPA Editorial Programs & Events Calendar

## **JANUARY**

**15th** • "Tribute and National Salute to the Dream and Legacy Rev. Dr. Martin Luther King, Jr"

**18th** • NNPA 2023 Mid-Winter Conference "Advancing the Black Press of America: Reaffirming, Engaging and Empowering"

**25th** • NNPA-PGA Tour-PGA America Virtual "National Salute to African American Golf Legends"

**FEBRUARY (BLACK HISTORY MONTH)**  
"Recognizing African American History Makers,"

**22nd** — NNPA 2023 Virtual Tech Conference: "Media and Innovations in Technology — Bridging the Digital Divide"

NNPA 2023 Annual Black History Month Media Campaign in print, online and digital: "Recognizing African American History Makers"

**MARCH (WOMEN'S HISTORY MONTH)**  
"Power 100 National African American Women Leaders" Recognizing Top 100 African American Women Leaders Across the United States

**17th** — NNPA 2023 Black Press Week: "Saluting the 196th Anniversary of the Black Press of America"

**APRIL (CIVIL RIGHTS AWARENESS MONTH)**

**4th** — 54th Anniversary of the Assassination of Dr. Martin Luther King Jr.

**18th** — NNPA Virtual National Program: "STEM and Black America: Corporate Career Opportunities"

## **MAY**

**9th** — NNPA Virtual "2023 Program to Acknowledge & Award Professional Sports Leaders for Social Justice" NBA, NFL, MLB, NASCAR, NHL, Tennis, Soccer, Golf

**24th** — NNPA Virtual "2023 Black Press of America Tribute to HBCUs in America"

## **JUNE (BLACK MUSIC MONTH)**

**19th** — NNPA National Recognition of Juneteenth: Virtual Townhall on American Freedom and Equality

**21st - 25th** — NNPA 2023 National Annual Convention, Hilton New Orleans Riverside, New Orleans, LA

2023 "NNPA Presents National Awards to Outstanding Recording Artists Virtual Program"

## **JULY (NNPA NATIONAL FINANCIAL LITERACY MONTH)**

**4th** — Salute to American Democracy

**10th** — "Get Your Money Right" Virtual Town Hall Meetings"

## **AUGUST (NATIONAL CIVIC PARTICIPATION MONTH)**

**15th** — Get Out The Vote, Voting Rights for All

## **SEPTEMBER**

**21-24** — NNPA Salute to the Congressional Black Caucus 2023 Annual Legislative Conference (ALC)

**22nd** — NNPA 2023 National Leadership Awards Reception "Honoring Outstanding Change Makers and Innovative Leaders"

## **OCTOBER (2023 NNPA PUBLIC HEALTH AWARENESS MONTH)**

## **NOVEMBER / DECEMBER (NNPA CONSUMER EDUCATION MONTHS)**

@7:30 AM Mondays thru Fridays — #Let It Be Known, NNPA's National News Broadcast hosted by Stacy Brown & Dr. Benjamin F Chavis Jr. — Title Sponsor and Supporting Sponsors opportunities



A man with dreadlocks and glasses, wearing a brown turtleneck, is sitting in a chair and smiling while reading a newspaper. The background is a blurred cafe interior with warm lighting and hanging lamps. The newspaper he is holding has the word 'NEW' visible on its masthead.

PRINT

CONTENT CREATION

MARKETING

EVENTS

SPONSORSHIPS

SHOW MEDIA

DIGITAL

2023  
MEDIA KIT



# Print and Digital Coverage

## All States and Territories, (including the U.S. Virgin Islands)

For advertisers seeking to connect with African-Americans, the NNPA's mix of platforms and marketing channels amplifies your voice in the marketplace, ensuring that the vital African American consumer target engages with your message in a way and shares with peers—further extending brand reach.

### 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

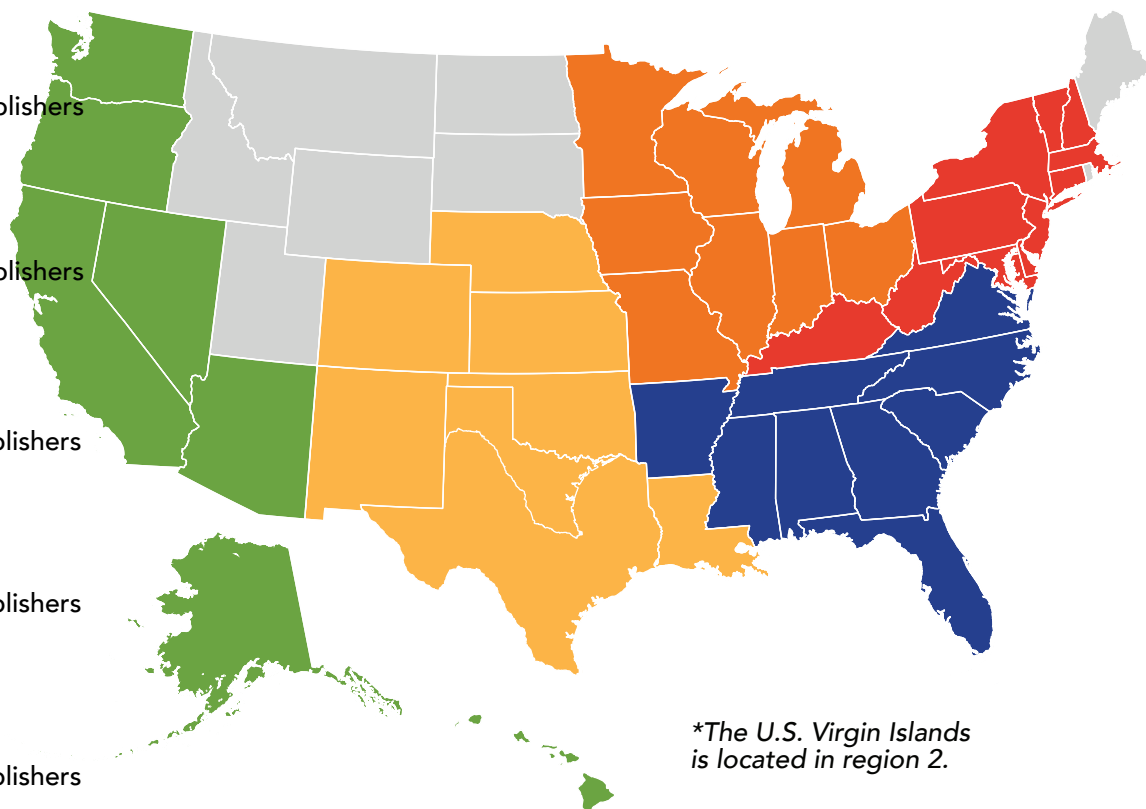
725,870

33 Member Publishers

### REGION 5

1,023,502

30 Member Publishers



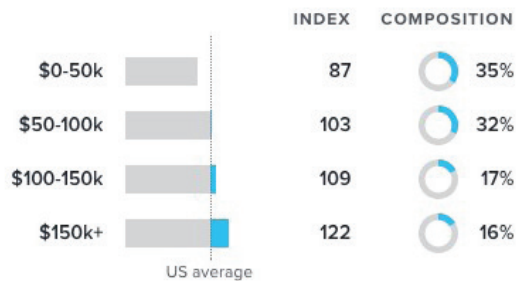
\*The U.S. Virgin Islands is located in region 2.



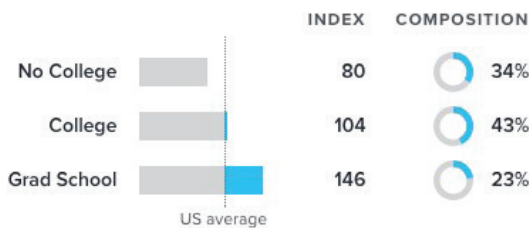


# Demographics

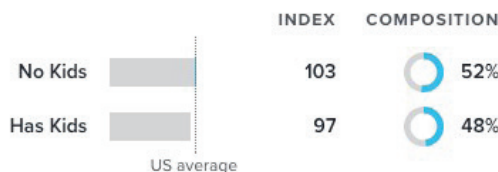
## Household Income



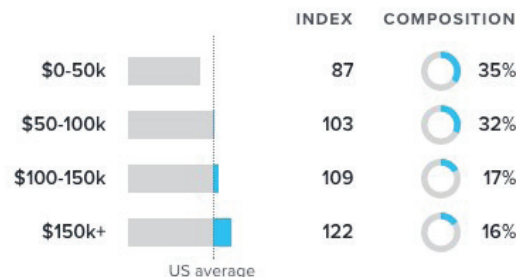
## Education



## Children

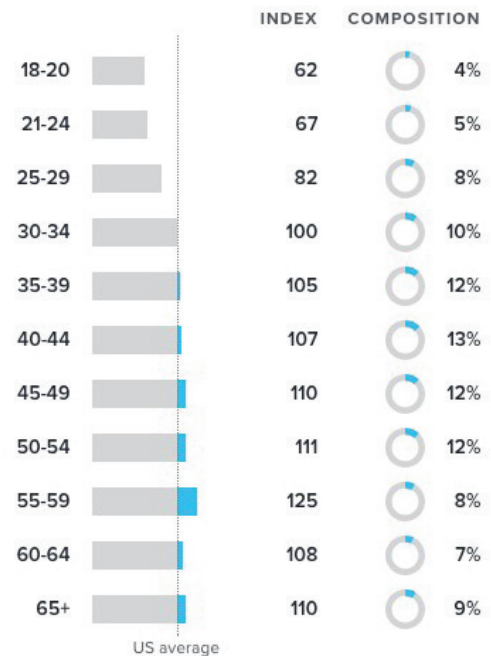


## Household Income

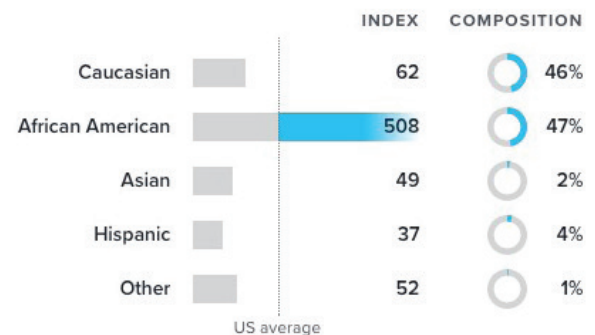


## Age

All Genders ▼



## Ethnicity



Our readers are 2.02x more likely than the average internet user to visit websites in the News category and 3.28x more likely to seek out information on business and the economy.

**The Black Press is the trusted News and Information source for millions of Americans**

Sources: Quantcast.com; Dun & Broadstreet; bombora; Experian

# Demographics

The most recent newspaper industry trends confirm that newspapers have a large and loyal reader base.

- More than 124 million U.S. adults, or more than 6 out of 10, read newspaper media each week.
  - Fifty-eight percent of adults aged 18-34, and more than 6 in 10 adults aged 35+, read a newspaper.
  - Seventy percent of households with income above \$100K are newspaper readers.
- 63 million adults access newspaper content on their smartphone or tablet.

## Reach industry's true decision makers

Job Title/Function	Reader %
Finance Decision Maker	19%
HR Decision Maker	21%
Healthcare Decision Maker	18%
IT Decision Maker	31%
Marketing Decision Maker	11%

Seniority/Management	Index
Board and Ownership	286
C-Suite	158
Management	124
Non-Management	90



## Browsing and Shopping Interests

Categories	Index
Arts & Entertainment	167
Automotive	97
Business	328
Careers	65
Education	92
Environment	96
Family & Parenting	30
Food & Drink	156
Health & Fitness	179
Home & Garden	70
News	202
Personal Finance	151
Pets	44
Real Estate	45
Science	116
Shopping	65
Sports	183
Style & Fashion	115
Technology and Computing	103
Travel	61

## Advertising

Community market adults who say newspaper ads influence purchasing decisions	65%
Community market adults who rarely or never rely on radio for purchasing decisions	78%
Community market adults who rarely or never rely on television for purchasing decisions	70%
Community market adults who rarely or never rely on Internet for purchasing decisions	45%
Community market adults who read classified advertising	81%
Community market adults who read public notice advertising	75%
Community market adults who have never visited a local government website	80%

Sources: National Newspaper Association database; Editor & Publisher; NNA/Reynolds Journalism Institute annual readership research; 2018 Release; Nielsen Scarborough Report. Copyright 2019 Scarborough Research All rights reserved; Coda/Triad Newspaper Insert Study; NAA How America Shops and Spends; 2K16 Valassis Coupon Intelligence Report; Triad Newspaper Ad Effectiveness Service;



# NEW! Best Practices Special Supplements

**WESTSIDE GAZETTE**  
CELEBRATING 50 YEARS IN BUSINESS

2021 **CALENDAR OF EVENTS & SPECIAL ISSUES\***

<b>JANUARY</b>  <b>Dr. Martin Luther King, Jr.</b> Publication Date: January 14th	<b>BLACK HISTORY MONTH</b> <b>FEBRUARY</b> <b>BHM &amp; 50<sup>TH</sup> Anniversary Special Issues</b> Publication Date: TBA	<b>HISTORY MONTH</b> <b>WOMEN'S MONTH</b> <b>MARCH</b> <b>Women's History Month</b> Publication Date:	 <b>MAY</b> <b>Mother's Day Special Issue</b> Publication Date: May 6th
<b>JUNE</b> <b>Hurricane Guide</b> Publication Date: June 3rd <b>Father's Day/ Juneteenth</b> Publication Date: June 17th	 <b>AUGUST</b> <b>Back to School Guide</b> Publication Date: August 12th	 <b>SEPTEMBER</b> <b>Health &amp; Family Wellness</b> Publication Date: September 16th	 <b>DECEMBER</b> <b>Kwanzaa/ Holiday</b> Publication Date: December 23rd

\*Modified due to the COVID-19 pandemic and CDC guidelines. Subject to change.

**THE WESTSIDE GAZETTE NEWSPAPER** | 545 NW 7th Ter. Ft. Lauderdale, FL 33311  
 (954) 525-1489 Office FAX (954) 525-1861 | E-mail wgozette@thewestsidegazette.com | www.thewestsidegazette.com

 @thewestsidegazettenewspaper 
  Westside Gazette Newspaper 
  @\_westsidegazette

**Michigan Chronicle**

**IN OUR WORLD THERE IS DIVERSITY**

**2022 THE QUAD WINTER-SPRING**



**IN OUR SCHOOLS | ON OUR JOBS | IN OUR COMMUNITIES**

**Look inside for helpful information to help you prepare for your career.**

Diversity and inclusion says everyone is welcome; everyone is important; everyone contributes.

*With diversity, our experiences in school and at work lead to better dialogue, better decisions and better development to exist in a multi-cultural, multi-plistic society.*

The NNPA announces an opportunity for you to participate in our member publishers' special **Best Practices Supplements** in 2023 focused on key issues, industries, and practice sectors, including: Education/Back to School, Black History Month, Black Music Month, Finance, Health & Wellness, Holiday Shopping, Business/Employment, Higher Education and Campuses, and Critical Infrastructure.

These separately-bound, pullout supplements can be produced for local, regional or national distribution and encourage readers to save and share the latest insights and critical solutions for the most pressing challenges or opportunities.

Each Best Practices supplement contains an editorial mix provided by NNPA member publisher editors along with a team of national journalists that includes content from the NNPA Newswire and our award-winning contributors.

This is your opportunity to integrate information from white papers, new research and case studies to explore opportunities to reach consumers and decision makers.

Covers 2 and 4 of each supplement are guaranteed full-page, four-color ad positions. Consider bookending the supplement with your two ads for exclusive impact.

All advertisers participating in Special Supplements with a case study, white paper, or cover ad position, will receive 100 free reprints and a pdf of the Supplement.

A pdf of the Supplement will be posted on blackpressusa.com and other NAPA-branded websites as well as the sites of participating member publishers. A link to the supplement will also be shared across the NNPA's social media channels (Facebook and Twitter).

Contact your NNPA sales representative to discuss the schedule for upcoming Special Supplements and topics. You can also discuss development of customized content specific to your industry, issues messaging or event.

Rates and ad sizes may vary. Category exclusivity is available and can be limited by market.

# Specs For Submitting Materials

## Printing Specs

**NNPA Member Publisher publications are direct-to-plate.** Actual specifications may vary from publisher to publisher. Your sales contact will notify you of any required changes or customizations.

**For Digital Specs:** Contact Norman Rich: normanrich@nnpa.org

**Printing:** Web offset; image area should allow at least 3/8" from trim to live copy. Please provide ruled-up proof to indicate correct cropping.

**Binding:** Perfect bound.

**Material Accepted:** SWOP standards apply. 4C & Halftones: 133-line screen preferred.

**Four-Color Screen:** Combined percentages of four screens not to exceed 300%. If ad has large, dark background, reduce undercolor so that sum of the screen percentages does not exceed 260%.

**Inserts:** If you plan to print an insert, consult us about quantities and other specifications. A sample of the material to be inserted must be sent to us 30 days before closing date of issue in which insert will appear.

**Typesetting/Mechanical Work:** Available at cost plus 20%, \$35 p/hr. minimum.

## ACCEPTABLE FILE FORMATS:

**Adobe Acrobat Distiller (Preferred Format)**  
Files must be CMYK press-optimized, distilled using Adobe Distiller; fonts must be embedded (True Type fonts not recommended). Please contact your sales representative for Adobe Distiller settings or with questions.

**Adobe Illustrator** File format required is an EPS file. All fonts must be converted to outlines. All colors must be CMYK (process)

**Adobe Photoshop** File format required is a TIF file. File mode must be 300-dpi CMYK or grayscale. (Bitmap images must be 2400 dpi). *NOTE: Transparency fine-line artifacts may occur in files generated in InDesign, Illustrator, or Photoshop. In cases where transparency artifacts may compromise an ad's appearance, the file will be converted to a flattened TIF file.*

## UNACCEPTABLE FILE FORMATS

*We cannot accept native desktop publishing application files (i.e. QuarkXPress, In Design, Illustrator, and Microsoft Publisher). Files requiring fonts for output must have fonts converted to outlines prior to output and submission; the only exception is PDF-formatted files, which must have the fonts embedded.*

## MEDIA

Ads must be submitted via e-mail (6MB limit), CD-ROM, or via Web Files (see instructions below).

## PROOFS

Advertiser is responsible for providing an accurate composite color proof calibrated to industry standard (SWOP). Epson proofs or contract color proofs are acceptable. Non-postscript proofs are unacceptable. Publisher is not responsible for mistakes that would have been avoided if an accurate proof had been provided before time of press.

## CONTACTS

Dr. Benjamin F. Chavis Jr.: dr.b.chavis@nnpa.org  
Ron Burke: rburke@nnpa.org  
Steven Larkin: stevenlarkin@nnpa.org  
Claudette Perry: cperry@nnpa.org  
Norman Rich: normanrich@nnpa.org

## SUBMITTING ADS VIA WEB FILES, EDITORIAL SUBMISSIONS AND DIGITAL ADVERTISING

Norman Rich: normanrich@nnpa.org





PRINT  
CONTENT CREATION  
MARKETING  
EVENTS  
SPONSORSHIPS  
SHOW MEDIA  
DIGITAL

2023  
MEDIA KIT



# Let the NNPA and our member media companies help establish your company as a leader.

## Project-Based Content Creation

NNPA's Content Management Solutions provide an affordable solution covering reporting, writing, editing, design, and production. Here are just a few examples of the content products we offer:

### White Papers

White papers focus on a relatively narrow subject and are based on your company's existing resources, interviews with 1-2 subject matter experts in your company, and general research. Baseline projects will typically run 4-6 published pages. All white papers will be delivered in high-quality, print-resolution pdf.

- White Paper.....\$6,000 net

### Webinars

Webinars enable you to select a compelling topic, develop the content, and participate in presenting. An editor will assist you in tailoring your concept to ensure your webinar is eligible for re-certification credits. This same editor serves as moderator and is available for all rehearsals. All of this plus best practices coaching on webinars for lead development is included at no extra cost.

- Webinars.....\$TBD Based Upon Scope

### Original Research Projects

Original research is conducted through surveys and interviews of ASIS professional members. Research project deliverables consist of an executive summary, full results, charts, and graphics. The base cost includes an e-mail survey of 10-12 questions pushed to 10,000 – 12,000 random ASIS members. Specific demographics can be targeted to meet the needs of specific research objectives.

- Custom Research.....\$7,500 net (More complex studies can be quoted.)
- **Companion White Paper based on research**  
**\$4,500 net additional**

## Knowledgeable journalists create your content

NNPA features many of America's leading journalists who understand the challenges and solutions of your industry or organization better than anyone else.

## More value for your content efforts

The NNPA offers a variety of advantages for your content marketing efforts:

- Scalable resources that free up internal resources and staff to focus on core duties
- Sustainable content you can maintain long-term, without sacrificing quality

## Goal-oriented content:

- Base campaign on stated goals
- Build/bolster lead database
- Influence specific clients earlier in purchase process
- Pre-qualify leads prior to sales contact
- Introduce new products/services/technology to market
- Foster peer-to-peer conversation on specific topic

Whether you are an agile start-up company with a small staff or a multinational that needs to supplement existing resources, the NNPA can tailor a strategy that serves your objectives and meets your budget.

## Establishing Trust

Content marketing builds trust by being generous with objective information at the top of the purchase funnel, throughout the purchase, and for the lifetime of the product.



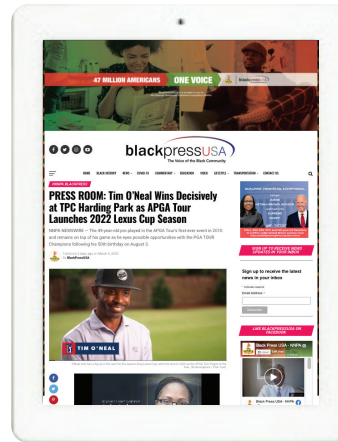
# Content Creation, Sponsored Content & Marketing Support



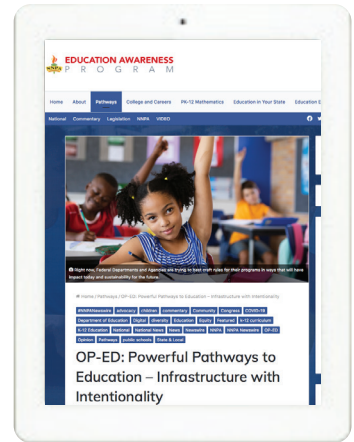
Native Advertising



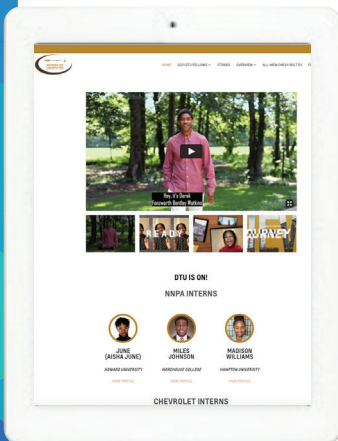
Themed Content



Press Release Distribution



Sponsored Content



Co-Branded Programs



Podcasts

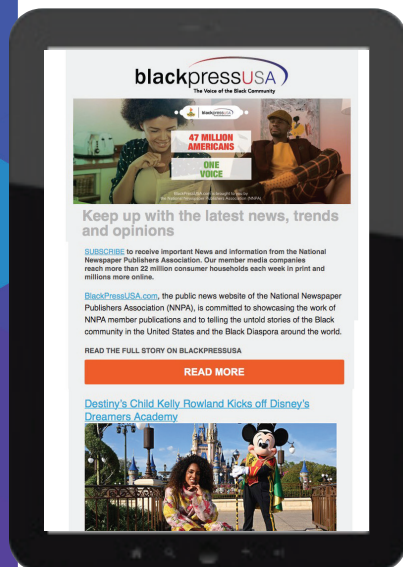


Social Issues Marketing



Special Editions

## Multi-Channel Messaging



Your messaging, our platforms — Email, Video, Social, Web, Print, Events, Livestreams...

# Have a great idea for a story, an upcoming event or business announcement? Contact us.

If you've got an important announcement, leading-edge story or op-ed, the **NNPA's Newswire Distribution Service** will deliver your content to our network of media companies.

Our publishers reach millions of readers each week in print and millions more every day online. More importantly, the Black Press is the Black Community's trusted voice for news and information.

Paid content distribution fees are only \$350 and include publication on blackpressusa.com distribution via the NNPA Newswire Distribution Service and posting your content on our social media platforms.

Each submission will be considered, edited, and published by our accomplished editorial staff. For feature story submissions, contact us for writer's guidelines: [newswire@nnpa.org](mailto:newswire@nnpa.org).

The NNPA and its member publishers are recognized for excellence. Several of our member publishers are Pulitzer Award recipients and the vast majority have been recognized by other regional or national journalism organizations.

If your objectives include paid Native Advertising placement, the NNPA can provide support at the national, regional or specific publisher levels.

Native Article distribution rates for direct publisher placement by the NNPA are based upon a per publisher rate of \$350.

Note that publishers reserve the right to review and/or reject editorial content submitted for distribution as a paid placement.

Any duration or frequency requirements should be noted at the time of placement request.

Editorial	Require-	Contact
<b>Management</b>	Issues related to management, training and leadership.	Claudette Perry ( <a href="mailto:cperry@nnpa.org">cperry@nnpa.org</a> ) Norman Rich ( <a href="mailto:normanrich@nnpa.org">normanrich@nnpa.org</a> ) Ron Burke ( <a href="mailto:rburke@nnpa.org">rburke@nnpa.org</a> )
<b>News &amp; Trends</b>	News-related topical information about all aspects of your organization, business or industry.	
<b>Case Study</b>	Case studies of product applications written only by Security Management editors who appreciate referrals to end-users willing to share their stories.	
<b>Legal Report</b>	Updates about state, federal, and international legislation, regulation, and judicial decisions.	
<b>Industry News</b>	Photo and brief write-up of any company or personnel news.	
<b>Marketplace</b>	4C photo of product or brochure with press release. To expedite process, please email press releases & photos (must be 300 dpi). Allow 2-3 days lead time for publication.	
<b>Government</b>	News and analysis on issues related to local and national matters as they pertain to business/government.	
<b>Feature Articles</b>	A full range of subjects. We strongly urge a phone or email consultation with our editor for guidance before drafting a feature article.	
<b>Online and App</b>	Submit ideas for online Web exclusive and additional content for the NNPA news app.	





PRINT  
CONTENT CREATION  
MARKETING  
EVENTS  
SPONSORSHIPS  
SHOW MEDIA  
DIGITAL

2023  
MEDIA KIT



# **NNPA's Custom Marketing Solutions can help your company connect in a multitude of ways.**

## **Content Marketing**

Content marketing is a business discipline that attracts customers by consistently creating valuable content for their benefit. It is the art of communicating with your customers and prospects without actually selling. Instead of pitching your products or services, you deliver consistent and important information that makes your buyer more likely to reward you with their business and loyalty.

## **Content That Identifies with African American Consumers**

Content marketing has transformed the general B2B market over the past 4 years. In fact, 70% of B2B companies are creating more content. And nearly every industry has taken up the trend in the past two years, and has gained a better understanding of what content is effective and what isn't. But like other BRB marketers, most are challenged with finding trained content marketing professionals who can deliver consistent results. That's what makes NNPA's Content Marketing Solutions especially valuable.





PRINT  
CONTENT CREATION  
MARKETING  
EVENTS  
SPONSORSHIPS  
SHOW MEDIA  
DIGITAL



2023  
MEDIA KIT



# Four Annual NNPA Signature Events



Mid-Winter Training Conference



Black Press Week



Annual National Conference



National Leadership Awards Reception



# 2023 NNPA Editorial Programs & Events Calendar

## Livestream & Broadcast Sponsorship Opportunities

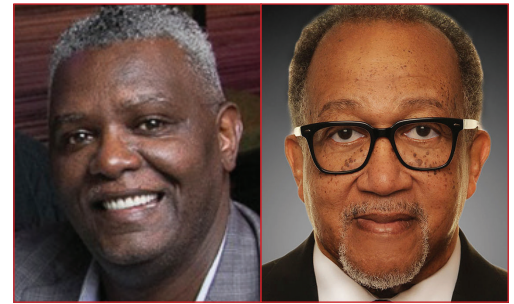
### NNPA Livestream Broadcasts



**let it be known**  
w/STACY BROWN

CELEBRATING  
195 YEARS  
OF THE  
BLACK PRESS!

MONDAY MARCH 14, 2022 @7:30AM ET  
FACEBOOK: BLACKPRESSUSA NNPA | YOUTUBE: BLACKPRESSUSATV  
TWITTER: @BLACKPRESSUSA



NNPA's Early Morning News Show, **"Let It Be Known,"** Hosted by Stacy Brown & Dr Benjamin F Chavis Jr. — Weekdays @7:30 AM (ET)

ACADEMY AWARD WINNER, LOUIS GOSSETT JR. TALKS:  
WATCHMEN, HAP AND LEONARD AND  
THE RISE OF BLACK SCIENCE FICTION  
NSENGA K. BURTON, PH.D INTERVIEWS  
THE LEGENDARY ACTOR, LOUIS GOSSETT JR.



((( TUNE IN )))  
**LIVE**

FACEBOOK.COM/BLACKPRESSUSA/LIVE  
WEDNESDAY, OCTOBER 28, 2020 | 11:00 PM ET



**"The BurtonWire"**  
Hosted by Dr. Nsenga K. Burton  
News, Entertainment and Social  
Issues



**Conversations**  
with  
**Al McFarlane**




**"Conversations with Al McFarlane"**  
Hosted by Al McFarlane —  
Weekdays at 1 PM (ET)

# 2023 NNPA Editorial Programs & Events Calendar

## Livestream & Broadcast Sponsorship Opportunities

### NNPA Livestream Broadcasts



**Ask Alma**  
LIVE

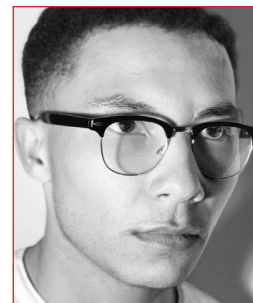
OFFERING ADVICE FOR THE LOVELORN, CONFUSED OUT OF WORK, CHEATED ON, ANGRY, SAD, MEAN, TOO NICE, GREEDY, LONELY, HAPPY, JEALOUS, HAPPY... ETC. ETC...  
FACEBOOK.COM/BLACKPRESSUSA/LIVE | TUESDAY, DECEMBER 21, 2021 | 7:00 PM ET



*"Ask Alma Live," Hosted by NNPA  
Advice Columnist Alma Gill —  
Tuesdays @7 PM (ET)*



**BLERD BINDER**  
THE INTERVIEW: DIRECTOR & CAST OF THE HIT SERIES  
"BLACK KUNG FU CHICK"  
STREAMING LIVE! SUN. 2.21.21 | 2:00PM ET facebook.com/blackpressusa



New Media, Tech & Pop Culture:  
*"The BlerdBinder"*  
Hosted by Noah Washington



**HE SAID... HE SAID... HE SAID...**  
"TOMORROW'S HOPE: THE PROMISE OF EARLY CHILDHOOD EDUCATION."  
FRIDAY 3.4.22 7PM ET | FACEBOOK: BLACKPRESSUSA NNPA | YOUTUBE: BLACKPRESSUSA TV | TWITTER: @BLACKPRESSUSA



*"He Said..., He Said... He Said..."*  
Hosted by Alvin King & Vash  
Boddie — Fridays @ 7 PM (ET)



# NNPA-Produced Webinars: Credentialed, authoritative and valued.

## Podcast Sponsorships

The NNPA produces an array of livestreams and other video content that are uploaded as podcast content each month, and all are archived for 12 months on our website and on iTunes.

Our podcasts cover a wide range of topics, and the sponsor provides 10–12 seconds of customized advertising content at the start and end of each one. Additionally, each sponsor's logo appears:

- With the URL link on the podcast page of BlackPressUSA.com next to the NNPA logo as the podcast is being downloaded
- Next to the podcast link on the NNPA's e-Newsletters

Finally, the podcast sponsor is eligible for a posting of the podcast link on its website.

---

\$10,400 net annually

---

\$3,150 net per quarter

---

\$1,600 net per month

---

## CXO Roundtable:

The NNPA regularly interviews and features C-Suite level leaders from the largest corporations and institutions around the world. The exclusive sponsor receives generous acknowledgment throughout the broadcast and backstage access to the recording or livestream for senior executives. It is a rare opportunity to connect with the most dynamic leaders in your industry.

Contact your sales rep for more details.







PRINT  
CONTENT CREATION  
MARKETING  
EVENTS  
SPONSORSHIPS  
SHOW MEDIA  
DIGITAL

2023  
MEDIA KIT



## Email Blasts & Newsletters

**blackpressUSA**  
The Voice of the Black Community

**47 MILLION AMERICANS ONE VOICE**

BlackPressUSA.com is brought to you by the National Newspaper Publishers Association (NNPA).

**Keep up with the latest news, trends and opinions**

**SUBSCRIBE** to receive important News and information from the National Newspaper Publishers Association. Our member media companies reach more than 22 million consumer households each week in print and millions more online.

[BlackPressUSA.com](#), the public news website of the National Newspaper Publishers Association (NNPA), is committed to showcasing the work of NNPA member publications and to telling the untold stories of the Black community in the United States and the Black Diaspora around the world.

READ THE FULL STORY ON BLACKPRESSUSA

**READ MORE**

Excerpts:  
[Burying The Past And Building The Future In Post-Apartheid South Africa](#)

**The Washington Informer**

TODAYS HEADLINES - March 2nd

**STATE OF THE UNION**

**National Cherry Blossom Festival Officials, Bowser Highlight 2022 In-Person Celebration**

**Progressive Maryland's**

View this email in your browser

<https://forwardtimesonline.us7-list-manage.com/track/click?ui=e82b7ae9927368a594047716d-7d790db0d&e=cd7efec33d>

**FT FORWARD TIMES**

HOME | NATIONAL NEWS | LOCAL NEWS | BUSINESS | LIFESTYLE | SPORTS

**National News**

**We Must Persevere and Vote!**

Read more...

**Commentary**

## The NNPA Digital Network Delivers Millions of Consumers to Your Brand Every Day

**blackpressUSA**  
The Voice of the Black Community

HOME | BLACK HISTORY | NEWS | COVID-19 | COMMENTARY | EDUCATION | VIDEO | LIFESTYLE | TRANSPORTATION | CONTACT US

**History-Making U.S. Secretary of Interior Tours Mississippi's Civil Rights Sites**

NNPA NEWSWIRE — The tour's first stop was the now dilapidated, overgrown-with-vines Bryant's Grocery, on Money Road, in Greenwood, Miss....

**COMMENTARY: We Need Some New Farmers!**

**VIDEO: This Day in History: Rodney King Beating Is Videotaped**

**Anti-Lynching Bill Passes House, Expected to Clear Senate**

**THE SUPREME COURT should look like America. LET'S CONFIRM the FIRST BLACK WOMAN JUSTICE.**

**TAKE ACTION:** <https://buildingbacktogether.org/take-action/>

**Keystone First — Putting you first.**

GET UNLIMITED ACCESS TO COMPELLING CONTENT

**The Philadelphia Tribune**

10¢ per week for 12 weeks **Subscribe Now**

News • Lifestyle • Entertainment • Opinion • The Learning Key • Religion • Obituaries • Sports • Multimedia • Digital Editions • About Us • **Subscribe**

**THROUGH PROJECT UP COMCAST IS INVESTING \$1 BILLION**

**Kamala Harris marks 'Bloody Sunday' anniversary in Selma**

**Teachers reimagine US history lessons with eye on diversity**

**For Women's History Month, tech trailblazer April Walker offers wisdom based on experience**

**Death toll nears 8 million as pandemic enters its 3rd year**

**PHU chooses community partners to renovate homes in Greentown**

**JUDGE KETANJI BROWN JACKSON'S experience is what AMERICANS need on the SUPREME COURT. Let's get her CONFIRMED.**

**TAKE ACTION:** <https://buildingbacktogether.org/take-action/>

**Keystone First — Putting you first.**

**B. Eric Thomas Backing Track**

This week's Learning Key

**Keystone First**

**rollingout**

Entertainment • Culture • News • Business • Health • Videos • Specials • Shop

**JUDGE KETANJI BROWN JACKSON is committed to EQUAL JUSTICE for all AMERICANS, not just the rich and powerful.**

**TAKE ACTION:** <https://buildingbacktogether.org/take-action/>

**WNBA's Brittney Griner arrested in Russia**

March 6, 2022

**Daily Picks**

**Will Smith and Michael B. Jordan to produce 'I Am Legend' sequel**

**Frederick Joseph discusses his book 'Patriarchy Blues: Reflections on Manhood'**

**LeBron James is angry he's not considered great shooter (video)**

**Lashia Levine encourages young Black women to persevere in the music industry**

**Video Picks**

**Egypt Sherrod and Mike Jackson discuss new series, 'Married to Real Estate'**

**DC Young Fly, 85 South Show react to Omeretta's song on what's really Atlanta**

# Online Sponsorships = More ways to connect

## Custom Webinar Sponsorships

Custom webinars enable you to select a compelling topic, develop the content, and participate in presenting. The NNPA supports sponsors at every step. Our editor will also assist in tailoring your concept to ensure your webinar is eligible for re-certification credits.

### Partner with a staff editor

We dedicate a staff editor to assist sponsors with the development of content and presentation. This same editor or one of our award-winning journalists serves as moderator and is available for all rehearsals. All of this plus best practices coaching on webinars for lead development is included at no extra cost. The NNPA also partners with leaders in webcasting and virtual events to ensure delivery of feature-rich, interactive, highly branded events with robust lead generation and reporting capabilities. The custom webinar package includes:

- Best practices, topic and presentation development
- Script coaching, survey drafting, and collateral materials (white papers, fact sheets) for attendees to download
- Pre- and post-event marketing and audience development
- Unlimited event rehearsals
- Sponsor-branded event console for live and archived event

- Unlimited registration and attendance at the live event and for the full year.
- Lead reports including question logs, attendee interactivity, and more.
- Full presence on NNPA-Branded websites
- Master recording of event

## Webinar Attendance & Participation

Fantastic features help deliver qualified leads. Every aspect of a webinar is quantified and measured.

You receive customized reports that present a clear picture of who your audience is, and how you can build on your relationship. Detailed lead management reports for each live event

- Survey Report
- User Questions Report
- Presenter Chat Report
- Usage Summary
- Media Campaign Tracking
- Custom Registrant Report
- Interactivity Report
- Presentation Log

*For a full list of the NNPA's Custom Webinar sponsorship benefits and to explore webinar topics. A minimum lead time of 30 days is recommended for development and marketing options. Custom presentation content must be submitted in advance to avoid conflicts with other programs or policies. Topics and presentations should be informative and not strictly sales-oriented.*

## Webinar Rates and Discounts

Frequency discounts apply to the number of events in any 12-month period.  
*Please note: All rates are NET.*

	1X	2X	3X	4X	6X
NNPA Webinars	\$15,000	\$12,750	\$12,000	\$11,250	\$10,500



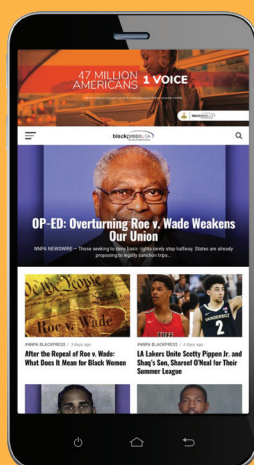
# 2023 Digital Advertising Specs

Online Space	Contract	Creative Size	File Size	Formatting Details
<b>Rotating Full Banner</b>	Any period of months;	468 pixels (w) x 60 pixels (h)	Maximum 30K	Static .gif: No animation accepted.
<b>Medium Square</b>	one month minimum	250 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		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 canceled at least one week prior to the pub date.



## Introducing NNPA Digital Network Sponsorship Opportunities

The NNPA Digital Network offers 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: 300 X 50

**Specs:** Static .gif or .jpg

**Rate:** Contact us for pricing and availability

### Format details for online creatives:

Static .gif or .jpg. Proper HTML 5 and Flash .swf files are accepted. An additional static back-up image is highly recommended.

No native Flash or wireframe creative

# The Fine Print

**INVOICES AND CREDIT:** Our invoices are NET 30 DAYS, with no prepayment discounts. Commissions disallowed on invoices not paid within 30 days of invoice date.

**Overseas advertisers must prepay in NET US dollars.**

New advertisers and agencies must prepay their first insertion. After credit approval, we bill following publication.

No advertiser or agency with invoices more than 60 days outstanding will be permitted to place advertising or contract for exhibit booths until all outstanding invoices are paid. Advertisers and agencies with records of delinquent payment to the National Newspaper Publishers Association will be required to prepay until they have re-established good credit.

Payments received will be credited to the oldest outstanding balance.

## **DISCOUNTS, REBATES, AND SHORT RATES:**

You will be billed at the one-time rate unless we have entered into an advertising contract. Frequency discounts are paid as a rebate after the contract period expires. An advertiser who does not complete a committed schedule will be subject to a short rate.

**COMMISSIONS:** Commissions of 15% of gross billing for space and color are granted on accounts paid within 30 days of invoice date. 15% commission is available on all space, except for classified advertising.

Mechanical charges, tip-in charges, and classified advertising are not commissionable.

Commissions are extended only to recognized agencies.

We require written confirmation of the agency appointment from the advertiser. If we bill the advertiser, our invoice will be for the gross amount.

## **CANCELLATIONS AND CHANGES:**

Cancellations of or changes to existing insertion orders must be made in writing before the ad deadline to which the insertion order applies. Ads cancelled after the issue closing date will be

billed at the prevailing space rate.

**CONDITIONS:** All advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss of expense or claims to suits based upon the subject matter of such advertisements.

We reserve the right to place the word "advertisement" with copy that could be mistaken for editorial material.

Insertion orders placed by an agency represent acceptance of all terms and conditions in this rate card. We are not bound by conditions appearing on order blanks or copy instructions when such conditions conflict with terms and conditions. Nor are we bound by conflicting contracts and orders received from advertiser or agency.

Insertion orders are accepted from agencies with the understanding that the agency is acting as the advertiser's representative. Agency and advertiser are jointly and severally responsible for all space, color, position, and mechanical service charges incurred by either.

**DISCOUNTS:** Contracts cover number of issues within 12-month period beginning with the month of first insertion. Contract provides advertisers with rate protection for 12 months.

## **Frequency:**

- Multiple insertions within an issue count toward contract frequency discounts.
- Subsidiary companies can share frequency under a parent company "umbrella" contract.
- Advertising in the ASIS show daily newspaper applies toward Security Management contract frequency.

**SERVICES TO ADVERTISERS:** We can help you make the following changes to your materials: new type, key-code, address change, strip-ins, etc. Charge for services: Cost plus 20% (non-commissionable; \$35 minimum per hour). A digital version of every ad will be archived indefinitely. All physical materials will be disposed of after 12 months unless otherwise specified upon submission. Accurate color proofs will only be saved for 12 months after the last use.





PRINT  
CONTENT CREATION  
MARKETING  
EVENTS  
SPONSORSHIPS  
SHOW MEDIA  
DIGITAL

**2023**  
MEDIA KIT

CELEBRATING  
**196 YEARS**  
OF THE  
**BLACK  
PRESS**