The Atlanta Voice is the largest audited African American community newspaper in Georgia with over 600 distribution locations throughout the Atlanta metropolitan area.

It is distributed free of charge at various commercial outlets and newsstands, supermarket chains (ie. Kroger and Publix).

For more than 50 years, The Atlanta Voice has ably provided a voice for the voiceless without fear or favor and is proud to continue its legacy as a voice for those who still need a platform to plead their causes.
The Atlanta Voice offers the best opportunity to reach, communicate and penetrate one of the most viable African American consumer markets in the world. In celebrating 50 years of service, The Atlanta Voice is poised to remain the premier voice of its community.

Consider these factors:

- the nation’s black buying power will have risen to **$1.3 trillion** by the end of 2017
- the nation’s share of total black buying power is expected to **rise to 8.7 per cent or more** in 2017
- In the Atlanta metropolitan area alone, those gains represent upwards of **$58 billion**
- Further, African Americans continue to become **more highly educated** and are entering the marketplace with **higher average salaries**

Source: University of Georgia Selig Business School; U.S. 2010 Census
Founded in 1966 by the late Ed Clayton and the late J. Lowell Ware, the paper extended its presence into other cities with via The Athens Voice, The Macon Voice, The Pensacola Voice and The Augusta Voice.

Today the original newspaper model is challenged and The Atlanta Voice is evolving as it redefines, redirects and refocuses its efforts to better connect with the community it serves.

Janis Ware took over the operations of the newspaper in 1991 after the death of her father, Mr. Ware. Ms. Ware said recently, “The Atlanta Voice is more than just a newspaper ... We are On-Line, In-Print and On-Demand with our digital platforms and mobile apps. We are truly a multimedia operation.”
Niche or alternative papers are the one sector of the industry that are thriving. Much of the success can be traced to the appeal ‘alternative’ papers possess for credibility that mainstream media lack, i.e. local significance and addressing relevant issues, all from a perspective that readers can more readily relate to.

We’ve also launched a redesign of The Atlanta Voice that our readers have supported for more than 50 years. Further, we have updated the look of NOW! (No Other Way!) — a magazine for active Boomers—and Next Phase — a magazine for high school juniors & seniors and their parents to navigate the crucial next steps after graduation.
The Atlanta Voice is distributed weekly throughout the Atlanta metropolitan area. Our circulation includes newsstands, distribution boxes, mailed subscriptions, and Kroger stores throughout Metropolitan Atlanta.

The Atlanta Voice has a weekly circulation of 25,000 faithful readers verified by Certified Audit Circulations (CAC). The Atlanta Voice is the largest audited and circulated newspaper serving the African-American market and its diverse lifestyle in the Atlanta area.
WHO WE SERVE

What we know about our readership

- 25,000 locally
- Mostly women
- Mostly under 44
- Highly diverse
- Highly educated
- Typically affluent

Source: Certified Audit Circulations
WHAT WE DO

2018 Editorial Calendar

JANUARY
Martin Luther King Jr. — featuring a calendar of events, and pre- and post-coverage. Jan. 12, 19

FEBRUARY
Black History Month — profiles of local heroes, a calendar of events and coverage of activities. Feb. 3, 10, 17, 24

MARCH
Women History Month — weekly features on women leaders.

APRIL
Minority Health Month — weekly features on health/wellness.
Financial Literacy — Special Insert April 27

MAY
Stroke Month — weekly features on preventing/surviving strokes.
African-American travel and tourism — May 18

JUNE
Black Music Month — June 15

JULY
Back to School — features start dates, back-to-school shopping. July 27

AUGUST
Black Business Month — Aug. 3, 17
Fall Football Kickoff — Aug. 31

SEPTEMBER
Salute to Black Churches — Sept. 7

OCTOBER
Breast Cancer Awareness Month — Oct. 5

NOVEMBER
Buy Local Holiday Gift Guide — Nov. 23
World’s AID’s Day — Nov. 23

DECEMBER
Planning for 2019 financially and physically. — Dec. 14
Year in Review and Kwanzaa — Dec. 21
OPEN ADVERTISING RATES
$40.00 net per column inch
- Full Page: $2,880.00
- 1/2 Page: $1,440.00
- 1/4 Page: $720.00

COLOR RATES
- Spot Color rate is $150.00 per color
- Full Color rate is $500.00

CLASSIFIED
- $36.00 a week for 1 column 6 line ad.
- $150.00 For 3.22” X 2” (business card)

*all rates based on weekly ad placement
*all rates are subject to change

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or sales@theatlantavoice.com

INSERTS
- $50.00 per thousand 0.1 – 1.0 oz
- $60.00 per thousand 1.1 – 1.5 oz
- $70.00 per thousand 1.6 and up

Please Note:
- smallest insert size is 4.75”x4”
- the largest insert size is 10”x12”

Additional charges will be accessed for oversized sheets and inserts weighing more than 2lbs.
WHAT WE DO

2018 Web Ad Opportunities

Web Rates

- Leader Board Top: $1,000
- Region Rail Square: $600

Web Advertising Add-ons

- Ad creation: $150 minimum
- Links: $100 for duration of ad
- Video added to web site: $700

Note: Web ads can be posted in 24 hours

*our web banner sizes are in compliance with iab.

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WHAT WE DO

2018 E-mail Opportunities

The Digital Edition (the electronic version of our weekly newspaper), consisting of breaking news alerts, calendar of events and exclusive offers emailed weekly to more than 30,000 readers.

E-blast Rates

- **Top Banner** (728x90 pixels) $800.00
- **Side Banner** (160x600 pixels) $500.00

Dedicated Emails consist of a marketing message delivered on behalf of an advertiser to select users in The Atlanta Voice database. The content should feature a special offer, announcement/product launch or exclusive invitation.

Dedicated Email Rates

- **Promotional image** (640x480) $1100.00

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