“A PEOPLE WITHOUT A VOICE CANNOT BE HEARD.”

2020 MEDIA KIT
NATIONAL RATES

THE ATLANTA voice
A Voice for the Voiceless

For more than 54 years, The Atlanta Voice is proud to be Metropolitan Atlanta’s most widely read and highly respected African-American owned newspaper. As the largest audited African-American newspaper in Georgia, with over 450 distribution locations across the Metro Atlanta area, The Atlanta Voice is distributed free of charge at commercial outlets, newsstands and supermarket chains — we are the voice of urban Atlanta.

As the premiere African American-owned news weekly in the U.S., we are also masters of content. The Atlanta Voice possesses a combined monthly reach of 583,900, with a weekly in-print circulation of 17,700. Not only do we offer a variety of print publications that provide extended opportunities to engage our readers, we also maintain a robust digital footprint on various platforms, including an interactive, mobile-responsive website, that both expands and enhances our reach in real time.

Why We Matter

• The nation’s African-American buying power rose to $1.3 million in 2018.
• The nation’s share of total African-American buying power surpassed 8.7 percent of all consumer groups in 2018.
• In the Atlanta metropolitan area alone, those gains represent upwards of $58 million in annual revenue.
• 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

Contact Us

Editorial
Marshall A. Latimore, Editor In Chief
info@theatlantavoice.com

Advertising
Chia Suggs, Advertising
advertising@theatlantavoice.com

www.theatlantavoice.com
“A PEOPLE WITHOUT A VOICE CANNOT BE HEARD.”
## 2020 MEDIA KIT

### DEMOGRAPHICS

#### Who We Serve | What We Know About Our Readers

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Education</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>53% Female</td>
<td>15%</td>
<td>H.S. or less</td>
<td>9% Less than $35K</td>
</tr>
<tr>
<td>47% Male</td>
<td>26%</td>
<td>H.S. graduate</td>
<td>20% $40K-$60K</td>
</tr>
<tr>
<td></td>
<td>30%</td>
<td>Some college</td>
<td>28% $61K-100K</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>College degree</td>
<td>14% $101K or more</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>Graduate degree</td>
<td></td>
</tr>
<tr>
<td></td>
<td>66%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Our Reach

*580,000 Combined Monthly Reach*

Print isn’t dead, boring content is. We are alive and strong and happy to set the standard in the delivery of great urban content across metro Atlanta and the United States. The Atlanta Voice has been in print over 53 years, giving us a strong footprint across the metro Atlanta community.

As masters of content, we offer a variety of print publications that provide extended opportunities to engage our readers, so we look forward to providing a conglomerate approach to your advertising needs.

#### Digital Footprint

- **TheAtlantaVoice.com**
  - 50-70K Unique Visitors
  - 200-500K Impressions

- **Facebook**
  - 355,500 Reach
  - 80K-100K Impressions

- **Twitter**
  - 170-180K Impressions

- **Instagram**
  - 105,000 Impressions

- **Emails**
  - 47,000 & Growing
  - 15% Average Open Rate

#### The Convergent Approach

Niche and alternative newspapers are the one sector of the multimedia landscape that is thriving.

Much of our success can be traced to the appeal ‘alternative’ newspapers possess for credibility that mainstream media lacks, i.e. local significance and addressing relevant issues, all from a perspective that readers can readily relate to.

Additionally, The Atlanta Voice has gone digital. We offer a robust digital platform that both expands and enhances our footprint to reach our audience in real time, in an engaging, interactive space that puts the reader in control of content and its delivery.
2020 MEDIA KIT

PLATFORMS + PUBLICATIONS

Our Platforms

TheAtlantaVoice.com
25-50K Monthly Unique Visitors | 100-200K Impressions
Our website reaches 50K+ unique visitors per month while averaging 100K Impressions on ad placements per month.

Digital Ads | E-newsletters
With a combined reach of over 580,000, our online solutions are an excellent way to build awareness for your brand using engaging content across multiple platforms for optimal results.

Facebook
19,500 Monthly Reach | 20-50K Impressions
Our Facebook Page reaches an international audience, as well as the heart of Atlanta. We have over 11K followers and our reach is up about 100 percent since November 2017. We actively utilize Instant Articles as well as traditional posts to drive traffic.

Twitter
178,800 Monthly Impressions
Our Twitter audience is one of our most valuable social media assets. Since social media trafficking began in November 2017, we average 30K monthly impressions.

Instagram
60,000 Monthly Impressions
Our Instagram platform is perfect for executing promotions that integrate cross-posting functionality with our Facebook, Tumblr, and Twitter platforms.

YouTube
1,300 Monthly Impressions
Our YouTube channel is our newest active social platform. We share long form, in-depth, high quality productions that showcase meaningful stories and relevant news topics. With full in-house production capabilities YouTube allows us to develop content that our valuable audience.

Google News
15,000 Monthly Impressions
To provide a truly conglomerate approach to advertising, we launched our Google News AMP pages in January 2018. This new platform expands our reach and provides added value to our advertisers, as we can insert Ad codes into this platform.

Specialty Publications

Next Phase Magazine
Spring | Fall
Next Phase is an educational engagement tool designed to assist parents and students with the ever-changing landscape of college and career trends. Next Phase explores higher education and employment outlooks, relative to metro Atlanta and across the United States. Next Phase is distributed to every high school in Atlanta Public Schools, Clayton County, and DeKalb County schools.

Home Ownership Guide
June 2020
The Atlanta Voice is doing its part to help prepare African Americans and other minorities to buy and keep homes of their own. Intergenerational wealth building through homeownership will be one of many very important issues covered in this inaugural consumer resource guide.

Financial Literacy Guide
October 2020
The Atlanta Voice publishes an annual consumer resource guide focusing on financial literacy. Themed “The Financial Fiscal Family,” this resource guide is sure to create mass consumer appeal and generate a great deal of interest from our loyal readers.
2020 MEDIA KIT
AD RATES + SPECIFICATIONS

**Open Rates**
$80.00 net per column inch

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BW</th>
<th>4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,760</td>
<td>$6,260</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,880</td>
<td>$3,380</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,440</td>
<td>$1,940</td>
</tr>
</tbody>
</table>

Classified ad copy must be submitted as a word document. Design services available. Non-camera ready copy and art due one week prior to publication. All ads must be accompanied with an insertion order. Send insertion orders to: advertising@theatlantavoice.com

- 1 col x 6 lines: $40/week (legal ad)
- 3.22” x 2”: $150 (business card)

**Standard Ad Sizes**

<table>
<thead>
<tr>
<th>Size</th>
<th>BW</th>
<th>4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10.375” x 13”</td>
<td>$5,760</td>
</tr>
<tr>
<td>Half Page (H)</td>
<td>10.375” x 6.5”</td>
<td>$2,880</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>5.1875” x 6.5”</td>
<td>$1,440</td>
</tr>
</tbody>
</table>

Color Rates
- Full Color: $500
- Spot Color: $150 / color
- 1 col x 6 line: $40 / week

**Print Specifications**

- Full size: 11.375 x 14”
- Center: 22.75 x 14”
- 1 col: 1.5903”
- 2 col: 3.3472”
- 3 col: 5.1042”
- 4 col: 6.8611”
- 5 col: 8.6181”
- 6 col: 10.375”

- $50 per thousand 2-16 pages
- $60 per thousand 20-32 pages
- $70 per thousand 36+ pages

**Please Note:**
Smallest insert size is 4.75” x 4”
Largest insert size is 10” x 12”
Additional charges will be accessed for oversized sheets and inserts weighing more than 2lbs.

**Banner Display Rates**
Theatlantavoice.com is designed for optimal user experience on a desktop, tablet, and mobile device. Engage with our large, loyal online readership via a schedule of banner impressions at $12/CPM. Banners can be either run-of-site (ROS) or targeted to specific sections.

ROS package must include 728 x 90, 300 x 600, 300 x 250, 320 x 50. Please provide both normal and high-density screen versions (i.e. 1.5x size) for all image-based creatives.

**E-blast Rates**
- Dedicated E-blast: $1600 / month
- Top Banner (728 x 90): $1200 / month
- Side Banner (160 x 600): $1000 / month

**Social Media Rates**
- Premium package: $500 / month
- Standard package: $350 / month

Custom packages are available.

**Deadlines:**
- Classified: Fri. 5 p.m.
- Display: Fri. 5 p.m.
- Materials: Tue. 12 noon

Note: All materials due one week prior to insertion date

**Additional Services**
- Ad Design: $150 minimum
- Links: $100 for duration of ad
- Sponsored Video: $700

**Submission Guidelines**

Email your artwork to advertising@theatlantavoice.com. After submission, please contact your account executive for confirmation.

Please allow 2-3 business days between the submission of your online ad and its appearance on www.theatlantavoice.com

633 PRYOR STREET SW, ATLANTA, GA 30312 | 404.524.6426, EXT 15 | EMAIL AT ADVERTISING@THEATLANTAVOICE.COM

Call 404.524.6426, ext. 15 to discuss advertising solutions today!