“A PEOPLE WITHOUT A VOICE CANNOT BE HEARD”

2022 MEDIA KIT
NATIONAL RATES
About Us

The Voice of Urban Atlanta

Born out of the Civil Rights Movement, The Atlanta Voice has been at the epicenter of social unrest, citizen engagement and chronicling the history of African American discourse since its inception in 1966. It's in our DNA. For more than 56 years, we are proud of our legacy as Atlanta’s most widely read and highly respected African American owned newspaper. We are currently in the process of executing a digital transformation strategy that will enable us to sustain ourselves for the next 56 years. As such, we have diversified our product line, expanded our reach and become a 24/7 multimedia news source.

As one of the largest audited African American newspaper in Georgia, with 24/7 online presence and distribution throughout metro Atlanta, The Atlanta Voice is distributed free of charge in commercial outlets, news boxes and local libraries.

As a premiere African American-owned news weekly in the U.S., we are also masters of distribution of social and online content. The Atlanta Voice possesses a combined monthly reach of over 500k. 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 leading platforms, including an interactive, mobile responsive website, that both expands and enhances our reach in real time.

The Atlanta Voice is a proud member of:

- National Newspaper Publishers Association (NNPA)
- National Newspaper Association (NNA)
- Local Media Association (LMA)
- Georgia Press Association (GPA)
- Georgia Minority Supplier Development Council (GMSDC)
- Word in Black (WIB)

Contact Us

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As of November, 2021
Demographics

We are alive, 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 for over 56 years, with a strong footprint across the metro Atlanta community. We offer a variety of print publications that provide a myriad of opportunities to engage our readers. As such we look forward to providing a multimedia approach for your advertising needs.

**Reader Demographics**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Education</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>53% Female</td>
<td>22% 18-24</td>
<td>2% High School or less</td>
<td>9% Less than $35k</td>
</tr>
<tr>
<td>47% Male</td>
<td>19% 25-34</td>
<td>17% High School graduate</td>
<td>20% $40-60K</td>
</tr>
<tr>
<td></td>
<td>30% 35-44</td>
<td>24% Some college</td>
<td>28% $61-100K</td>
</tr>
<tr>
<td></td>
<td>18% 45-64</td>
<td>39% College degree</td>
<td>14% $101K or more</td>
</tr>
<tr>
<td></td>
<td>11% 66+</td>
<td>19% Graduate degree</td>
<td></td>
</tr>
</tbody>
</table>

**African American Buying Power**

*The nations African American buying power rose to $1.3 trillion in 2018.*

*Since 2000, the African American market has seen a 114 percent increase in buying power.*

*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*
Digital Platforms

Our Growth

August 2017

FACEBOOK: 6,935 Followers
INSTAGRAM: 722 Followers
YOUTUBE: 9 Subscribers
TWITTER: 130 Followers
WEBSITE: 6,500 Page Views

January 2022

18.2K Followers (up 262%)
12.2K Followers (up 16.897%)
1,780 Subscribers (up 197.77%)
5,336 Followers (up 41.04 %)
154K Monthly Page Views (up 23.69%)

Effective May 7, 2021
Digital Platforms

**Facebook**  70.3k Monthly Reach | 213.8K Impressions
Our Facebook Page reaches an international audience, as well as the heart of Atlanta. We have over 14K followers and our reach has more than doubled since November 2017.

**Google News** 15,000 Monthly Impressions
To provide a truly conglomerate approach to advertising, we launched our Google News AMP pages in January 2018.

**Twitter** 346K Monthly Impressions
Our Twitter audience is one of our most valuable social media assets. Since social media trafficking began in November 2017, Our monthly average has increased exponentially.

**TheAtlantaVoice.com**
154K Monthly Pageviews | 1.9M Impressions
Our website reaches 100K+ unique visitors per month.

**Instagram** 155.4K Monthly Impressions
Our Instagram platform is perfect for executing promotions that integrate cross-posting functionality with our Facebook, Tumblr, and Twitter platforms.

**YouTube** 1.78K Subscribers
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.

**Digital Ads | E-newsletters | Targeted Email**
With a combined reach of over 583,900, our online solutions are an excellent way to build awareness for your brand using engaging content across multiple platforms for optimal results.

**LinkedIn** 766 Followers

**Targeted Email**
The Atlanta Voice has the ability to reach Black households throughout metropolitan Atlanta and the state of Georgia. These targeted emails can carry your message directly into the $55 billion African American consumer market to maximize client messaging with this sophisticated geotargeting tool.

**Coming Soon: Online Business Directory**

As of November, 2021
Specialty Publications

Our Newest Publication Launches in March 2022

HealthPlus

HealthPlus, with entry points in print, digital and interactive, will feature profiles of physicians and other healthcare professionals, explore health disparities affecting communities of color as well as provide substantial information about common health-related topics like nutrition, healthy living, mental health, work-life balance and so much more. Further, HealthPlus addresses the myriad socio-economic and environmental factors that can positively or negatively affect the quality of life of our readers. There will be opportunities for physicians and researchers to submit articles on key research findings, medical updates and information that is vital to the community.

Home Ownership Guide

June 2022

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 annual consumer resource guide.

Financial Literacy Guide

October 2022

The Atlanta Voice publishes an annual consumer resource guide focusing on financial literacy. With an aim to target and create financially responsible families so that they can make healthy economic decisions, this resource guide has mass consumer appeal and generates a great deal of interest from our loyal readers.
## Ad Rates + Specifications

### Open Rates
$87.64 net per column inch

| SIZE       | 4C | Full Page | $6,836 | 1/2 Page | $3,418 | 1/4 Page | $1,709 |

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

| Black and White Rates |

Please reduce 4C ad rates by $500 for ads in Black and White

- 1 col x 6 lines $60/week (legal ad)
- 3.22” x 2” $150 (business card)

### Standard Ad Sizes

- **FULL PAGE**
  - 10.375” x 13”
  - $6,836

- **1/2 PAGE**
  - Vertical: 10.375” x 6.5”
  - $3,418
  - Horizontal: 10.375” x 6.5”
  - $1,709

### Print Specifications

- Full Page 11.375 x 14”
- Center Spread 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.

### Digital

**Banner Display Rates**

Theatlanatavoice.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. Run-of-site (ROS) ROS packages must include 728 x 90, 300 x 600, 300 x 250, 320 x 50. Provide both normal and high-density screen versions for all image-based creatives.

- ROS display $12/cpm
- Targeted display $14/cpm
- Guaranteed placement $16/cpm
- Home Page Takeover $1200/day

**Social Media Rates**

Standard package $500/month (2 per week on each platform)

**Newsletter Rates**

Dedicated E-blast $1600/month
Top Banner (728 x 90) $1200/month
Side Banner (160 x 600) $1000/month
Targeted reach extension (minimum 25,000) $30/cpm

**Deadlines**

- Space: Fri. 5 p.m.
- Materials: Tue. 12 noon

**Note:** Materials due one week prior to insertion date

**Additional Services**

- Ad Design $300 minimum
- 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: ADVERTISING@THEATLANTAVOICE.COM

Call 404.524.6426 ext. 15 to discuss advertising solutions today!
Editorial Calendar

January
- Dr. Martin Luther King Jr.

February
- Black History Month
- Heart Health Awareness
- World Cancer Day

March
- Women’s History

April
- Minority Health Awareness
- Tax Season

May
- Women’s Health
- Mental Health Awareness
- Mother’s Day
- Nurse Week
- Tulsa massacre 100th anniversary

June
- Black Music Month
- Black Men’s Health
- Homeownership
- Father’s Day
- Juneteenth

July
- Independence Day

August
- Back to School

September
- Labor Day
- Sickle Cell Awareness
- Childhood Cancer Awareness

October
- Financial Literacy
- Breast Cancer Awareness
- Domestic Violence Awareness

November
- Veterans’ Day
- Healthy for the Holidays (cont. through December)

December
- World AIDS day
- Christmas Day
- Kwanzaa
- New Year Day

As of November, 2021