

# **Media Kit**

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## THE ORLANDO **ADVOCATE** 'Committed to Positive Change'

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### **Explore the Possibilities of Advertising**

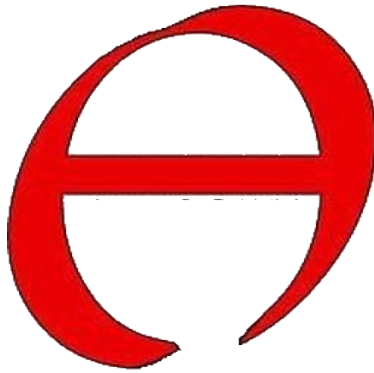
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Community News and Information  
30 Coburn Avenue  
Orlando, FL 32805

*Blacks spend major dollars in the local  
market each year!*

*Are you getting your share?*

*Who's your media partner?*

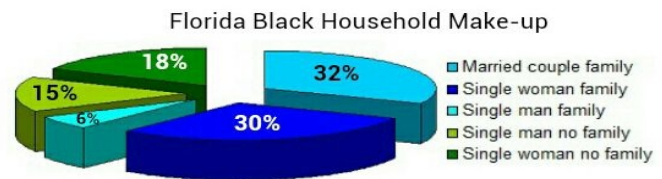


Thank you for your interest in *The Orlando Advocate*. We are Central Florida's Only Urban Lifestyle Weekly newspaper.

While our market is principally African-American, the Advocate is published for the reader who wants to be informed about the political and economic issues impacting Central Florida's African-American community. We specialize in hands-on information and investigative reports. Our readership is sophisticated, upwardly mobile, and passionate about **information**.

Advertising in *The Advocate* will put you directly in touch with your market. And it IS your market. Orlando's black community is the 7th fastest growing community in the nation-- and the 4th fastest growing in black middle- to upper-income-levels. What's good for you is that we know our market.

The average Black household contains 2.57 persons, and averages 1.25 owned vehicles. Black households' annual income averaged \$36,149 in 2014, up slightly above the \$32,469 reported by the 2010 Census.



SOURCE: US Census Bureau 2011 American Community Survey

Florida Households		
	Black	All FL
Median household income	\$32,469	\$44,409
With retirement income	12%	19%
With Social Security income	24%	35%
With Food Stamp/SNAP benefits	25%	12%
With cash public assistance income	4%	2%
With Supplemental Security Income	8%	5%
Renters	51%	32%
Median gross rent	\$883	\$947
Home owners	49%	68%
Median home value	\$135,600	\$164,200

Housing (\$13,530), transportation (\$5,946) and food (\$5,825) consume the biggest portion of annual spending by Blacks, totaling approximately one-third of total. What may be surprising to some is that personal insurance and pensions, healthcare, entertainment, clothing, and education, in addition to personal care, tobacco, alcohol, and reading make up another 30%. An effective advertising campaign can help you get a share of this vibrant and growing market.

Florida State Urban  
Black Population  
(2010 census Black alone)

<u>Miami-Fort Lauderdale</u>	1,169,185
<u>Orlando</u>	344,820
<u>Tampa--St.</u>	329,334
<u>Petersburg</u>	292,881
<u>Jacksonville</u>	119,320
<u>Tallahassee</u>	

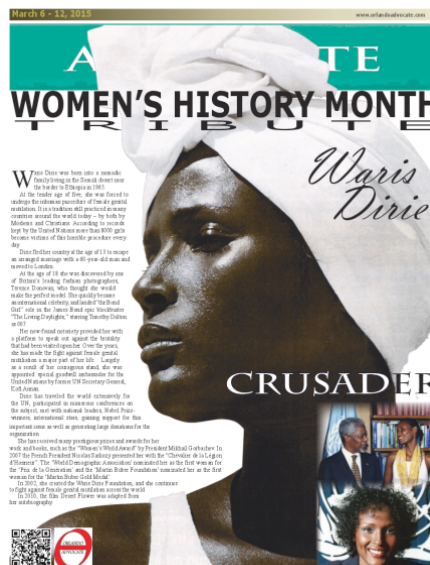
There's no secret to effective advertising: advertise frequently in a medium that connects with your target market. Successful companies bombard you with ads. Some companies will take your money

With a distribution of 8,000 papers, and a confirmed 2.57 adults per household, we communicate with up to 20,560 urban market readers each week. It is an unusually diverse group. Seventy percent are black; 30 percent are white.

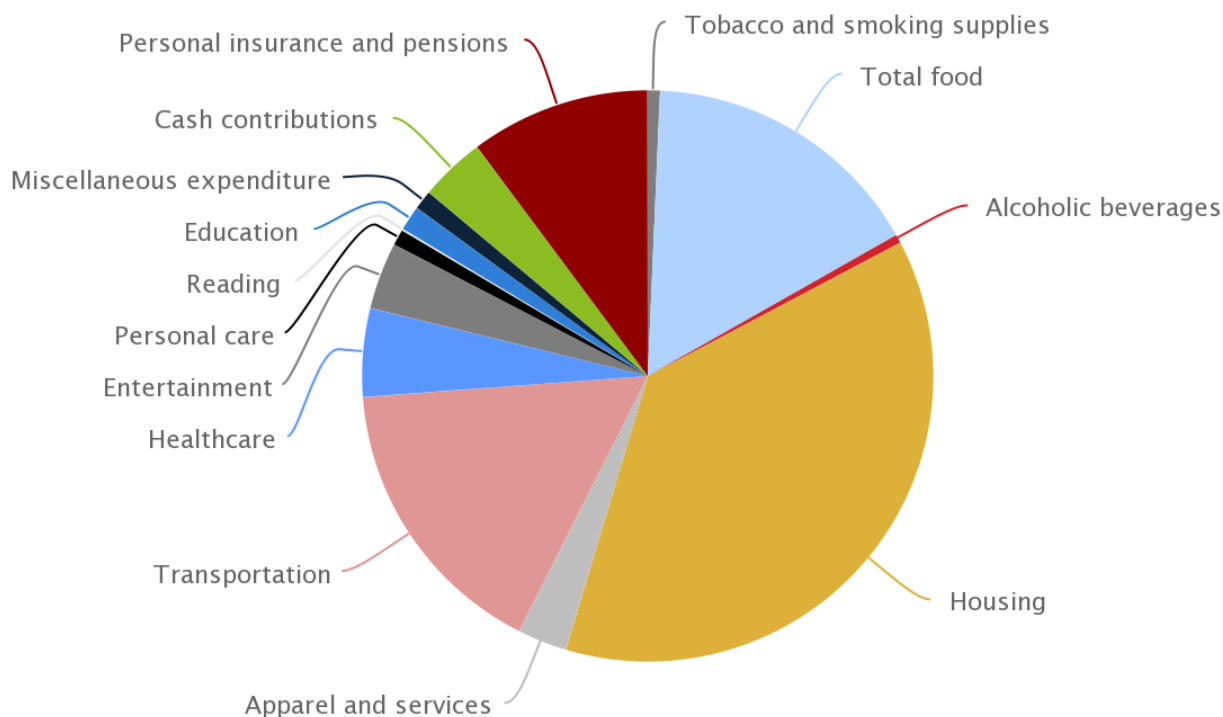
Our papers are placed in churches, retail businesses, offices, convenience stores and conveniently located in street-level newspaper boxes. We've been online ([www.orlandoadvocate.com](http://www.orlandoadvocate.com)) since 1997.

Advertising in *The Advocate* is long lived-- because our back issues are in constant demand. Our readers request back issues when they're researching, memorializing governmental action, or recalling our editorial stands. Your ad continues to get attention for months and in some instances years after the issue is off both the newsstand and the website. What more could you ask for?

Relevant content.  
 In-your-face style.  
 Plus, we're FREE to  
 our readers. Who  
 doesn't like "free?"



Average household expenditures by Black households  
 2010–2012 combined



Source: U.S. Bureau of Labor Statistics.

**Page Depth: 13 Inches**  
**Page Width: 10 Inches**

**Column Measurements**

- 1 Column ..... 1-9/16 in.
  - 2 Columns ..... 3-1/4 in.
  - 3 Columns..... 4-15/16 in.
  - 4 Columns..... 6-5/8 in.
  - 5 Columns..... 8-5/16 in.
  - 6 Columns..... 10 in.
- (Gutter = 0.125 in.)

**Large Biz/Agency Rates:**

*10.15 per col inch net\* (\$830.00 full page b/w)*

Discounts

- 3-12 weeks 7% off
- 13-25 weeks 10% off
- 26-38 weeks 15% off
- 39-52 weeks 20% off

**Mom n Pop Rates:**

9.00 per col inch *net* (\$700.00 full page b/w)

Discounts

- 3-9 weeks 12% off
- 10-25 weeks 17% off
- 26-51 weeks 22% off
- 52 weeks 26% off

**Non-Profit Rate: \$9.00pci**

**Online banner or square ad:**

\$30 per month, 3 months minimum

**Credit Policy:**

*New accounts* must apply for credit, pay 50% of single run or first two weeks of multi-run in advance. Then can be billed up to 4 weeks out. Accounts must be kept current for continued credit. Major credit cards accepted via phone or online.

**Mechanicals**

Full Page: 6col x 13 in .....  
10 in x 13 in 78ci

Half Page: 6 col x 6.5 in.....  
10 in x 6.5 in 39ci  
OR 3 col x 13 in  
4-15/16 in x 13 in 39ci

Qtr Page: 3 col x 6.5 in.....  
4-15/16 in x 6/5 in 19.5ci

Eighth Page: 3 col x 3.25 in.....  
4-15/16 in x 3.25 in 9.75ci

**Color Charges:**

(CMYK Model)  
Ads 1/2 page and larger  
Spot Color \$75.00  
Full Color 225.00

Ads smaller than 1/2 page  
Spot Color \$65.00  
Full Color 150.00

# INSERTS

## A. Flat Rates for PrePrinted Inserts

(up to 10 by 16 inches, folded; price per mm)

4 pages (minimum).....	\$42.00
6 pages.....	44.00
8 pages.....	46.00
12 pages.....	48.00

Minimum preprint insert run: 3,000

*Inserts fewer than 4 pages are special order only. Call Derrick at 407-648-1162 for pricing and arrangements.*

### Label and address as follows:

Heart of Florida Printing  
2700 SW 13th Street  
Gainesville, FL 32608  
ATTN: ORLANDO ADVOCATE

Inserts must be in-house seven (7) days prior to publication but not more than fourteen (14) days prior.

To schedule insert run email sales@cfadvocate.com with cc: to inserting@gvillesun.com and provide following information:

Preprint name (i.e., Army Corps of Engineers)  
Orlando Advocate  
Insertion date  
Quantity per box/skid and total quantity shipped  
Number of boxes/skids in shipment

### PEPRINT GUIDELINES

Stacked skids should not exceed 44"x48"  
Products on newsprint or equal weight paper stock should be a minimum of four (4) broadsheet pages or eight (8) tabloid pages.  
Single sheet products should be on a minimum 75 pound non-porous cover stock. Not responsible for multiples if underweight paper used.  
Minimum preprint thickness is .012"  
Maximum size accepted is 12 1/2" across the spine (folded edge) X 11 1/4"  
Minimum accepted size is 7" X 5".



# CONTRACT POLICIES

Contracts accepted subject to newsprint supply and other contingencies beyond publisher's control. Contracts not valid unless copy starts within 30 days of date of contract.

**W**e have structured our rates to give maximum benefit to advertisers who run every week. Maintaining a regular presence before your buying audience is the key to securing maximum ad response. **Contract advertising** is charged based on the number of times contracted, from 2 to 52 weeks.

### DEADLINES:

We publish on Fridays. Space must be reserved not later than the Friday before the week your ad is to run. Cancellations cannot be accepted after Tuesday, noon. Deadline for copy/CRA is noon Monday; 10 days for ads needing production.

### PAYMENT:

For new advertisers, one-half payment is required at time of contract. The balance will be invoiced. A 1.5% service charge per month is added to any account with an outstanding balance. If an advertiser breaks a contract, short rate billing will apply; the advertiser will be re-billed at that rate for all ads actually run.

The Advocate reserves the right to revise its advertising rates at any time. Our rates have changed only twice since 1993.

Checks are accepted. Checks returned by the payor's bank will result in an additional charge of \$25, and future advertising being paid for with cash, money orders, certified checks or credit card.

### POLITICAL ADVERTISING:

Billed at the lowest applicable rate, *and payable in advance by campaign check only, as required by Florida law.*

### TEARSHEETS/COPIES:

Tearsheets are routinely mailed with invoices within 3 business days of the date of publication. If ad is prepaid, tearsheets will be mailed with sales receipt. A charge applies for mailouts of checking copies when contracts are for less than multiple runs.

### ERRORS:

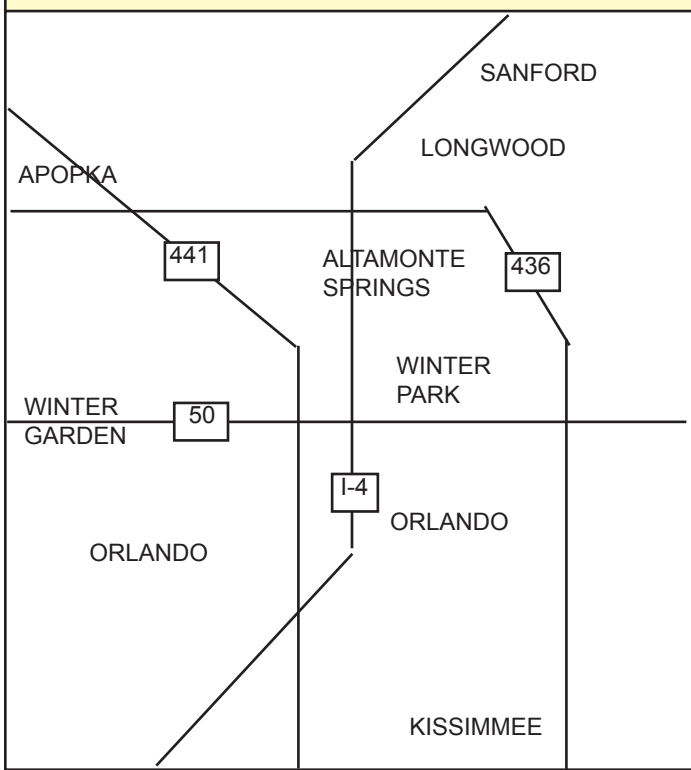
Errors happen. The Advocate's liability in the case of an error that materially affects the drawing power of an ad is to grant **full credit** to the advertiser for a re-run of the ad or for a future ad.

Should an advertisement fail to appear in the publication as specified due to our fault, we will publish the ad in our next consecutive issue. This completes our responsibility.

The publisher will not be liable for its failure for any reason to print, publish or circulate all or part of any issue containing advertiser's advertisement.

Advertiser is solely responsible for the content of its ads, including text, illustrations, sketches, trademarks or other copyrighted information, where the ad is either supplied, or its construction directed, by the advertiser.

**CIRCULATION:**



Distributed in Orange, Osceola, Lake, Alachua Counties. 8-10,000 copies per week since 1996. Churches, convenience stores, restaurants, hair salons, doctors and lawyers offices, schools and universities, paid subscriptions, newspaper boxes. Our average weekly recovery rate is 1.65% of the copies printed. Projecting paid circulation January 2017

Local zip codes: 32701, 32712, 32708, 32713, 32730, 32750, 32751, 32773, 32789, 32793, 32801, 32802, 32803, 32804, 32805, 32806, 32807, 32808, 32809, 32810, 32811, 32813, 32818, 32822, 32825, 32835, 32836, 32837, 32839, 32877

**ZIP CODE TARGETING:** Not available.

**CLASSIFIED COLUMN MEASUREMENTS:**

1 column	1 - 5/16 inches
2 columns	2 - 13/16 inches
3 columns	4 - 1/4 inches
4 columns	5-3/4 inches
5 columns	7-3/16 inches
6 columns	8 - 11/16 inches
7 columns	10 - 3/16 inches

**CLASSIFIED DISPLAY MECHANICALS**

Pricing: Nat'l -- \$8.50 per column inch  
 Page Size: 10 - 5/16" X 13"  
 Page Format: 7 columns/page  
 Arial 9 point

Display Ads over 11" in depth will be billed at 13"

**LEGAL AD MECHANICALS**

Pricing: Nat'l and Local-- \$8.50 per column inch  
 Page Size: 10 - 5/16" X 13"  
 Page Format: 7 columns/page, Arial 8 pt type

**Per case FLAT FEE RATES**

*ad prices based both on length of text and number of runs*

Dissolution of Marriage	4 runs	\$ 100.00
Probate Administration	2 runs	90.00
Adoption	2 runs	80.00
Foreclosure	2 runs	80.00
Notice of Action	4 runs	100.00
Fictitious Name	1 run	20.00

In all cases, responsibility for specifying how long a legal should run rests with advertiser.

\* Lawyers and paralegals only. **Requires volume contract placements (minimum of 10 insertions).** Call 407-649-6775 for additional information.

**STRATEGIC PARTNERSHIPS:**  
 what doing business today is all about.  
 You cannot solve the problems of today  
 at yesterday's level of thinking.

# Advocate Reader Profile

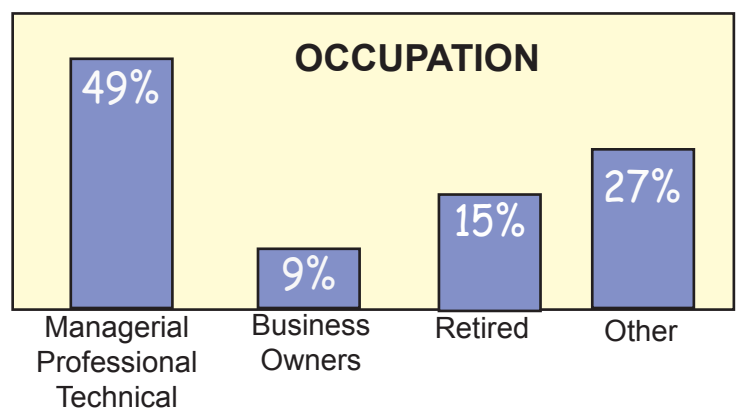
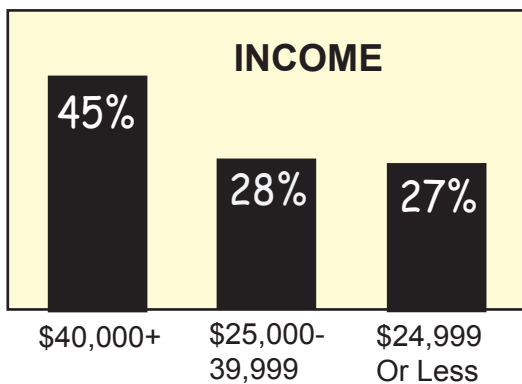
38%  
Ages 18-34  
41%  
Ages 35-54  
21%  
Ages 55+



## James & Ann Advocate

*25-59, college, home-owners*  
*Active, sophisticated*  
*Prefer the dining experience*  
*Like theater, movies, live music and going to the beach*  
*He likes golf*  
*She's working and shopping*  
*Picky about their clothing*  
*Both own cars*  
*They like gospel, jazz and "old school"*  
*"We like mutual funds"*

- 49% Single Heads of Households
- 56% Are Managers, Professionals or Business Owners
- 45% Have Annual Household Incomes of \$40,000+
- 56% Graduated from College
- 53% Are Homeowners



# Y2K16 Editorial Calendar-- The Advocate

Make all space reservations not later than 7 days before issue date. Materials must be received by noon on the Monday before issue date.

Month	Issue Date	Editorial Topic
JAN	January 1 January 15 January 22	Looking Back, Looking Ahead: Two Views Dr. King Special The Zora Neale Hurston Celebration
FEB	February 5 February 12 February 19 February 26	Police Violence and Black Lives Matter Celebration of Love: Focus on Black Family History Month Special: Black Wall Street Race in the New Millennium
MAR	Every Week	Honoring Women in Public Service and Local Government
APR	April 8 April 22	The Politics of Black Health National Poetry Month Tribute: Local Spoken Word Artists
MAY	May 20	Leaving High School, Going Where? Jobs, jobs, jobs
JUN	June 17 June 24	Junteenth-- the Observance Gospel Rap Revisited
JUL	July 1 July 15	The Growing Threat to Our Freedom: A Critical Look at ISIS The Other Side of Mass Incarceration
AUG	August 12 August 26	Back to School Work vs Wealth-- Labor Day Honors Workers
SEP	September 9 September 23	911: Why We Must Never Forget Up Close & Personal with Black Local Elected Officials
OCT	October 14 October 28	Violence Against Women-- Out of the Closet The Black Family: Are We There Yet?
NOV	November 11 November 18	Curbing Violence Against Women and Children Giving Thanks
DEC	December 23	Christmas/Kwanzaa



Mailing Address:  
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[www.orlandoadvocate.com](http://www.orlandoadvocate.com) \* [sales@orlandoadvocate.com](mailto:sales@orlandoadvocate.com)