

African-American News & Issues



Founded in 1996 in Acreage Home-
Houston, Texas, African-
American News & Issues is the largest
owned and widely circulated, African
American newspaper in the United
States targeting African American read-
ers in many Texas cities and counties,
i.e., Austin, San Antonio, Dallas,
Galveston, Harris, Tarrant, Bexar,
Jefferson, Travis, Fort Bend, Bell, Smith,
McLennan, El Paso, Gregg, Bowie,
Brazoria, Denton, Lubbock, Coryell,
Harrison, Collin, and Brazos.

MEDIA KIT

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Mechanical Specifications for Advertising

EDITORIAL PROFILE

African-American News & Issues is a tabloid size, 5 column publication with a 6 column ad MarketPlace produced every Wednesday.

COLUMN DIMENSIONS

- 5-column ROP page (columns width 1.8125" wide) & 6 Column Marketplace (column width 1.531)
- Live image area both page types 9.8125" width x 15.5" height
- Actual page size - 10.75" width x 17" height

5 COLUMN ROP WIDTH

Columns	Inches	Decimal
1	1 13/16"	1.8125
2	3 13/16"	3.8125
3	5 13/16"	5.8125
4	7 13/16"	7.8125
5	9 13/16"	9.8125

6 COLUMN MARKETPLACE WIDTH

Columns	Inches	Decimal
1	1 17/32"	1.531
2	3 3/16"	3.1875
3	4 27/32"	4.842
4	6 1/2"	6.498
5	8 5/32"	8.154
6	9 13/16"	9.8125

ELECTRONIC AD GUIDELINES

Final Ad Layout Performed with these Programs

- Adobe Acrobat 5.0 to make PDF files
- QuarkXpress 5.0
- Adobe Photoshop 7.0
- Adobe Illustrator 8.0

We Accept

- Adobe Acrobat PDF files (preferred)
- Formatted zip disks
- CD-ROM disks

Production Requirements

- PDF X1 (preferred) with fonts embedded; subset below 100%
- Ads must be built to exact size
- Customer must provide all files, images, and fonts for ad
- Line screen: 100 lines per inch
- All color must be defined as process/CMYK, no RGB (RGB colors will be converted to CMYK)
- Ad depths increase in 1/4 (.25) inch increments

AD SEND ID NUMBER

TXHAA

EMAIL ADDRESSES

news@afamnews.com (General Information)
sales@afamnews.com (Sales and Insertion Orders)
prod@afamnews.com (Camera Ready Art Work)

ROP INSERTION ORDER DEADLINE - 5:00PM, WEDNESDAY
SEVEN (7) DAYS PRIOR TO PUBLICATION DATE

MARKETPLACE INSERTION ORDER DEADLINE
5:00PM, TUESDAY
EIGHT (8) DAYS PRIOR TO PUBLICATION DATE

ROP ART WORK DROPDEAD DEADLINE - 12:00 NOON, FRIDAY
FIVE (5) DAYS PRIOR TO PUBLICATION DATE

MARKETPLACE ART WORK DROPDEAD DEADLINE
12:00 NOON, WEDNESDAY
SEVEN (7) DAYS PRIOR TO PUBLICATION DATE

AFRICAN-AMERICAN NEWS & ISSUES IS PUBLISHED EVERY WEDNESDAY.

Net Retail Advertisement Rate

Dimensions	Column x Height = TCI	ZONE 1 Greater Houston Gulf Coast, Texas & South East, Texas Regions \$90 net per column inch 250,000 + circulation			ZONE 2 Dallas/Fort Worth Metroplex, Texas Region \$69 net per column inch 150,000 + circulation			ZONE 3 San Antonio South, Texas & Austin Central, Texas Regions \$48 net column inch 50,000 + circulation		
1/8 Page Square	3.8125" x 4.75"	2 x 4.75" = 9.50"	\$855.00	\$655.50	\$456.00					
1/8 Page Horizontal	5.8125" x 3.25"	3 x 3.25" = 9.75"	\$877.50	\$672.50	\$468.00					
1/4 Page Square	5.8125" x 6.5"	3 x 6.50" = 19.50"	\$1,755.00	\$1,345.50	\$936.00					
1/4 Page Vertical	3.8125" x 9.75"	2 x 9.75" = 19.50"	\$1,755.00	\$1,345.50	\$936.00					
1/4 Page Horizontal	7.8125" x 5"	4 x 5.00" = 20.00"	\$1,800.00	\$1,380.00	\$960.00					
1/4 Page Horizontal	9.8125" x 4"	5 x 4.00" = 20.00"	\$1,800.00	\$1,380.00	\$960.00					
1/2 Page Square	7.8125 x 10.5"	4 x 10.5" = 42.00"	\$3,780.00	\$2,898.00	\$2,016.00					
1/2 Standard Page Vertical	5.8125 x 10.5	3 x 10.5" = 31.50"	\$2,835.00	\$2,173.50	\$1,512.00					
1/2 Page Horizontal	9.8125" x 7.75"	5 x 7.75" = 38.75"	\$3,487.50	\$2,673.75	\$1,860.00					
1/2 Page Vertical	5.8125" x 13"	3 x 13.00" = 39.00"	\$3,510.00	\$2,961.00	\$1,872.00					
1/2 Tab Page Vertical	5.8125" x 13"	3 x 13.00" = 39.00"	\$3,510.00	\$2,961.00	\$1,872.00					
Full Page	9.825" x 15.5"	5 x 15.50" = 77.50"	\$6,975.00	\$5,347.50	\$3,720.00					
Double Truck	20.5" x 15.5"	11 x 15.50" = 170.50	\$15,345.00	\$11,764.50	\$8,184.00					

NOTE:

When you buy any two (2) zones combined, you receive 5% discount.
 When you buy all three (3) zones combined, you receive 10% discount.
 Non-Profits (1 week or 52 weeks; Zones 1 or 3) receive 20% discount.

INSERTS

\$65.00 net per thousand (50,000 copies minimum)

COLOR COST

\$200 per spot color | \$500 four color

FREQUENCY DISCOUNTS

4 weeks at 5% | 13 weeks at 10% | 26 weeks at 15% | 52 weeks at 20%.

Frequency rates with signed contract only. Discount rates are maximum discounts, one or all zones.

AFRICAN-AMERICAN^{NEWS&ISSUES} IS PUBLISHED EVERY WEDNESDAY.

Special Editions

Edition	Day	Special
January 5, 2005	Wednesday	New Year
January 12, 2005	Wednesday	Martin Luther Kings, Jr.
February 2, 2005	Wednesday	10th Anniversary/Black History
February 9, 2005	Wednesday	Valentine/Black History
February 16, 2005	Wednesday	Black History
February 23, 2005	Wednesday	Black History
March 2, 2005	Wednesday	Historical Black University/College
March 16, 2005	Wednesday	Black Press Week
March 23, 2005	Wednesday	Easter
May 4, 2005	Wednesday	Mother's Day
May 18, 2005	Wednesday	Malcolm X
May 25, 2005	Wednesday	End of School/Memorial Day
June 15, 2005	Wednesday	Father's Day/Juneteenth
June 29, 2005	Wednesday	Independence Day
August 3, 2005	Wednesday	Back to School
November 2, 2005	Wednesday	Election Day
November 24, 2005	Wednesday	Thanksgiving
December 21, 2005	Wednesday	Christmas/Kwanzaa

Terms and Conditions

1. GENERAL POLICY

a. All contracts, insertion orders and copy are subject to the approval of **African-AmericanNews&Issues** Publisher. **African-AmericanNews&Issues** Publisher reserves the right to edit or reject ad copy.

Advertising will be billed at the net rate unless a contract has been submitted for a specific frequency rate and time period.

Frequency discounts are determined by the number of issues used, or by the number of insertions in a given issue within a 12-month period.

Contracts canceled before completion will be short-rated at the earned rate.

No rebates. Promotional rates may not be combined.

b. **African-AmericanNews&Issues** reserves the right to inset the word "Advertisement" on all ads.

c. Signed advertising agreements exist between the advertiser and **African-AmericanNews&Issues**. The advertiser is responsible for payment to **African-AmericanNews&Issues** when advertising is placed by an advertising agency.

d. The advertiser or its agency, if there is one, represents that it is fully authorized and licensed to use all copy submitted for publication. The advertiser agency further agrees to indemnify and release **African-AmericanNews&Issues**, against all loss, liability, damage and expense from copying, printing or publishing of such advertisement.

e. **African-AmericanNews&Issues** is not bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of advertiser when such condition conflicts with any provision contained in its rate card or with its policies.

f. Any tax placed on newspaper advertising shall be added to the rates given herein.

2. CONTRACT AND COPY RELATIONS

African-AmericanNews&Issues is liable for our composition errors only. **African-AmericanNews&Issues** will either credit or rerun the ad at no charge. Credit is allowed for the first insertion only. Notice of error must be given before the second insertion order otherwise no claim for repetition will be allowed. All ad(s) are R.O.P. and position is neither sold nor guaranteed. Advertising copy will not be accepted on a "position or omit" basis. Representatives of the **African-AmericanNews&Issues** are not authorized to make deviations from **African-AmericanNews&Issues** rates and regulations.

3. PAYMENT

Payment in advance is required of all advertisers. Credit may be extended only after a fully completed and signed credit application is received and approved by the **African-AmericanNews&Issues**. Bills are due and payable upon receipt. Delinquent past 30 days an interest charge of 1.5% per month will be added.

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CONTACT

news@afamnews.com (General Information)
sales@afamnews.com (Sales and Insertion Orders)
prod@afamnews.com (Camera Ready Art Work)

Texas Facts

- Texas is the second most populous state in the country, with a population of over 19.1 million (1996 est.).
- Three of the most populous cities in the U.S. are in Texas.
- Texas has the nation's largest work force, with almost 9.8 million workers.
- Texas is the nation's second largest employer in the electronic components and accessories industry.
- Texas is ranked #17 in the U.S. for African American population (12.1%).
- Texas is ranked 16th in Average Annual Pay \$25,545.

Readership Profile

African American Population in Texas: 2,021,632

Targeted Circulation: 1,279,474 (63%) of state's total AA market
 Targeted Distribution: 456,668 Housing Units Occupied

GENDER

Male 48.89%
 Female 51.11%

AGE

18 - 24
 25 - 34
 35 - 44
 45 - 54
 55 - 64
 65+

MARITAL STATUS (18+)

Married, spouse present 34.1%
 Married, spouse absent 8.3%
 Separated 6.7%
 Other 1.6%
 Widowed 7.2%
 Divorced 11.3%
 Never Married 39.1%

EDUCATIONAL ATTAINMENT (25+)

High school graduate 35.8%
 College, no degree 19.1%
 College, with degrees 19.8%

HOUSEHOLDS BY TYPE

Married couples with children 16.3%
 Married couples without children 15.5%
 Other families with children 24.1%
 Other families without children 14.0%
 People living alone 25.8%
 Other nonfamily households 4.04%

HOUSEHOLD UNITS

Owner occupied 378,531
 Renter occupied 424,928

Educational Attainment of African Americans (25 years and over in selected Texas counties)

POST-SECONDARY EDUCATION

According to the 1990 U.S. Census, more than 30 percent of African Americans 25 years and over living in three Texas counties had earned an associate degree, a Bachelor's, or graduate/professional degree. The counties are Deton, 36 percent; Fort Bend, 34.4 percent, and Collin, 33 percent.

In three other counties – Bexar, El Paso, and Travis – more than 20 percent of the African Americans over 25 years old residing in the county had earned a college degree.

SECONDARY EDUCATION

More than 30 percent of African Americans in 6 Texas counties – Bell, Harrison, El Paso, Coryell, Brazos, and Jefferson – had graduated from High School.

LESS THAN 9TH GRADE

In five counties, more than 15 percent of African Americans over 25 years of age had not gone beyond the 9th grade. The counties are Harrison, Lubbock, Brazos, Galveston, and Jefferson.

All Persons		
Texas	Total	% of Total
Less than 9th Grade	1,387,528	13.5%
9th to 12th	1,485,031	14.4%
High School Graduate	2,640,162	25.6%
Some College	2,171,439	21.1%
Associate	531,540	5.2%
Bachelor's	1,428,031	13.9%
Graduate or Professional	666,874	6.5%
Total	10,310,605	100.0%

AGE DISTRIBUTION OF TEXAS AFRICAN AMERICANS, 2000 ESTIMATE

African Americans in Texas comprise about 12 percent of the Texas population. The majority of African Americans are in the 18-64 years age group.

Age Distribution	African American Population	Texas Population	% of Age Group that is African American
0-4 years	198,373	1,700,043	11.67%
5-17 years	522,459	4,062,571	12.86%
18-64 years	1,423,552	12,274,759	11.60%
65+	167,662	2,006,768	8.35%
Total	2,312,046	20,044,141	11.53%

Source: Texas A&M University Data Center

Texas Counties with Largest African American Population by State Controller Regions

HOUSTON GULF COAST, TEXAS REGION

*	County	City	Total Pop.	Black Pop.	Black %
1	Harris	Houston	3,251,550	600,450	18.47
7	Fort Bend	Missouri City	348,088	81,984	23.55
9	Galveston	Galveston/Texas City	247,955	44,321	17.87
15	Brazoria	Angleton/Lake Jackson	233,369	18,734	8.03
	Walker	Huntsville	56,873	13,140	23.1
	Liberty	Liberty	67,920	10,007	14.73
	Waller	Prairie View	28,996	9,542	32.91
	Montgomery	Conroe	286,251	10,494	3.67
	Wharton	Wharton	41,323	6,185	14.97

DALLAS/FORT WORTH METROPLEX, TEXAS REGION

*	County	City	Total Pop.	Black Pop.	Black %
2	Dallas	Dallas/Irving	2,066,233	408,593	19.77
3	Tarrant	Fort Worth/Arlington	1,384,337	164,079	11.85
16	Denton	Denton	405,502	19,243	4.75
20	Collin	McKinney/Plano	457,250	17,856	3.91
	Ellis	Waxahachie/Ennis	107,989	9,269	8.58
	Kaufman	Terrell	66,622	8,102	12.16
	Grayson	Sherman/Denison	104,337	8,056	7.72
	Navarro	Corsicana	43,322	8,055	18.59
	Hunt	Greenville	70,050	7,538	10.76

SAN ANTONIO SOUTH, TEXAS REGION

*	County	City	Total Pop.	Black Pop.	Black %
4	Bexar	San Antonio	1,369,854	92,484	6.75
	Nueces	Corpus Christi	311,773	11,202	3.59
	Victoria	Victoria	83,436	5,495	6.59

SOUTHEAST, TEXAS REGION

*	County	City	Total Pop.	Black Pop.	Black %
5	Jefferson	Beaumont/Port Arthur	245,646	80,133	32.62
	Angelina	Lufkin	78,512	11,745	14.96
	Nacogdoches	Nacogdoches	59,196	9,615	16.24
	Orange	Orange	86,168	7,622	8.85
	Jasper	Jasper	34,014	7,139	20.99
	Houston	Crockett	22,193	6,939	31.27
	Pork	Livington/Corrigan	43,706	5,542	12.68
	Hardin	Kountze	47,238	5,341	11.31
	Shelby	Center	23,089	5,228	22.64

*African Americans accounted for 12 percent of the state's and twenty-one (21) counties accounted for almost 80 percent of the African American population. More than 1.1 million persons, or 51 percent of the state's African American population resided in three (3) major urban counties (Harris, Dallas, and Tarrant).

Texas Counties with Largest African American Population by State Controller Regions *(Cont'd)*

AUSTIN CENTRAL, TEXAS REGION

* County	City	Total Pop.	Black Pop.	Black %
6 Travis	Austin	726,355	75,917	10.45
8 Bell	Killeen/Temple	228,392	45,390	19.87
11 McLennan	Waco	204,584	32,392	15.83
18 Coryell	Gatesville	74,776	16,406	21.94
21 Brazos	Bryan/College Station	143,097	15,376	10.75
Williamson	Georgetown	233,524	10,077	4.32
Washington	Brenham	30,019	5,980	19.92
Grimes	Anderson/Navasota	22,496	5,241	23.3

UPPER EAST, TEXAS REGION

* County	City	Total Pop.	Black Pop.	Black %
10 Smith	Tyler	168,744	34,148	20.24
13 Gregg	Longview	113,685	21,984	10.34
14 Bowie	Texarkana	82,428	19,122	23.2
19 Harrison	Marshall	62,129	17,528	28.21
Anderson	Palestine	52,554	12,639	24.05
Rusk	Henerson	45,913	9,527	20.75
Cherokee	Jacksonville/Rush	45,224	7,886	17.44
Lamar	Paris	46,055	7,281	15.81
Cass	Linden	30,567	6,689	21.88

UPPER RIO GRANDE, TEXAS REGION

* County	City	Total Pop.	Black Pop.	Black %
12 El Paso	El Paso	696,179	22,875	3.29

HIGH PLAIN, TEXAS REGION

* County	City	Total Pop.	Black Pop.	Black %
17 Lubbock	Lubbock	231,302	17,351	7.5
Potter	Amarillo	109,564	10,140	9.25

NORTHWEST, TEXAS REGION

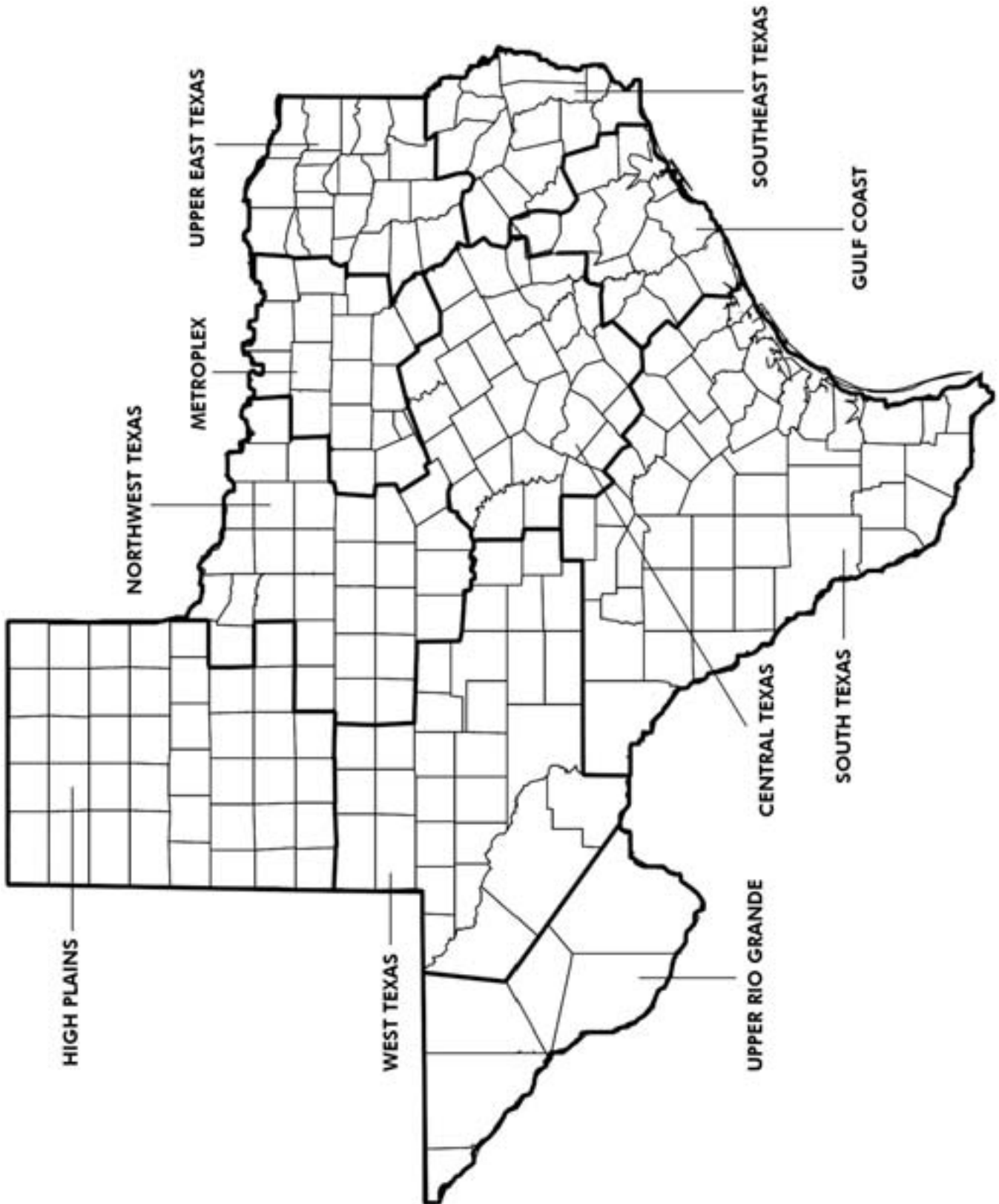
* County	City	Total Pop.	Black Pop.	Black %
Wichita	Wichita	128,239	12,174	9.49
Taylor	Abilene	127,584	8,246	6.46

WEST, TEXAS REGION

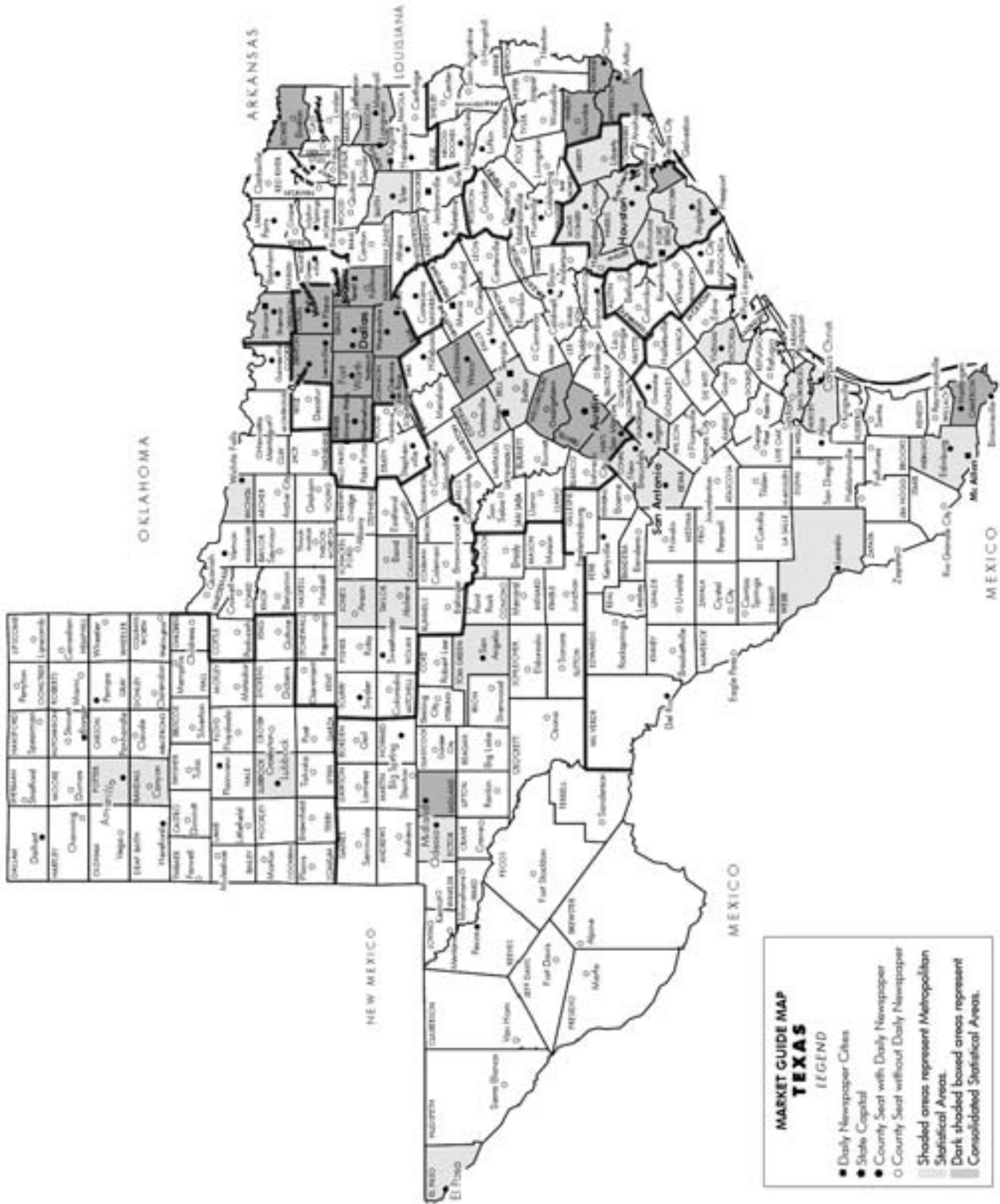
* County	City	Total Pop.	Black Pop.	Black %
Midland	Midland	118,274	8,757	7.4
Ector	Odessa	123,754	5,623	4.54

*African Americans accounted for 12 percent of the state's and twenty-one (21) counties accounted for almost 80 percent of the African American population. More than 1.1 million persons, or 51 percent of the state's African American population resided in three (3) major urban counties (Harris, Dallas, and Tarrant).

Texas Controllers Economic Regions



Texas Controllers Economic Regions by County



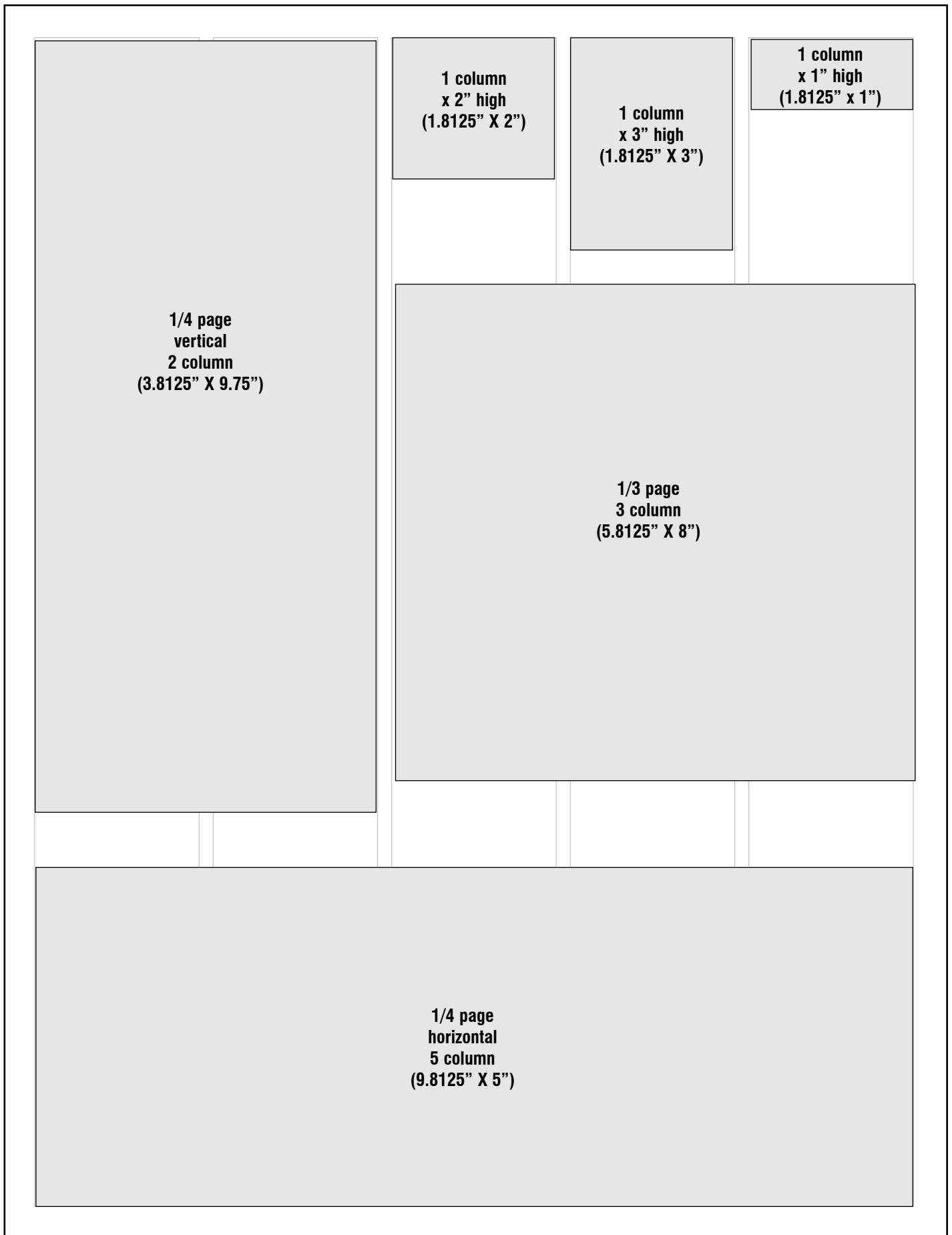
The African American Consumers

If African American consumers behaved like white consumers—or the so-called general market—there would be no need for media that is targeted to their interests. Nor would marketers have to be concerned with how their products are perceived by black consumers. It is because African American consumers bring to the marketplace their traditions, culture and unique sense of self that they present marketers with enormous opportunities. The differences in African American consumers' buying habits do not just give advertisers a means of building relationships with these buyers. They also offer insights on new ways to address the needs of all consumers.

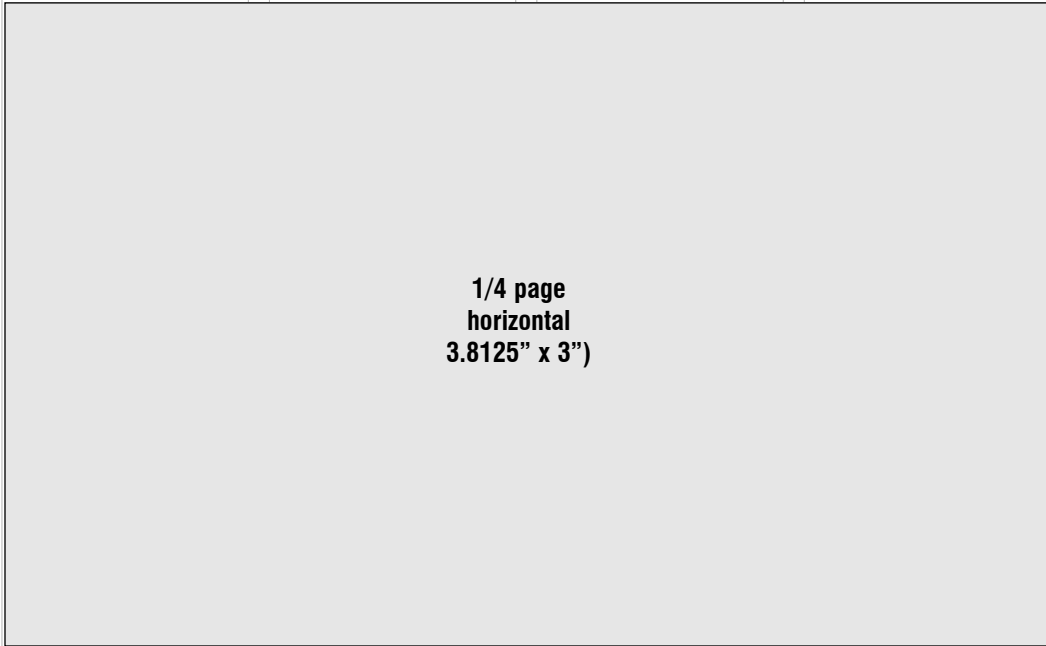
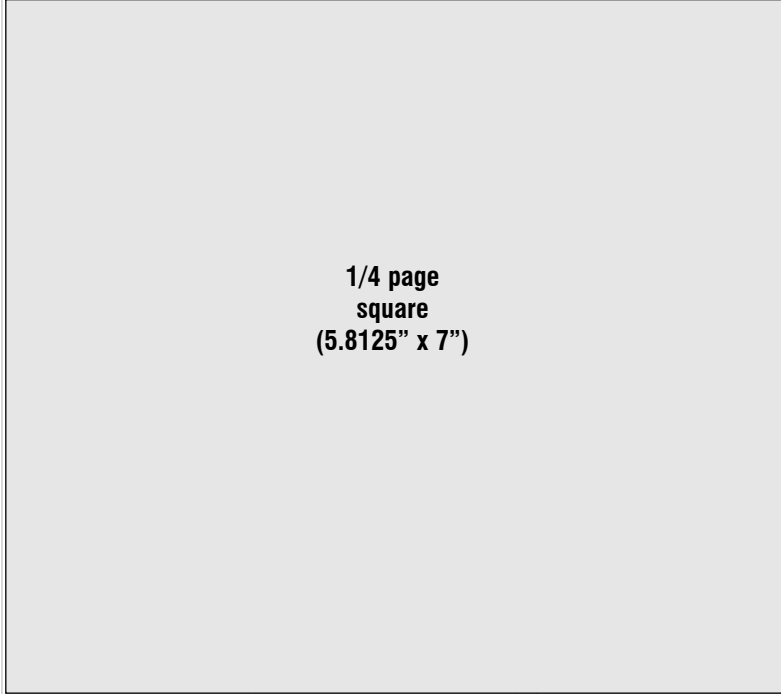
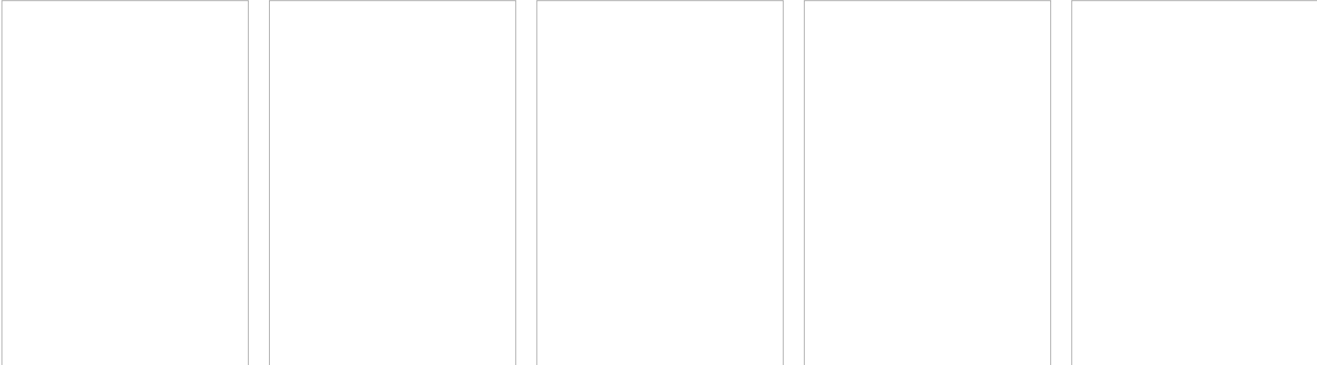
Products and Service	United States	Houston, TX	New Orleans, LA	Dallas, TX
Apparel Products and Service	\$20.5 billion	\$267 million	\$171 million	\$169 million
Appliances	\$1.5 billion	\$20 million	\$12 million	\$12 million
Beverages (Alcoholic)	\$1.7 billion	\$22 million	\$14 million	\$14 million
Beverages (Non-Alcoholic)	\$2.4 billion	\$31 million	\$20 million	\$20 million
Books	\$320 million	\$4 million	\$3 million	\$3 million
News and Used Cars and Trucks	\$25.6 billion	\$334 million	\$213 million	\$211 million
Computers and Related Equipment	\$1.3 billion	\$17 million	\$11 million	\$11 million
Consumer Electronics	\$3.4 billion	\$44 million	\$28 million	\$28 million
Contributions	\$8.4 billion	\$110 million	\$70 million	\$69 million
Education	\$3.3 billion	\$43 million	\$27 million	\$27 million
Entertainment and Leisure	\$2.4 billion	\$31 million	\$20 million	\$20 million
Food	\$44.9 billion	\$585 million	\$374 million	\$370 million
Gifts	\$8.3 billion	\$108 million	\$69 million	\$68 million
Health Care	\$13 billion	\$170 million	\$108 million	\$107 million
Household Furnishings and Equipment	\$9.1 billion	\$119 million	\$76 million	\$75 million
Housewares	\$571 million	\$7 million	\$5 million	\$5 million
Housing and Related Charges	\$114 billion	\$1.4 million	\$948 million	\$939 million
Insurance	\$8.0 billion	\$104 million	\$67 million	\$66 million
Media	\$4.1 billion	\$53 million	\$34 million	\$34 million
Personal Care Products and Services	\$7.9 billion	\$103 million	\$66 million	\$65 million
Sports and Recreational Equipment	\$438 million	\$6 million	\$4 million	\$4 million
Telephone Services	\$12.9 billion	\$168 million	\$107 million	\$106 million
Tobacco Products and Smoking Supplies	\$2.1 billion	\$27 million	\$17 million	\$17 million
Toys, Game and Pets	\$1.2 billion	\$16 million	\$10 million	\$10 million
Transportation, Travel and Lodging	\$5.0 billion	\$65 million	\$42 million	\$41million

Sources: U.S. Census estimate, Target Market News, and Texas A&M University Data Center

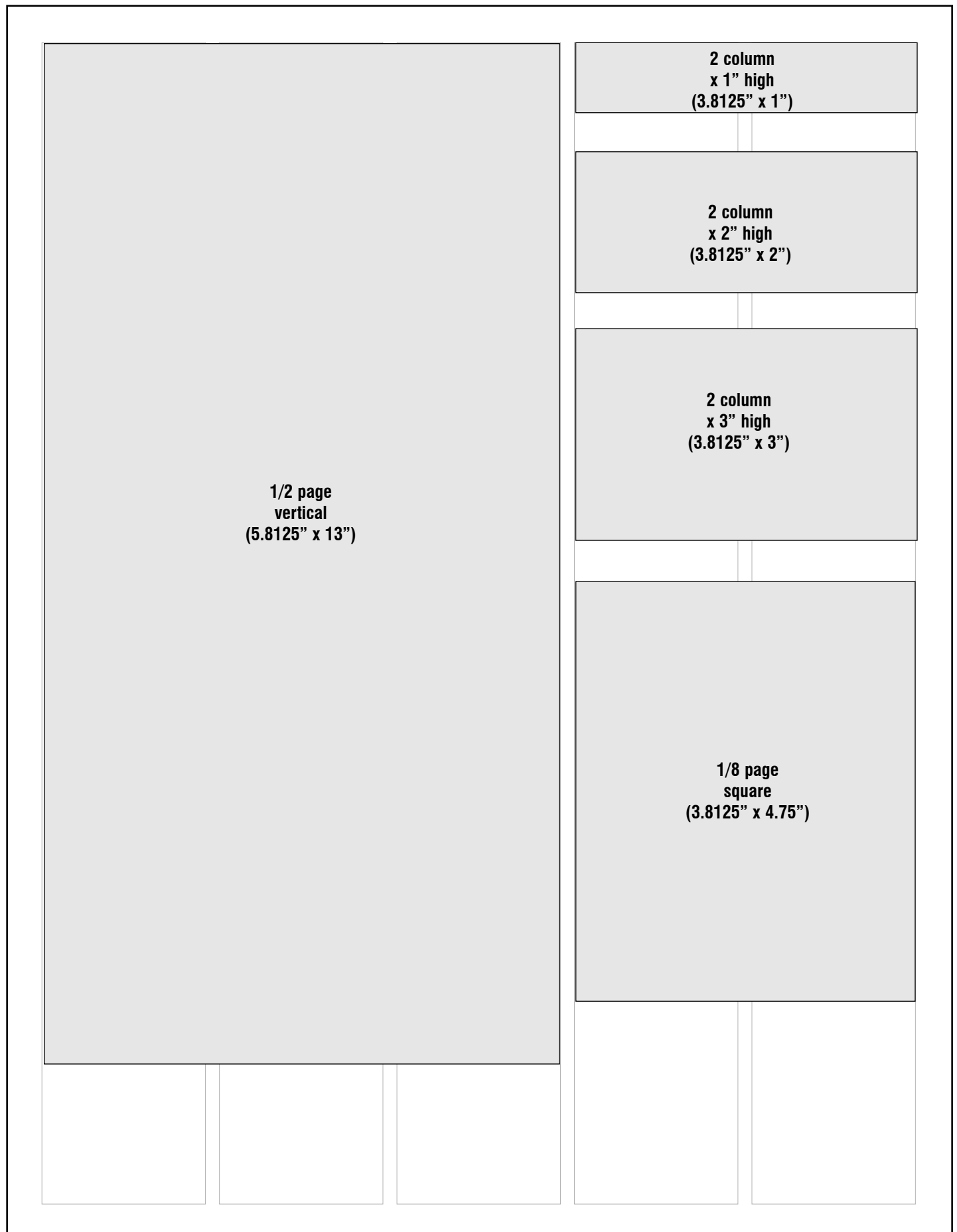
Examples of 5 Column Page Ads



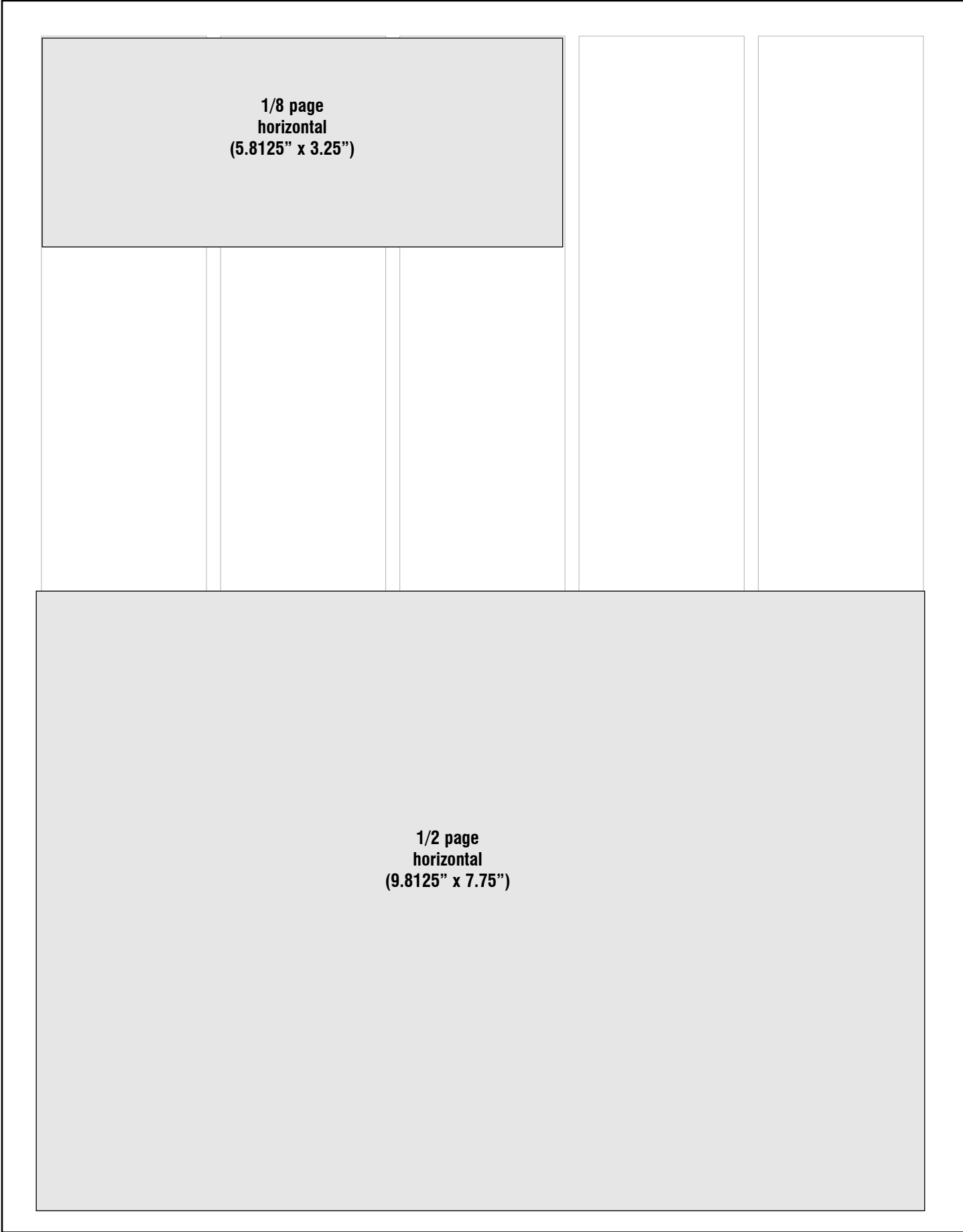
Examples of 5 Column Page Ads



Examples of 5 Column Page Ads



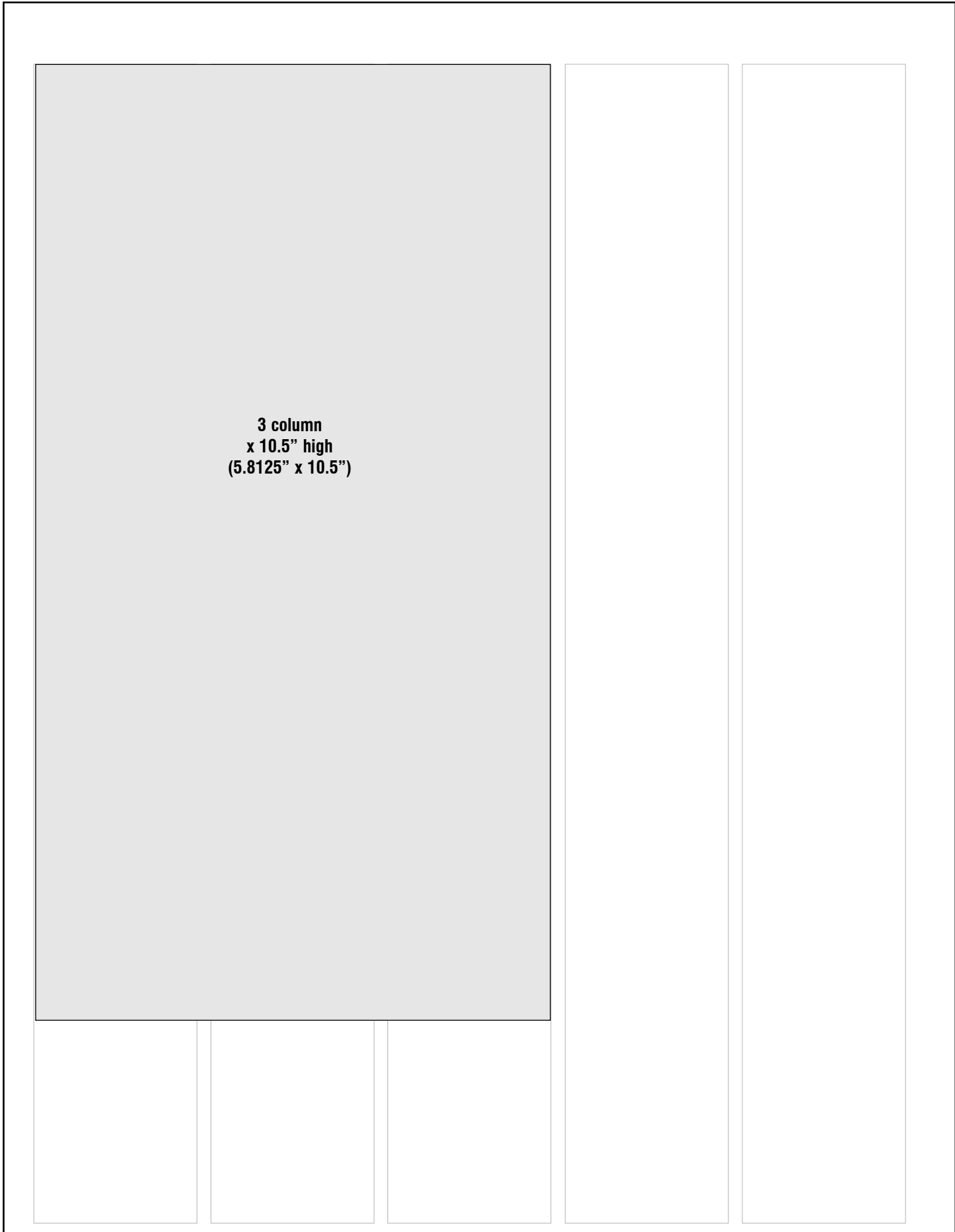
Examples of 5 Column Page Ads



**1/8 page
horizontal
(5.8125" x 3.25")**


**1/2 page
horizontal
(9.8125" x 7.75")**

Examples of 5 Column Page Ads



**3 column
x 10.5" high
(5.8125" x 10.5")**

Examples of 5 Column Page Ads



**4 column
x 10.5 high
(7.8125" x 10.5")**

Examples of 6 Column Marketplace Page Ads

**1 column x
1" high
(1.5625" x 1")**

**2 column x
1" high
(3.1875" x 1")**

**3 column x
2" high
(4.75" x 2")**

**1 column x
2" high
(1.5625" x 2")**

**2 column x
2" high
(3.1875" x 2")**

**3 column x
5" high
(4.75" x 5")**

**3 column x
3.5" high
(4.75" x 3.5")**

**6 column x
2" high
(9.8125" x 2")**

African - American *News & Issues* Newspaper



Corporate Office
6130 Wheatley Street
Houston, Texas 77091-3947
713-692-1892 phone
713-692-183 fax
www.aframnews.com