

# The California **ADVOCATE**

Central California's African American Community Newspaper

## 2011 MEDIA KIT



### **SERVING COUNTIES...**

**Fresno, Madera, Merced,  
Modesto, Kings & Tulare  
Counties**

### **CITIES...**

**Fresno, Madera, Hanford,  
Lemoore, Visalia, Tulare,  
Modesto, Merced, Vallejo  
& Stockton**



TEL 559.268.0941 • FAX 559.268.0943

WWW.CALADVOCATE.COM

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## **REASONS TO ADVERTISE In Your Local African American Newspaper**



- Black Buying Power was estimated to top \$900 billion in 2006 and \$1.5 trillion by 2008.
- College educated Blacks and entrepreneurs are breaking income barriers. African-American households making over \$100,000 doubled in recent U.S. Census reports, and the median income rose to \$28,000.
- African Americans have a trust level of 80% for Black Newspapers, compared to 10% for White Newspapers.
- African Americans respond more favorably to targeted messages in media that directly targets them.
- African-American and Hispanic buying power combined now represent more than a trillion dollars.
- 66% of African American families include children, compared to 48% of all other families.
- While advertising expenditures shrink in the general market, they're growing in Hispanic and African-American markets; while mainstream media consolidates, ethnic media is expanding.

*Ketchum Public Relations, NAA and ASNE, & University of Georgia's Selig Center*

**These factors are all indicators of the effectiveness and importance of advertising in African American newspaper publications.**

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## OUR RATES

SIZE	COLUMNS	INCHES	RATE
One Full Page	126 Col. In.	11.75 X 20.5	\$4,977.00
One Half Page	63 Col. In.	11.625 X 10.5	\$2,488.50
One Quarter Page	31.5 Col. In.	5.75 X 10.25	\$1,244.25
Open Rate:			\$39.50 Per Column Inch
Inserts (Per 1000)			\$89.50

**DEADLINE** FOR AD MATERIAL IS THE **FRIDAY** PRIOR TO PUBLICATION

## MECHANICAL

SIZE	PICA	INCH
Page Size	70.5 Picas	11.75 X 21
1 Col. Width	11 Picas	2
2 Col. Width	23 Picas	3.75
Gutter	1 Pica	.16

There are 14 agate lines to the inch.  
A single column has 294 agate lines.  
One page consists of 6 columns x 20.5 inches.

## ACCEPTABLE FILE FORMATS FOR PUBLICATION

**We Accept The Following File Formats for Use in The California Advocate**



Adobe Acrobat (Versions 4-6)



Adobe Photoshop (Versions 4-7)



Adobe Illustrator (Versions 7-10)



Macromedia Freehand (Versions 5-10)

**The Following File Formats Are NOT Acceptable for Use in The California Advocate**



Microsoft Powerpoint



Microsoft Word



Microsoft Publisher

WE ACCEPT AD MATERIALS IN BOTH **PC (WINDOWS)** AND **MACINTOSH (OS9-OSX)** FORMATS

## SENDING AD MATERIALS VIA EMAIL

### Ad Sizes Under 10 MB

If the files you are sending are under 10 megabytes in size, you can send them as an email attachment to **ads@caladvocate.com**. To help make your files send faster, we recommend archiving your files by using programs such as **WinZip** for PC or **Stuffit** for Mac. Please be sure to include any supplementary files that accompany your attachment, such as images or fonts.

### Ad Sizes Larger Than 10 MB

If the files you are sending are over 10 megabytes in size you may wish to send your files via **FTP**. This method allows for larger file transfers and is the method we recommend in most cases. To send files via FTP, you will need an FTP client such as **WS FTP** or **Transmit** to send your files. You must contact us at **559.268.0941** or email us at **webmaster@caladvocate.com** in order for us to set up FTP for your use.

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**For Questions Not Addressed Here, Please Call 559-268-0941**





# **A Quick Look At Black Families In Fresno & Central California**

**According to U.S. Census Bureau data, Black families  
are distinct in the following ways:**

- In Fresno, African-American purchasing power in 2008 was estimated at more than \$2.5 billion dollars.
- Black families are younger and tend to have more children than the general market.
- African-American index is higher than whites in the following categories (not all categories are listed):  
Apparel and accessories for men, women, boys, girls & infants; entertainment; appliances; beverages; consumer electronics; food; gifts; household furnishing and equipment; cable television; personal and professional child care; personal care products and services; telephone services, etc.

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## **PAID CIRCULATION BY ZIP CODE**

<b>City</b>	<b>Circulation</b>	<b>Zip Code</b>	<b>Circulation/Zip</b>
<b>Fresno</b>	12,790	93706	4,500
		93705	2,090
		Others	6,200
<b>Clovis</b>	2,120	93612	1,050
		93613	1,070
<b>Madera</b>	675	93637	622
		93638	53
<b>Hanford</b>	1,780	92320	1,780
<b>Tulare</b>	1,655	93274-78	1,655
<b>Visalia</b>	1,100	93277	1,100
<b>Lemoore</b>	2,374	93245	2,374
<b>Merced</b>	2,113	95340	2,113
<b>Stockton</b>	2,622	95202-95208	2,662
<b>Vallejo</b>	2,105	94503-94592	2,105

**Circulation = 29,334**  
**Readership = 93,868**

**Important:** Less than 15% of Advocate readers claim a subscription to any other newspaper. In the 93706 zip code area (West Fresno) which is predominately Black, less than 8% claim any other newspaper subscription.

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## African-American Demographics

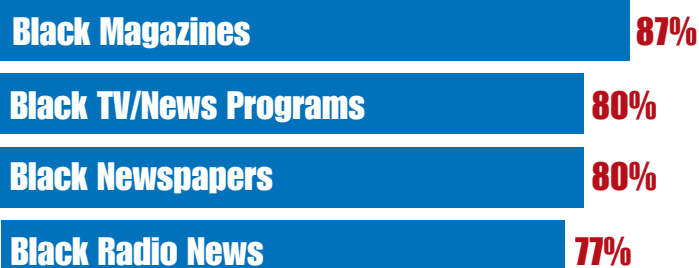
- Almost 50% of African-Americans are homeowners
- **African Americans represent one-third of all households with incomes over \$100,000.**
- Growth in small business ownership for African Americans outpaced that of white Americans by 5 times.



## Media Preferences

Research proves that in order to really reach African-American consumers, marketers must include Black media of all kinds in their communications mix to build and maintain relationships with them.

### TRUST LEVEL



Study was conducted by Ketchum Public Relations African-American Markets Group (AAMG).