

**YOUR**  
**BLUEPRINT**  
**FOR ALL OF YOUR**  
**PRINT ADVERTISING**  
**NEEDS**

**MILWAUKEE COURIER**

MILWAUKEE COURIER, INC ■ [milwaukeecourieronline.com](http://milwaukeecourieronline.com)

2003 W. Capitol Drive, Milwaukee, WI 53206 ■ (414) 449-4860 phone (414) 906-5383 fax

# THE CREDO OF THE BLACK PRESS

To promote the interest of the Black Press by securing unity and action in all matters relative to the profession of journalism and the business of publishing. The Black Press believes that America can best lead the world away from racial antagonism when it accords to every person, regardless of color or creed, full human and legal rights. Hating no person, fearing no person, The Black Press strives to help every person in the firm belief that all are hurt as long as anyone is held back.

The Milwaukee Courier is Wisconsin's original News Source for the African American Community.

Why Advertise in the Milwaukee Courier Newspaper?

Besides being the city's oldest African American newspaper, we have earned the public's trust over four decades by bringing real information, news, and events the community can use.

We have experienced staff that are respected throughout the community for bringing a unique perspective to issues affecting people of color.

Readers count on our informative weekly features as well as our annual special editions.

We represent one of the most cost-effective ways to reach one of the largest and fastest growing segments of the urban market in Milwaukee and Southeastern Wisconsin.

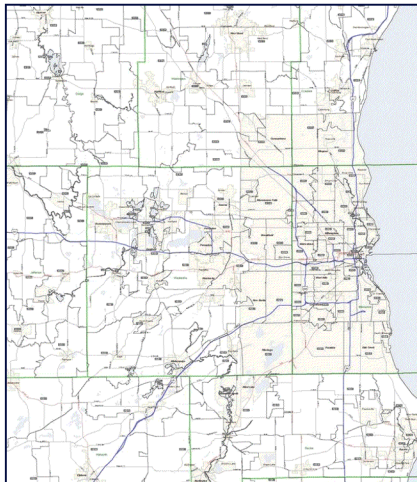
The Milwaukee Courier has what it takes to  
**REACH YOUR TARGET MARKET.**



## Milwaukee Courier circulation:

40,000

The Milwaukee Courier is Milwaukee's Oldest Weekly African American Newspaper and Wisconsin's Original News Source for the African American Community.



## Distribution-Zip Codes

53202	53203	53204	53205	53206
53207	53208	53209	53210	53211
53212	53213	53214	53215	53216
53217	53218	53222	53223	53224
	53225	53226	53233	

## Points of Distribution

Mainstream Businesses & Area Small Businesses Churches,  
Community, Social, Civil and Public Centers

## Demographics

Readership 160,000

Male Readers 52%

Female Readers 49%

Age 18 + 49

Average Income \$55,000--\$100,000 plus

African Americans 95%

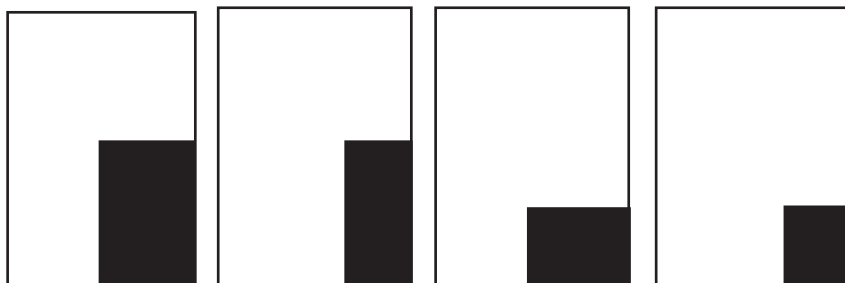
Other 5%

# MILWAUKEE COURIER

## Display and Classified Advertising Units



	Full Page	Vertical 1/2 Page	Horizontal 1/2 Page	Third of a Page
Column"	6 columns x 18"	3 columns x 18"	6 columns x 9"	4 columns x 12"
Dimensions	10" x 18"	4.9375" x 18"	10" x 9"	6.625" x 12"
Price	\$4,320.00	\$2,160.00	\$2,160.00	\$1,920.00
*Additional \$150.00 per color cost incurred for color display advertising				



	Quarter Page	2 x 10	3 x 5	2 x 5
Column"	3 columns x 9"	2 columns x 10"	3 columns x 5"	2 columns x 5"
Dimensions	4.9375" x 9"	3.25" x 10"	4.9375" x 5"	3.25" x 5"
Price	\$1,080.00	\$800.00	\$600.00	\$400.00
*Additional \$150.00 per color cost incurred for color display advertising				

**EDITORIAL SUPPORT** - Editorial published including photo, press release or article on an up coming event, company accomplishment, community gesture, business relationship, artist display, etc. Photo and/or writer coverage at events such as: press conferences, concerts, social events, and benefits.

**COMING EVENTS** - Listing in Coming Events section of The Milwaukee Courier for including parties, concerts, performances, social events, free events, and benefits.



# **SPECIAL RATES MILWAUKEE COURIER**

## **Local Small Business Advertising Rates**

Display (Non - Commissionable) \$40.00  
Display (Commissionable) \$48.00

## **Corporations & National Rates**

Display (Non - Commissionable) \$58.00  
Display (Commissionable) \$66.00

## **Classifieds**

\$19.50 per column inch

## **Legal Notices**

\$105.00 flat rate

## **Political Advertising**

Pre-payment required  
\$70.00 per column inch

## **Added Value Rates**

Electronic Message Center  
Editorial Support  
2% - 10% additional discounts  
Matching discounts

## **Deadlines**

Wednesday before publication at 10:00 p.m

## **Inserts**

Rate furnished upon request

**Advertising Agency Commission**

# WEBSITE ADVERTISING RATES



920 x 100



600 x 70



300 x 70

## Web Rates & Specs

(Weekly)

Size	Price	Dimensions
Top Page Banner	\$350	920 x 100 pixels
Horizontal Banner	\$250	600 x 70 pixels
Half Banner	\$175	300 x 70 pixels
Vertical Banner	\$275	300 x 500 pixels



300 x 500



## Special Editions

The Milwaukee Courier Newspaper publishes several special editions, including our Health Special Edition, King, Black History Month, Graduation, Back-to-School and some new ones in development.

For advertisers these issues are always an added bonus that you really should be a part of. For these editions we will offer some special prices, and we will also increase our quantity for our printing schedule. These editions contain appropriate content for the subject matter, and allow for advertisers to present added value through photos and editorial content.

These issues will be published during the following months: Health is December, King is January, Graduation is June, and Back-to-School is September.

Contact us for specific rates and dates. Editorial and advertising materials should be emailed to [milwaukeeecourier@aol.com](mailto:milwaukeeecourier@aol.com) or faxed to 414-906-5383. Please call 414-449-4860 to insure that your materials have been received.

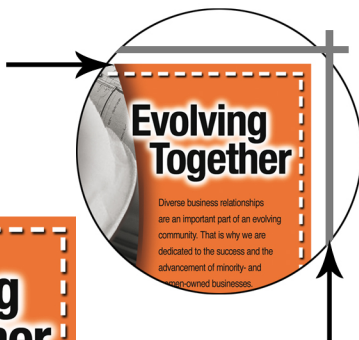
Thank you for your business

# SPECIFICATIONS

## WHEN PREPARING FILES FOR PRINT

### NOTE:

Ads which contain a border not compatible with bleed area will incur a redesign fee.



To bleed color portions of your ad off the page, include an additional 1/4 inch to the file's final size. For example, the finished broad sheet is 10 x 18 inches. Simply adding 1/4 inch to the overall bleed edge, making the overall ad 10.25 x 18.25 inches.

Make sure that your ad does not contain any important information or images that exceed the finished dimensions or impede bleed area as it will be cropped to finish broad sheet sizes.

**FILE SPECIFICATIONS:** Ads must be received in a high quality JPEG or PDF format created in the following programs: Quark Xpress, Adobe Illustrator 11.0 or less, Adobe Photoshop 7.0 or less, or Adobe InDesign. When sending anything other than JPEG or PDF, please include all supporting fonts and images used in ad for preview purposes. (This alleviates discrepancies in font variation and missing links).

**COLOR SPECIFICATIONS:** All spot colors must be separated into CMYK. All color images must be converted to CMYK. All images must be flattened and saved in either TIFF or EPS format at a resolution of at least 300 DPI.

**ELECTRONIC FILES:** If you are sending your ad via email and your file is larger than 10MB, please send it as a JPEG or PDF. If you have any questions about the aforementioned specifications, please contact the Production Manager of The Milwaukee Courier @ (414) 449-4860 ext. 224 or email milwaukeeecourier@aol.com.

**DESIGN SERVICES:** If your business is unable to design an ad to meet those specifications, please call prior to the ad deadline date to discuss ways in which our in-house designer can accommodate your needs. Design services start at \$50.00 per hour. Ads which do not meet the above criteria or have changes made after the final proof are subject to a redesign fee of \$50.00 to \$100.00, depending on ad size.

**PRODUCTION DEADLINE:** All ads should be sent via mail, in person, or electronic mail by Friday by or before 5:00pm for display ads, and by Monday by or before Noon for classified ads prior to publication.

## TERMS & CONDITIONS

**Advertising Approval** - The Milwaukee Courier Newspaper reserves the right to reject any advertising.

**Position** - Positions are at the option of the newspaper. Courier Communications will make every attempt to comply with position requests and other stipulations that appear on the insertion order, but may not always be able to do so.

**Cancellation** - Cancellation of insertion orders must be five days in advance of publication date, and be confirmed in writing.

**Liability** - The advertiser assumes all responsibility for content of advertisements, including liability for any claims arising against the publisher as a result.

**Errors** - Courier Communications do not assume any liability for the return of printing material related to advertising unless a specific request is received in advance. Materials will be held no longer than 15 days.

**Rates** - Rates are subject to change.

**Payment** - Payment is due and payable immediately upon receipt of the invoice for services rendered. If an account becomes delinquent, Courier Communications may refuse to publish further advertising. Courier Communications reserves the right to contact the advertiser directly and/or proceed with collections against the delinquent entity. There will be a \$25.00 charge for any check not honored by the bank. Returned checks must be replaced with certified/cashier/wire transfer funds within 48 hours of notification. If an account is referred to a third party for collection purposes, the advertiser agrees to pay collection and/or attorney fees as well as court costs associated with the collections effort.

Courier Communications Corporation

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