

MEDIA KIT

T W E N T Y T W E N T Y - F O U R



 www.thechroniclenews.com

ABOUT US

The Chronicle News is a media platform founded on integrity, diversity, and accessibility to the community. We provide compelling news, entertainment and lifestyle content that reflects the communities we serve. The Chronicle was founded in Lansing, Michigan by Jay Price in 1986. Since the inception of the Chronicle, we have grown from a citywide print publication to a multi-regional media platform. Our platform includes a unique mixture of print and digital channels (print, web, social media) which reaches a diverse audience locally and nationally. We are devoted to providing compelling news, entertainment, and lifestyle content to sew together the fabric of communities.



The Chronicle Newspaper

The Chronicle Newsprint publication is distributed bi-weekly and is free to the public. The circulation is 5,000 copies per issue, and it is distributed throughout the state of Michigan with a special focus on Mid-Michigan, Western Michigan, Eastern Michigan, and Southeast Michigan. We deliver to municipal buildings, schools, local businesses, churches, and community centers within this region. Our goal is to enhance the awareness of community issues nationwide and do it better than any other news outlet.



The Chronicle News Website

The Chronicle website features original news content, aggregated and original video, and blogs on topics that include breaking news, politics, health, business, and entertainment. We are focused on providing content relevant to the communities we serve digitally. Traffic is driven to our website by various social media platforms, various search engine inquires, and from printed materials (QR codes on newspapers and digital advertisements) This allows us specifically to target and attract diverse traffic from specific locations/regions. We currently have 3000+ visitors to our website monthly. 90% of our visitors are unique visitors.



The Sunday Chronicle Podcast/FM Radio Show

The Sunday Chronicle is dedicated to compelling conversations, uplifting stories, and spreading inspiration throughout Michigan. Join host Yanice Jackson and her weekly guests as they discuss issues facing the community and strategies to sew together the fabric of communities. The Sunday Chronicle airs Sundays at 7:00 AM on **Stacks 92.1 FM** and is available via podcast 24/7 365.



OUR FOCUS

The main purpose of the Chronicle News is to provide news, education, and information in a creative, inclusive way. The Chronicle News sustains its fundamental mission to uphold diversity, inclusion, and equity. We also focus on mentoring and providing young journalists with a space to tangibly hone their craft and refine their skills.

THE CHRONICLE NEWSPAPER 2024 ADVERTISING RATE CARD

We want to do more than just sell you advertising space. Our purpose is to help your business get results. This rate card will help you maximize your investment in advertising.

| Size | Actual Size | Price Black and White | Price with Color |
|-----------|--------------------|--------------------------|------------------|
| 1/8 Page | 5x2.5 Inches | \$200 | \$300 |
| 1/4 Page | 5x5.25 Inches | \$375 | \$475 |
| 1/2 Page | 10.25x5.25 Inches | \$680 | \$800 |
| Full Page | 10.25x10.50 Inches | \$1300 | \$1425 |

AD REQUIREMENTS

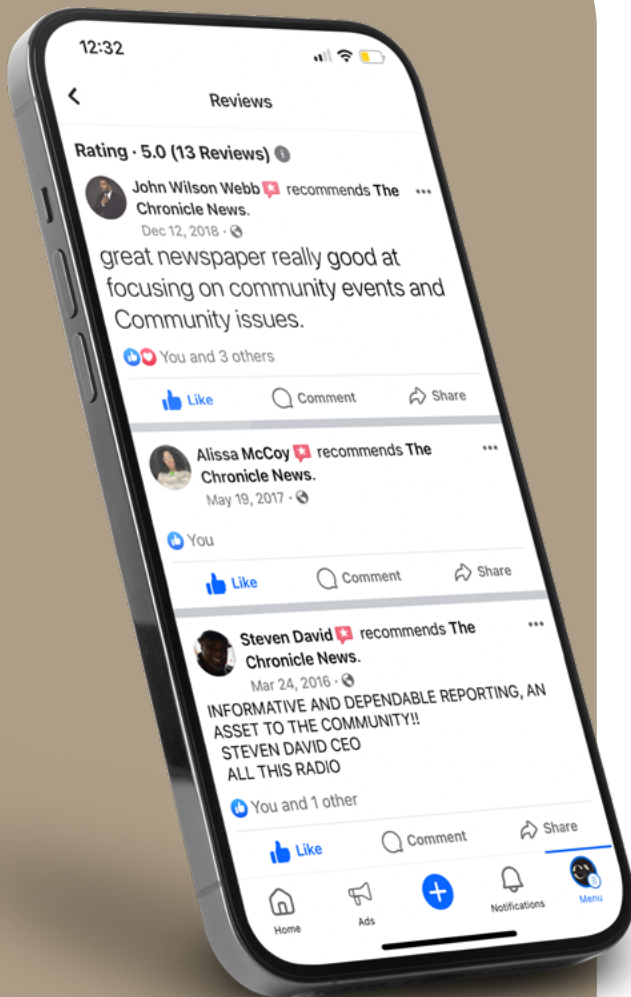
- Deadlines are five days prior to insertion High quality print PDF is the preferred format
- Finished ads must be supplied in CMYK, with all fonts embedded at 300 dpi. All digital files MUST be a minimum of 300 dpi.
- Most website images are 72 dpi, a resolution which is not suitable for print advertising. All digital images will be accepted in .tif, .eps and .jpg formats
- All vector images (Illustrator or Freehand) must be saved as an .eps with all text converted to outline. Word documents will not be accepted for final output.
- Ads sent in camera ready are subject to final approval by the Newspaper publisher.

POSITION REQUEST/CHARGES

We do our best to accommodate section requests or select a reasonable alternative. We cannot guarantee that ads of a competitive nature will always be separated.

GUARANTEED POSITION CHARGE

For an additional 25% charge the Chronicle Newspaper will guarantee the page where an ad will appear, but not the position on the page. Guarantee applies only if the page is available for advertising. Color ads must be on a color page. Available color positions are not determined until the layout process is complete, so the section can be guaranteed, but not the page. Minimum position upcharge is \$30.00. If guaranteed placement is not available, the ad will run without guarantee charge-regular rates will apply.



CHURCH, CHARITABLE & ASSOCIATION RATES

Churches and public service non-profit organizations whose primary function is to raise funds for charitable causes are given a discounted rate. Individual members of a bona fide merchant association may qualify for a discounted group rate when the association runs a promotional section. Contact your Advertising Consultant for qualifications

CHANGING OR REJECTING COPY

On occasion, it may be necessary or appropriate for the newspaper, in its discretion, to change or reject advertising copy, with or without the advertiser's approval. The newspaper has the right to place the designation "Advertisement" above any advertisement. The newspaper reserves the right to refuse advertising for any or no reason.



PROOF AND TEARSHEET DELIVERY

All ads will be proofread for errors by our staff. Advertisers may request that a proof be emailed, faxed or delivered to their place of business for ads larger than 5 column inches. We'll gladly deliver or mail tearsheets of your ad to you. Electronic tear sheets will be provided upon request.

OWNERSHIP OF ADVERTISING COPY

All advertising copy that represents the creative effort of The Chronicle Newspaper and/or the utilization of creativity, illustrations, labor, composition, or material furnished by it is and remains the property of The Chronicle Newspaper, including all rights of copyright therein. Advertisers cannot authorize photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium without the express written consent of The Chronicle Newspaper.

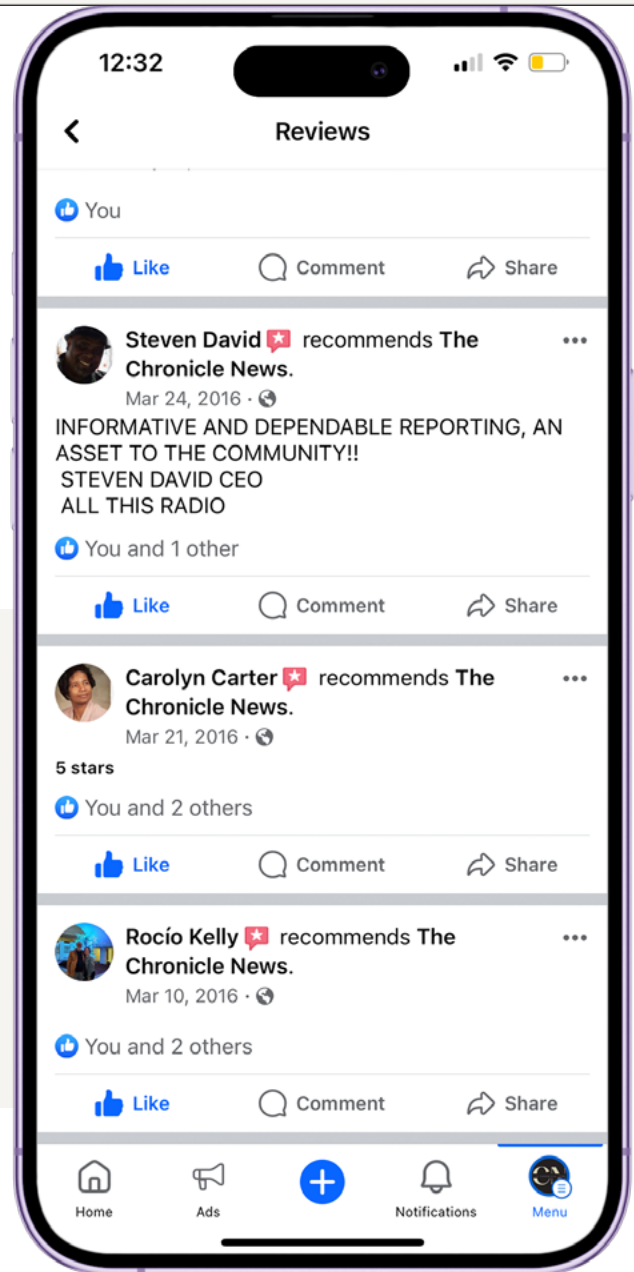


AD SUBMISSION ADDRESS:

The Chronicle Newspaper
2843 East Grand River Ave
East Lansing MI, 48823

WEBSITE ADVERTISING RATES

The Chronicle has a digital format. You can visit our official website at www.thechroniclenews.com. Our website is growing at a fast pace and currently has over 3500 visitors per month. For a small fee, your news, ads, and promotions can appear on our website as well. Your advertisement will surely be noticed by our readers and website visitors.



AVAILABLE SIZES

Regular Leaderboard (728x90) \$300 for 30 days



**Medium Rectangle (300x250)
\$300 for 30 days**



**Mini Leaderboard (120x240)
\$159 for 30 days**



ZIP CODE INFORMATION

FREQUENCY: The publication is printed twice a month

TOTAL NUMBER PRINTED: 5,000

TOTAL CIRCULATED: 5,000

ZIP CODE QUANTITIES:

- > 48906: 800 papers
- > 48910: 1,200 papers
- > 48911: 900 papers
- > 48912: 600 papers
- > 48915: 600 papers
- > 48933: 500 papers
- > 48823: 500 papers

RATES

- > Open rate is \$25.00 per C. I. gross
 - > Spot color \$85.00 per color
 - > Full processed color is \$200.00
- > Zoning is the full run 5,1000 papers
- > Rate for inserts are \$80.00 per thousands

Note: 45% of all papers distributed in majority African American community spaces

THE CHRONICLE NEWS

EDITORIAL CALENDAR 2024

JANUARY

| Submission Deadline | Focus | Publication Print Date |
|---------------------|-----------------------|------------------------|
| 12/28/2023 | New Years | 1/4/2024 |
| 1/11/2024 | MLK | 1/18/2024 |
| | Alzheimer's Awareness | |

FEBRUARY

| Submission Deadline | Focus | Publication Print Date |
|---------------------|----------------------|------------------------|
| 1/25/2024 | Black History | 2/1/2024 |
| 2/01/2024 | Valentines Day | 2/15/2024 |
| 2/22/2024 | American Heart Month | 2/29/2024 |

MARCH

| Submission Deadline | Focus | Publication Print Date |
|---------------------|--------------------------|------------------------|
| 03/07/2024 | Woman's History Month | 3/14/2024 |
| 3/18/2024 | National Nutrition Month | 3/25/2024 |

APRIL

| Submission Deadline | Focus | Publication Print Date |
|---------------------|-----------------------|------------------------|
| 4/4/2024 | Minority Health Month | 4/11/2024 |
| 4/18/2024 | Citizen Science Month | 4/25/2024 |

MAY

| Submission Deadline | Focus | Publication Print Date |
|---------------------|-------------------------------|------------------------|
| 5/2/2024 | Mother's Day | 5/9/2024 |
| 5/16/2024 | Mental Health Awareness Month | 5/23/2024 |

JUNE

| Submission Deadline | Focus | Publication Print Date |
|---------------------|-------------------------------|------------------------|
| 5/30/2024 | Juneteenth | 6/6/2024 |
| 6/13/2024 | Mental Health Awareness Month | 6/20/2023 |

JULY

| Submission Deadline | Focus | Publication Print Date |
|---------------------|-------------------------------|------------------------|
| 6/27/2024 | Mental Health Awareness Month | 7/3/2024 |
| 7/11/2024 | Summer Festival Edition | 7/18/2024 |
| | | |

AUGUST

| Submission Deadline | Focus | Publication Print Date |
|---------------------|------------------------|------------------------|
| 7/25/2024 | Back to School Edition | 8/1/2024 |
| 8/8/2024 | Black Business Month | 8/15/2023 |
| 8/22/2024 | Woman's Equality Day | 8/29/2023 |

SEPTEMBER

| Submission Deadline | Focus | Publication Print Date |
|---------------------|-----------------------------------|------------------------|
| 9/5/2024 | Health Insurance Enrollment Month | 9/12/2024 |
| 9/19/2024 | Latino Heritage Month | 9/26/2024 |

OCTOBER

| Submission Deadline | Focus | Publication Print Date |
|---------------------|-----------------------------------|------------------------|
| 10/3/2024 | Breast Cancer Awareness | 10/10/2024 |
| 10/17/2024 | Domestic Violence Awareness Month | 10/24/2024 |

NOVEMBER

| Submission Deadline | Focus | Publication Print Date |
|---------------------|--------------------------------|------------------------|
| 10/31/2024 | National Indian Heritage Month | 11/7/2024 |
| 11/14/2024 | Health History | 11/21/2024 |

DECEMBER

| Submission Deadline | Focus | Publication Print Date |
|---------------------|-----------------------|------------------------|
| 11/28/2024 | World Aids Day | 12/5/2024 |
| 12/12/2024 | Happy Holiday Edition | 12/19/2024 |

PUBLICATION INFORMATION

Average net circulation: 5,000

Number of editions: 1

Format and average page count: tabloid/12 pages

Circulation cycle: 2x/month

Circulation day: Thursday

Years established: 1986

Publication community: African American

Content: 40% advertising/ 60% editorial

Paid/Unpaid: 0% paid/ 100% unpaid

Primary delivery methods: 16% home delivery / 84% controlled bulk

RATE CARD AND MECHANICAL DATA

Rate Card: January 2023

Mechanical Data: 5 columns by 17" deep/ full page 10" x 10.5"

Open Rate: National \$20.00 per column inch



CONTACT INFO

Publisher: Yanice Y. Jackson

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*The Chronicle News is a controlled circulation weekly
without circulation pricing.*



 www.thechroniclenews.com