



North Dallas
Gazette
Your Bridge to Opportunity

A Division of
MON
Minority Opportunity News, Inc.
Founded 1991
.com



NORTH DALLAS GAZETTE MEDIA KIT

Dallas' Most Respected Minority Publication

North Dallas Gazette

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Ads & Promotional Images: opportunity@northdallasgazette.com

Event Coverage - Top Events: marketing@northdallasgazette.com

News Coverage & Press Releases: publisher@northdallasgazette.com

Insertion Orders: marketing@northdallasgazette.com

Member:

National Newspaper Publisher Association [NNPA]

Texas Community Newspaper Association [TCNA]

Texas Publishers Association [TPA]

Independent Free Paper of America [IFPA]

NDG is a Texas Historically Utilized Business [HUB] - A Minority Certified Business

Independently Audited by Circulation Verification Council [CVC]





Dallas - A Tale of Two Cities

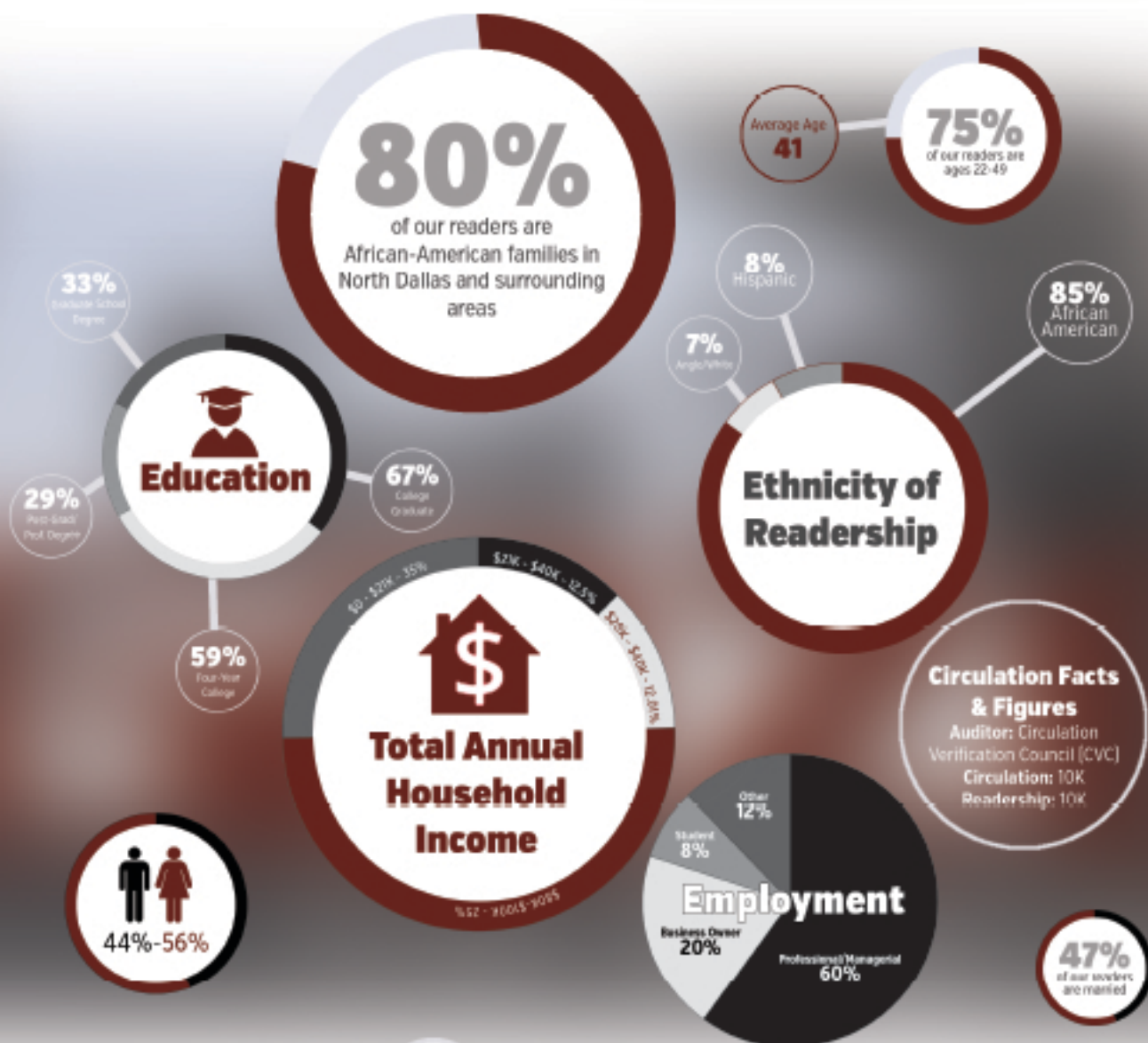
Dallas, TX... For as long as this great city has been incorporated, the Northern and Southern sectors of the city have remained profoundly disconnected. This rift makes Dallas a definitive representation of A Tale of Two Cities, especially when it comes to the African-American demographic. Blue-collar workers with tighter budget constraints have come to represent much of the South Dallas community, while North Dallas and surrounding areas cater to young professionals with higher earning potential. North Dallas is where you'll find affluent residential neighborhoods, exemplary school districts and expanding roadways and transportation systems. Also North Dallas is the city's destination of choice for world-class entertainment, high-end shopping and headquarters for major corporations. The jobs are here, the culture is rich and the median income is higher.

More importantly, North Dallas is where advertising dollars go to work for you. While the other minority-based publications focus on South Dallas, there is only ONE newspaper that focuses on African-Americans in North Dallas and the surrounding areas. It's the North Dallas Gazette, a good choice when you want to reach a true representation of Dallas African-American consumers!

"There is an oversaturation of African-American newspapers in the Southern quadrant of Dallas. Consequently, advertisers are losing brand recognition and forego the opportunity of reaching the more affluent African-Americans in the Northern quadrant."

-Thurman R. Jones - Publisher

North Dallas Gazette is an award winning publication that initially started as Minority Opportunity News in 1991. Minority Opportunity News was created to ensure the economic and social issues, news, and political views of African-Americans of Dallas were included in mainstream news. In 2000, Minority Opportunity News and North Dallas Gazette merged to continue delivering quality news.



The Only African-American Newspaper in North Dallas- North Dallas and surrounding areas are a richly cultivated and untapped market. None of the North Dallas Gazette's southern-based competitors are able to capture the African-American demographic in North Dallas and surrounding areas.

North Dallas Gazette is the only minority-owned newspaper that caters to African-Americans who live, work, or play in North Dallas and surrounding areas. North Dallas Gazette is highly visible and offers current, relevant news that impacts the lives of North Dallas African-Americans. Here are some additional facts about North Dallas Gazette.

A weekly newspaper with award winning design and editorial content is committed to offering current, relevant news that impacts the lives of North Dallas African-Americans.

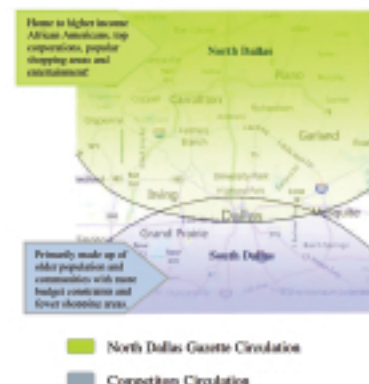
Distribution:

The North Dallas Gazette proudly delivers 10,000 printed newspapers. Focused on zip codes with the highest Black household incomes, the North Dallas Gazette puts the news, events, and other information in the hands of affluent African-American through newsstands in African-American churches, other well-established businesses, libraries, major grocery stores and 7-Eleven convenient stores in North Dallas surrounding areas.

Areas: The North Dallas Gazette distribution areas include North Dallas, Plano, Allen, McKinney, Carrollton, Garland, Richardson, Irving and other surrounding areas that do not receive news related to African-Americans.

Zip codes: 75002, 75006, 75013, 75023, 75024, 75038, 75060, 75061, 75062, 75069, 75074, 75075, 75080, 75081, 75093, 75201, 75202, 75206, 75209, 75212, 75217, 75219, 75220, 75224, 75228, 75234, 75237, 75238, 75240, 75241, 75249, 75253, 75254, 75266, 75287

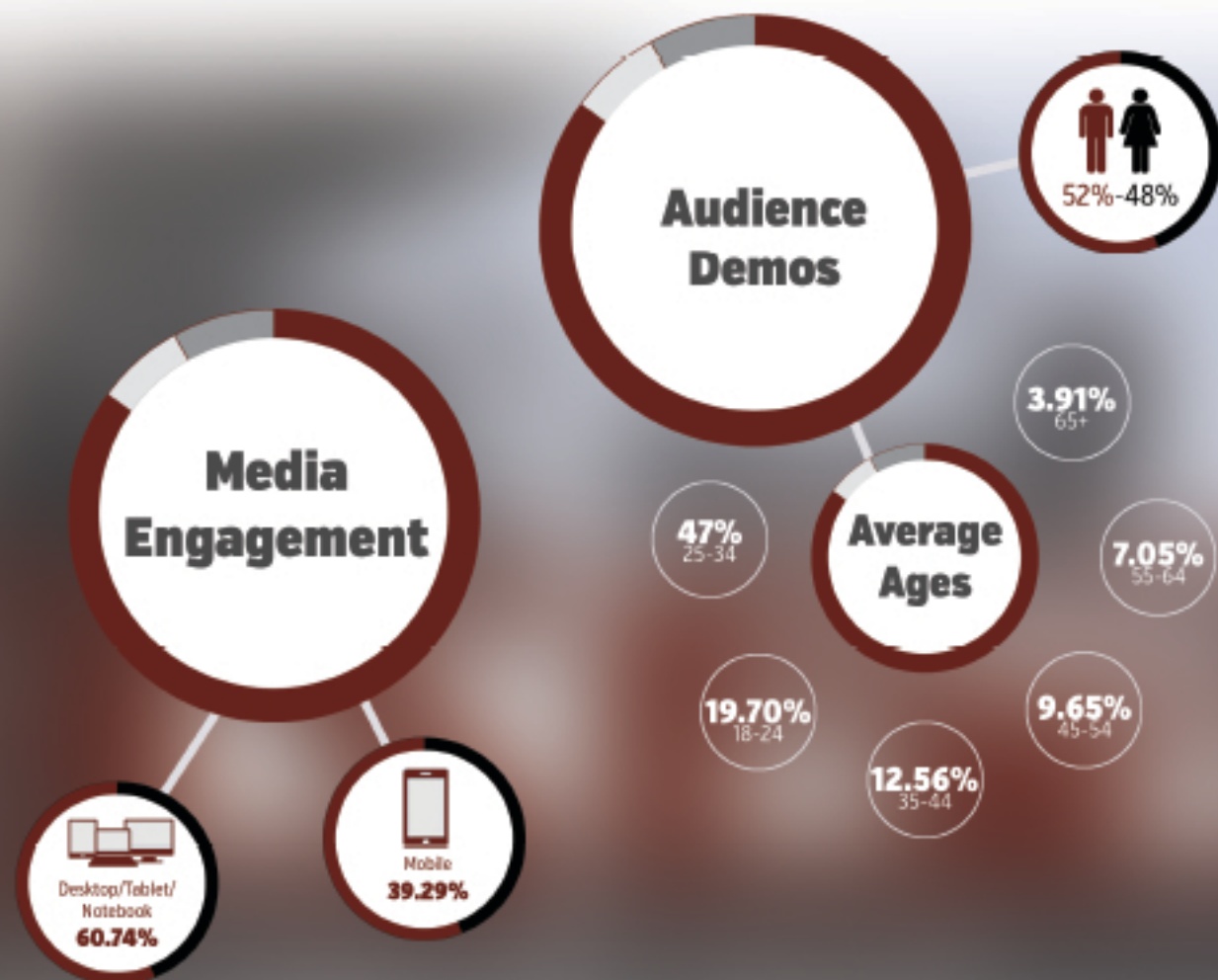
An advertiser, seriously interested in Dallas as a whole, would be wise to look past the "traditional analysis" of Dallas that shows majority of African-Americans living in the Southern quadrant, while ignoring the far more affluent Northern quadrant." - Thurman R. Jones, Publisher



A comprehensive web-site hosting quality news, business, arts and entertainment. NorthDallasGazette.com has competitive online advertising for companies seeking website advertising with home page presence,

	Monthly Unique Visitors 37,075		Minutes per Visit 1:05 min.
	Monthly Page Views 136,739		Email Newsletter Subscribers 17,000
	Twitter Followers 5,400		Facebook Followers 1,300

*Source: Google Analytics, Oct. - Dec. 31, 2014



Editorial: North Dallas Gazette publishes current, relevant and entertaining news, catering to African Americans in North Dallas and surrounding areas. Each week North Dallas Gazette delivers news in its featured sections, which include:

Section	Description
Local News:	Delivers exclusive news and interviews
National News:	Delivers news around the nation
People in the News:	Spotlights locally and nationally influential individuals
Opportunity-Education (Op-Ed)	Features Education, politics, and other viewpoints
Health:	Delivers informative health related news
Community News:	Addresses news and issues North Dallas and surrounding areas
Community Spotlight:	Highlights community events
Community Calendar:	Lists local area events that are daily, weekly and monthly
Arts & Entertainment:	Delivers Entertainment Events
Business:	Provides business owners with informative business news
Career Opportunity:	Delivers employment, business opportunities, and job bids
Church Happenings:	Highlights church events, anniversaries, and services of local North
Church Directory:	Lists churches and places of worship in North Dallas and surrounding areas.

Advertisers in North Dallas Gazette have the opportunity to promote their product or service exclusively or in conjunction with the Promotional Advertising Calendar:

Calendar of Special Events & Promotions

January

Legislative Session
Healthy Lunch Ideas
MLK Calendar of Events
New Year, New You
New Year's resolutions

February

Legislative Session
Black History Month Calendar
Black History Spotlight stories
College Applications
Heart Health
Tax tips
Valentine Gift Guide

March

Legislative Session
Small Business News
Spring Beauty & Fashion Guide
Spring Break activities
Spring Cleaning & Get Organized Tips
Tax tips

April

DFW Housing market
DIY Projects
Earth Day
Easter

Garden & Yard Tips
Local and State political coverage
Social media marketing and small businesses
Spring Fitness
Tax tips

May

Small Business Week
BBQ Tips
Cinco de Mayo
Graduation
Memorial Day

June

Father's Day
Small Business News/Tech Tools
Healthy Lunch Ideas
July 4th coverage

July

4th of July
The state of Women and minority owned businesses
Travel
Special events for children

August

Back to School Basics
Labor Day coverage
Small Business News

September

State & Local political coverage
Hispanic Heritage Month
Diversity in business
Travel
Fall Beauty & Fashion Guide

October

Breast Cancer Awareness
Crockpot Cooking
Halloween
Hispanic Heritage Month

November

National Diabetes Month
National, State & Local political coverage
Thanksgiving
Travel
Veterans Day

December

Christmas gift guide
Christmas Cookies
Christmas Events
Holiday Decorating Tips

The North Dallas Gazette has been Dallas's Most Respected Minority Publication for more than 25 years. Today, North Dallas Gazette products include traditional print, online, and social media.

Here are some of our opportunities:

- Display Advertising
- Prime Sponsorship
- Website Advertising
- Email Blast
- Advertising Inserts
- Church Directory
- Marketplace Ads
- Video Advertising
- Career Opportunity
- Online Banners and Links
- Sponsorships

Print Specs

Print Column Measurements:

1 Column	1.509"
2 Columns	3.207"
3 Columns	4.905"
4 Columns	6.603"
5 Columns	8.301"
6 Columns	10.000"

* Based on 73.5 column inch tabloid format

Display Ad
Marketplace Ads
Church Directory
Career Opportunity
Career Opportunity

Standard Print Ad Sizes:

1/4 page ad	4.095" x 6.125" = 18.375"
1/3 page ad	10" x 4.041" = 24.246"
1/2 page ad (horizontal)	10" x 6.125" = 36.75"
1/2 page ad (vertical)	4.905" x 12.25" = 36.75"
Full page ad	10" x 12.25" = 73.5"

Special Ad Sizes:

2C x 4" / 2C x 6" / 3C x 10" / 6C x 6.125" / 6C x 12.25"
 2C x 1" / 2C x 1.5" / 2C x 2" / 2C x 4"
 2C x 2" / 2C x 4" / 2C x 6"
 2C x 4" / 2C x 6" / 3C x 8" / 3C x 10"
 1C x 2" / 1C x 2½" / 1C x 3½" / 1C x 6"

NOTE: Camera Ready means that a particular material is complete, clean, legible and ready to be shot on a Photostat camera. Ads/artwork do not require manipulation by North Dallas Gazette's production department. Please allow 24 hours for materials that must be produced by North Dallas Gazette's in-house department. Cost of in-house production is \$25.00. North Dallas Gazette is output at 85-line screen. North Dallas Gazette uses QuarkXpress, Adobe Illustrator and Adobe Photoshop. Please send all files as a PDF file. If sending a photo with a story, send as JPEG - Photo resolution must be no less than 300 dpi. Please email ad copy to opportunity@northdallasgazette.com. ***Deadline for all Advertsing is Tuesdays by 5:00 p.m. for delivery on Thursdays.



Online Advertising

Advertise your products or services by connecting to Dallas Natives online at northdallasgazette.com.

Benefits of Online Advertising

Targeted: You can reach a specific reader based on areas of interest and context of the content.

Act Now: Consumers can immediately click on a link to access more information, make a direct purchase or register for newsletter or services

Digital Ad Deadline: Tuesday of each week

Digital Ad Formats: JPEG or PNG

Additional Charges:

- Make Ready Production Fee: \$40
- Hyperlink: \$25

Rates

Jumbo Leaderboard (Rotating)

Size in Pixels	Open Rate	3 Months
728 x 90	\$480.00	10% off

Leaderboard (Rotating)

Size in Pixels	Open Rate	3 Months
470 x 80	\$325.00	10% off

Footerboard (Rotating)

Size in Pixels	Open Rate	3 Months
590 x 90	\$150.00	\$135.00

Rectangle

Size in Pixels	Open Rate	3 Months
300 x 250	\$225.00	\$200.00

Skyscraper (Rotating)

Size in Pixels	Open Rate	3 Months
160 x 600	\$325.00	\$275.00

Marketplace Button

Size in Pixels	Open Rate	3 Months
125 x 125	\$125.00	\$100.00

Jumbo Sliding Leaderboard 728 x 90

Sliding Leaderboard 470 x 80 Maximum 3 Slides

Market Place Button 125 x 125

Rectangle 300 x 250

Sliding Footerboard 590 x 90 Maximum 3 Slides

Sliding Skyscraper 160 x 600 Maximum 3 Slides

