

**Serving the North Dallas Suburbs as the only
Minority Owned Publication for 30 years**

on your phone or mobile device!!!

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**Be in the KNOW!! Bookmark
on your phone or mobile device!!!**

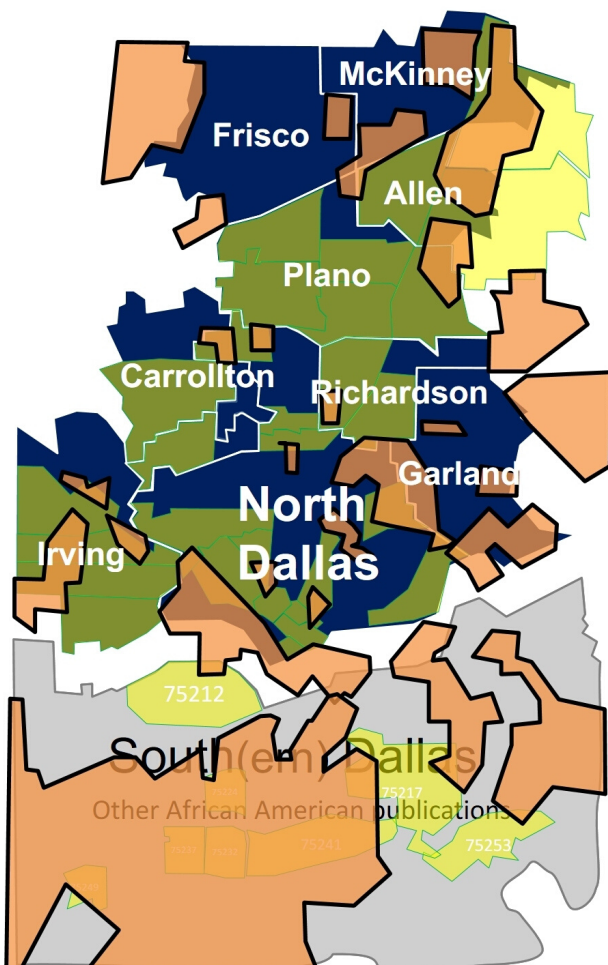
2020 Media Kit

North Dallas Gazette

For 30 years, NDG has cultivated a deep relationship with the North Dallas African-American community, have seen the incredible growth first hand and learned some key insights that are crucial for corporations and institutions to comprehend. We have always bridged the gap between government, corporations and the multicultural community in order to foster trust, nurture bonds, provide history, share solutions and find opportunities that enhance brand loyalty and community zeal.

Key Insights and Value:

- We have an **extensive database** of all of the minority-led and owned public and private sector organizations and their leadership
- We know the full list of annual events on the **Black calendar** in all cities, as well as political campaign trail must attend events
- Because 45% are new residents, we are **their trusted source** for news, social, cultural, faith-based events, jobs and job fairs
- With many cities **lacking an urban core**, minorities are counting on the North Dallas Gazette to stay connected and informed
- African-Americans are loyal to brands who use targeted and **culturally competent advertising** where they can see themselves



Map Legend:

Light Brown = Black community populations over 1,375 citizens

Dark yellow = NDG Zip Codes and Distribution zones - 10,000 weekly

North Dallas Gazette

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Call (972) 509-9049

Memberships:

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)

Visit www.northdallasgazette.com/advertising (972) 509-9049

In 8 years, North Dallas will have a larger Black population than South Dallas



There are 1.1 Million African-Americans in DFW

Not only is the North Dallas African American population quite sizable compared to the South, it also has a higher income, higher education levels, higher numbers from out of town, higher employment, higher percentage in their prime age-wise, and if growth rates remain the same will be larger in number than South Dallas in only 8 years.

The solution is very simple: **The North Dallas Gazette**

The **only** MBE certified newspaper that connects the Black community in North Dallas and surrounding areas to the region.

Recommended method to calculate NDG advertising budget
 Calculate your Black customers demographics: example 10%
 Calculate yearly DFW advertising budget: example \$500,000
 NDG Min Investment: \$500k x 10% divided by 2 = **\$25,000**

Call us at (972) 509-9049 now to discuss.

North Dallas	Black Population	South Dallas
296,440		362,275
75%	Ages 20-54	66%
\$60,761	 Avg Household Income	\$53,472
67%	 Attend College	31%
67%	 Managerial, Business, Sales and Office Occupations	59%
17%	 Pop growth from 2012 to 2017	5%
405,797	 Projected Pop in 2027	399,409

2019 ANNUAL
DISTRIBUTION

360,000
CONNECTIONS MADE

North Dallas
Gazette

North Dallas has a stout roster of regional offices including: Intuit, Bank of America Home Loans, Ericsson, McAfee, Frito-Lay, Pizza Hut, U.S., NTT DATA (formerly Dell Services), DXC (formerly Hewlett Packard Enterprise), PepsiCo, FedEx Office, Toyota, Liberty Mutual Insurance, Chase and many others. These large employers have cultivated a large talent pool of skilled workers and millennials continue to flock to the expanding base of companies seeking lucrative employment opportunities with world-renowned companies.



NDG Audience and Distribution

Over 1M monthly reach on all channels

- Print: 10,000 weekly distribution
- Website: 120,000 new users annually
- Social Media followers: 12,150
- Email: 17,000 opt-in newsletter subscribers
- Weekly contacts: 37,000+

The North Dallas Gazette Readership

- 75% Men and 25% Women
- 85% Black 15% Latino, White, Asian, Indian
- Avg age: 41
- Avg household income: \$65,000

North Dallas Gazette 2020 Goals

- Enhance website and redesign brand
- Connect with all 300,000 Black residents in North Dallas
- Grow Social Media to 100,000 followers
- Grow newsletter subscription to 50,000 emails
- Help YOU, our Corporate partner to reach our readers

Total North Dallas Population and Market

Total Pop: 2,255,826

- White: 1,084,792
- Latino: 610,006
- Black: **296,440**
- Asian and Indian: 256,609
- Native: 7,979

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The best companies hire the best talent and a having a multi-culturally diverse workforce in 2019 in not a requirement however many people consider it to be an expectation in today's society. We would love to assist you with that mission.

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
Skyscraper
160 x 600
Maximum 3 Slides

Sliding Footerboard
590 x 90
Maximum 3 Slides

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 2 1/2" / 1C x 3 1/2" / 1C x 6"

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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 Advertising is Tuesdays by 5:00 p.m. for delivery on Thursdays.