NORTHDALLASGAZETTE.COM

NDG

A DIVISION OF MINORITY OPPORTUNITY NEWS, INC.
FOUNDED 1991
PRINT / WEB / VIDEO

The Bridge to Opportunity

2021-22 Media Kit

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

Volume XXXI, Number VI — February 25 - March

North Dallas Gazette — "Most respected Voice of the Minority Community"

Visit us online at www.northdallasgazette.com

Officials looking for answers winter storm exposes weaknes in critical infrastructure servic

In an overnight onslaught of winter weather last week, the Dallas area with snow and ice, and the ensuing power outages resulted in life-threa tions for many across Texas. (Photo: David Wilfong / NP

Volume XXXI, Number VII — March

North Dallas Gazette — "Most respected Voice of the Minority Com

Visit us online at www.northdallasgazette.com

New Study: Innocent Blacks sever more likely to be wrongfully convi murder than innocent white

By Stacy M. Brown
NNPA Senior National Correspondent

"The legacy of slavery, racist Jim Crow laws, and hateful lynch into modern-day mass incarceration and the disproportionate im people," Daniele Selby wrote for The Innocence Project. (Photo:

Volume XXXI, Number VIII — March 11-

North Dallas Gazette — "Most respected Voice of the Minority Community"

Visit us online at www.northdallasgazette.com

U.S. House of Representatives pas milestone voting and ethics legisla

By Stacy M. Brown
NNPA Senior National Correspondent

Unlike some bills that can pass through a process called reconciliation, th bill in its current form would need 60 "yes" votes to overcome a GOP (Photo: iStockphoto / NNPA)

Volume XXXI, Number IX — March 18-31, 2021

North Dallas Gazette — "Most respected Voice of the Minority Community"

Visit us online at www.northdallasgazette.com

Biden: States should open vaccinations to all adults by May 1

By Stacy M. Brown
NNPA Senior National Correspondent

The President outlined a "ramped-up effort" to create more places for people to get vaccinated, enabling officials to reach those hardest hit and most challenging to reach. (Photo: CDC / Unsplash)

Supporting Black Votes Matter - See Page 3

Good sleep is a must during pandemic - See Page 4

Monument status sought for Till's church - See Page 5

Georgetown Jesuits seek reckoning - See Page 6

Carrollton issues chalk art challenge - See Page 7

Fair Park Juneteenth event slated - See Page 9

Energy policy and household budgets - See Page 11

Sister Tarpley: Mrs. Opal Lee and Juneteenth - See Page 15

Inside...

People in the News 2
Op/Ed 3
Health 4
Community 5
Education 6
Plano / Carrollton / Irving 7
Entertainment 9-10
Marketplace 12
Career / Notices 13
Church Directory 13-15
NDG Book Review 16

See Page 2 — Ayris T. Scales — NDG Quote of the Week: "Just don't think you can go wrong."

See Page 2 — Vernon Jordan — NDG Quote of the Week: "If attitude."

See Page 2 — Shalanda Young — NDG Quote of the Week: "Hate is jures the hated."

See Page 2 — People In The News ... — YN2 L'Oreal Bibbs, Marvin Hagler, Clarene Mitchell — NDG Quote of the Week: "Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek." – Barack Obama

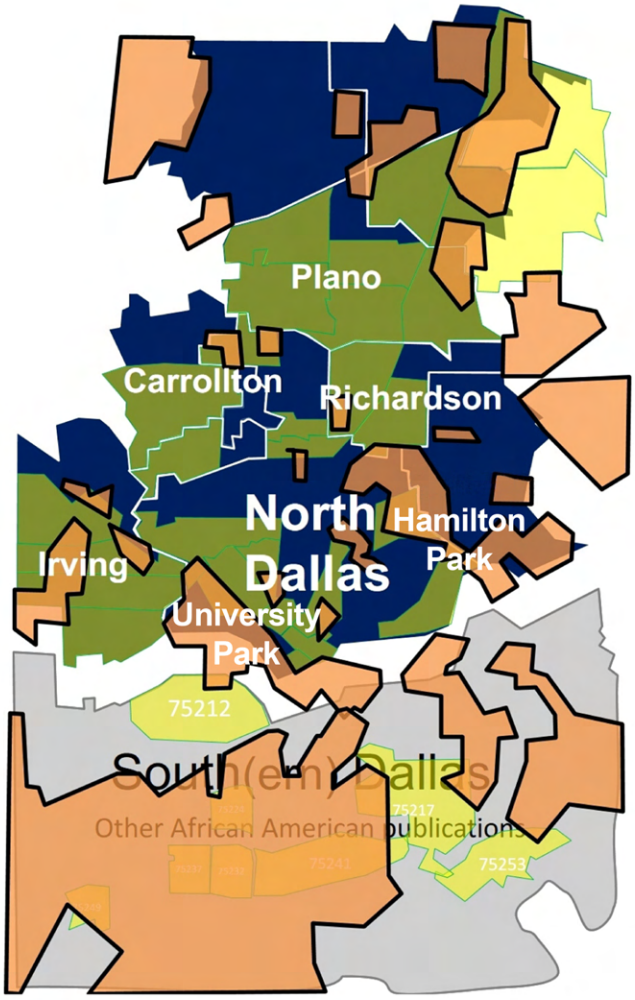
Print | Digital | Mobile | Social

Daxis / Flickr (CC BY-ND 2.0)

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
Mailing address:
P. O. Box 763866
Dallas, TX 75376-3866

1425 W. Pioneer Dr., Suite #123
Irving, TX 75061

Publisher
publisher@northdallasgazette.com
Editor
editor@northdallasgazette.com
Sales & Marketing
marketing@northdallasgazette.com

Call (972) 432-5219

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) 432-5219

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) 432-5219 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

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 wih 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 2022 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

Visit www.northdallasgazette.com/advertising (972) 432-5219

SMART MONEY'S ON DIVERSITY

10% OFF

Employment, Human Resources (H.R.) Recruitment Advertising and Request for Proposal Advertising (R.F.P.)!!!

Diversity isn't merely the right thing to do, it's the right thing to do for business. According to diversity experts these are best practices for developing diversity & inclusion:

- Implement a really good development program that includes ongoing coaching and feedback
- Make a concerted effort to locate and hire diverse workers who either are recent college graduates or qualified employees from other companies
- Let employees and the public know details about the organization's diversity strategy
- Embrace an attitude that diversity is a benefit.

Call our Marketing Office for more information:

972-432-5219

Check us out online:
NorthDallasGazette.com

NORTHDALLASGAZETTE.COM
NDG
A DIVISION OF
MINORITY OPPORTUNITY NEWS, INC.
FOUNDED 1991
PRINT / WEB / VIDEO