



HARLEM COMMUNITY
NEWSPAPERS, INC.

"GOOD NEWS YOU CAN USE"



Pat Stevenson
Publisher

A NOTE FROM THE PUBLISHER

We will publish our community newspapers weekly on Thursdays.

**Call us today at 212-996-6006.
or email harlemnewsinc@aol.com
website: www.harlemnewsgroup.com**

The Harlem Community Newspapers, Inc. publishes four newspapers: **Harlem Community News**, **Queens Community News**, **Brooklyn Community News** and **Bronx Community News**. These publications are "free" to our readers. We currently distribute 50,000 weekly copies in malls, supermarkets, retail outlets, apartment buildings, banks, colleges, YMCA, libraries and cultural institutions in the communities we serve. Our editorial features "only" positive news and information. We provide a positive environment in which businesses and corporations can advertise and promote their products and services. Our rates are reasonable for advertisers who may want to reach consumers in a specific area or they can advertise in all four of our publications utilizing our metro rates. All of our issues are presented with 4-color or 1-color covers.





as of February 2015
Harlem Community Newspapers, Inc.

Harlem . Brooklyn . Queens . Bronx "Good News You Can Use"

2015 ADVERTISING RATES & SPECIFICATIONS

<u>Frequency Discount</u>		*METRO	HARLEM	BROOKLYN	QUEENS	BRONX
FULL PAGE	1X	\$3,135	\$1,613	\$1,015	\$1,015	\$526
	6X	\$2,177	\$1,089	\$686	\$686	\$344
	12X	\$1,613	\$806	\$424	\$424	\$212
1/2 PAGE	1X	\$1,694	\$846	\$532	\$532	\$266
	6X	\$1,143	\$571	\$360	\$360	\$180
	12X	\$846	\$424	\$255	\$255	\$128
1/4 PAGE	1X	\$888	\$444	\$279	\$279	\$140
	6X	\$600	\$300	\$189	\$186	\$93
	12X	\$444	\$221	\$140	\$140	\$70
1/8 PAGE	1X	\$466	\$233	\$140	\$140	\$70
	6X	\$315	\$156	\$80	\$80	\$40
	12X	\$233	\$116	\$71	\$71	\$35
1/16 PAGE	1X	\$233	\$116	\$105	\$105	\$53
	6X	\$158	\$66	\$95	\$95	\$48
	12X	\$116	\$59	\$53	\$53	\$26

BACK COVER 4-COLOR \$5,625 SAU COLUMN INCH RATE \$52.25, 6 Cols. (85 LINE SCREEN)

*METRO - INCLUDES ALL 4 NEWSPAPER EDITIONS - Total **50,000** Circulation
HARLEM - 25,000 BROOKLYN - 10,000 QUEENS - 10,000 BRONX - 5,000

ADD \$350 for 4-COLOR ADS

AD SIZES:	FULL PAGE	10" X 10"	1/8 PAGE H	4.92" X 2.37"
	1/2 PAGE H	10" X 4.92"	1/8 PAGE V	2.37" X 4.92"
	1/2 PAGE V	4.92" X 10"	1/16 PAGE V	3.22" X 4.92"
	1/4 PAGE V	4.92 X 4.92"	BUSINESS CARD:	2.47" X 2.47"

CLASSIFIED: \$1.00 per word (25 words minimum)

LEGAL: \$2.00 PER WORD (+\$25 for affidavit)

(Legal ad 50 words minimum - add \$25 for Notarized Affidavit)

BUSINESS CARDS: 1X\$50 2X\$90

3X\$125 4X\$150 5X\$175 6X\$200 12X\$300

INSERTS** \$75 PER THOUSAND(8 1/2 X11-8 pages)

** (advanced payment required for inserts).

Simple Ads produced one time per year at no charge

DISCOUNTS

15% discount for recognized advertising agencies

10% discount for advance payment of 6-11 insertions

15% discount for advance payment of 12-23 insertions

25% discount for advance payment of 24+ insertions

(discounts cannot be combined)

PAYMENT CAN BE MADE BY:

CASH, CHECK OR CREDIT CARD

SPACE RESERVATION CLOSING: Wednesday PRIOR
CAMERA-READY DEADLINE: Friday PRIOR
website: www.harlemnewsgroup.com

CAMERA-READY ADS TO: Harlem Community Newspapers, Inc.
55 West 116th St, Suite #171, New York, NY 10026
email: harlemnewsinc@aol.com phone: (212) 996-6006



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2015 CALENDAR

<u>ISSUE</u>	<u>THEME</u>
JAN 1	HEALTH/FITNESS
JAN 8	EDUCATION/CAREER
JAN 15	MLK/ EMPLOYMENT
JAN 22	EDUCATION/CAREER
JAN 29	EDUCATION/CAREER
FEB 5	BLACK HISTORY MONTH/EDUCATION
FEB 12	BLACKS ON BROADWAY
FEB 19	BLACK HISTORY/EDUCATION-CAREER
FEB 26	BLACK HISTORY MONTH RECAP
MAR 5	WOMEN'S HISTORY MONTH/EDUCATION
MAR 12	WOMEN'S HEALTH/EDUCATION
MAR 19	SPRING FASHIONS/BRIDAL
MAR 26	WOMEN BUSINESS OWNERS
APR 2	EASTER (CHURCH LISTING)
APR 9	EDUCATION/CAREER
APR 16	HOUSING
APR 23	WELLNESS WEEK/FAMILY HEALTH
APR 30	HEALTH
MAY 7	MOTHER'S DAY
MAY 14	TRAVEL/TOURISM
MAY 21	CAREER & EDUCATION/ SUMMER ED
MAY 28	MEMORIAL DAY/CAREER & EDUCATION
JUN 4	BLACK MUSIC MONTH
JUN 11	FATHER'S DAY
JUN 18	MEN'S HEALTH
JUN 25	INTL STREET FESTIVAL/BROOKLYN
JUL 2	HAIR CARE/FASHION
JUL 9	HARLEM BOOK FAIR
JUL 16	TRAVEL
JUL 23	PLACES TO EAT AND DINE
JUL 30	HARLEM WEEK - PART 1
AUG 6	HARLEM WEEK - PART 11
AUG 13	HARLEM WEEK -PART 111
AUG 20	HW -PART 1V/BACK TO SCHOOL
AUG 27	WEST INDIAN DAY PARADE/LABOR DAY
SEP 3	BACK TO SCHOOL
SEP 10	FAMILY HEALTH
SEP 17	TECHNOLOGY
SEP 24	CAREER & EDUCATION
OCT 1	WBLS CIRCLE OF SISTERS EXPO
OCT 8	HEALTH/ BREAST CANCER AWARENESS
OCT 15	HOUSING
OCT 22	WOMEN'S HEALTH
OCT 29	HALLOWEEN
NOV 5	CAREER & EDUCATION
NOV 12	VETERANS DAY/MEN'S HEALTH
NOV 19	BLACK FRIDAY/SMALL BUSINESS SAT.
NOV 26	HOLIDAY SHOPPING
DEC 3	HOLIDAY SHOPPING
DEC 10	THREE KINGS/KWANZAA/NEW YEAR

*MAJOR EVENTS / ISSUES

EDUCATION/CAREER

JAN 1, 8, 22 FEB 19 MAR 12

JAN 15 DR. MARTIN LUTHER KING

FEB 5-26 BLACK HISTORY MONTH

MAR 26 WOMEN'S HISTORY MONTH
Salute to Local Women Business Owners

APR 23 WELLNESS WEEK

MAY 7 MOTHER'S DAY

MAY 14 TRAVEL/TOURISM

JUN 11 FATHER'S DAY

JUN 25 INTL. ST. FESTIVAL
(Brooklyn)

JUL 30-AUG 20 "HARLEM WEEK" EVENTS

AUG 22 BACK TO SCHOOL

AUG 27 WEST INDIAN DAY PARADE

SEP 17 TECHNOLOGY

SEP 10 FAMILY HEALTH

OCT 1 WBLS CIRCLE OF SISTERS

Oct 8 BREAST CANCER AWARENESS

NOV 19 BLACK FRIDAY/
SMALL BUSINESS SATURDAY

DEC 3 Harlem Holiday Lighting
-XMAS/THREE KINGS/
KWANZAA



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ZIP CODE COVERAGE AREAS **total 50,000 circulation**

HARLEM COMMUNITY NEWS (25,000 circulation)

Serving Central Harlem, East Harlem, West Harlem and Washington Heights

(96th Street West Side, 106th Street East Side up to 171st Street (1st Ave-Riverside Dr.)
10016, 10026, 10027, 10029 10030, 10031, 10035, 10037, 10039

BRONX COMMUNITY NEWS (5,000 circulation)

Serving South Bronx, Concourse Village, Co-op City

10451, 10454, 10452, 10453, 10456

QUEENS COMMUNITY NEWS (10,000 circulation)

Serving Jamaica, Jamaica Heights, Hollis, Cambria Heights, St. Albans, Springfield Gardens, Rochdale Village, Laurelton

11411, 11412, 11413, 11423, 11433, 11434, 11435

BROOKLYN COMMUNITY NEWS (10,000 circulation)

Serving Downtown Brooklyn, Clinton Hill, Fort Green, Bedford-Stuyvesant, Prospect Heights, Crown Heights, Wingate, East Flatbush, Brownsville, Starrett City

11201, 11203, 11207, 11213, 11216, 11221, 11225, 11233, 11236, 11238, 11239