



HARLEM COMMUNITY NEWSPAPERS, INC.

We deliver the “good news” to improve the quality of life for our readers, their families, and our communities



A Note From the Publisher

Harlem Community Newspapers, Inc. publishes four newspapers weekly - Harlem Community News, Bronx Community News, Brooklyn Community News and Queens Community News. These publications are complimentary.

We currently distribute 25,000 weekly copies in malls, supermarkets, retail outlets, apartment buildings, banks, colleges, YMCA, libraries, non profit and cultural institutions in the communities we serve. Our editorial features positive news and information. We provide a positive environment in which businesses and corporations can advertise and promote their products and services. We distribute in predominantly African-American communities in New York.

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 throughout. Advertisers can also reach consumers through our website.

We publish our community newspapers weekly on Thursday. Our publications are also featured on our website weekly at www.harlemcommunitynews.com. We also publish a daily newsletter for free subscribers and a weekly newsletter reaching women business owners.

Call us today at 646-988-1015 or email harlemnewsinc@aol.com

Harlem Community newspapers, Inc is a New York City, New York State and Port Authority Certified MWBE. We are members of National Newspapers Publishers Association, New York Press, NY NJ Purchasing Council, Greater Harlem Chamber of Commerce, Bradhurst Merchants Association, Harlem Tourism Board, 100 Black Women Coalition and Women In the Black. We are currently being audited by the Alliance for Audited Media.

Circulations is audited by: Alliance for Audited Media
(contact us for a copy of our latest audit)

2024 Advertising Rates and Specifications

Frequency	Discount	Metro	Harlem	Brooklyn/Queens/Bronx
<i>Circulation</i>		25,000	10,000	5,000 each
Full Page	1x	\$4,708	\$2,354	\$1,177
	6x	\$3,315	\$1,755	\$861
	12x	\$2,403	\$1,201	\$665
1/2 page	1x	\$2,509	\$1,289	\$725
	6x	\$1,885	\$1,007	\$569
	12x	\$1,401	\$700	\$349
1/4 page	1x	\$1,466	\$733	\$366
	6x	\$1,132	\$566	\$283
	12x	\$1,015	\$508	\$253
1/8 page	1x	\$962	\$481	\$241
	6x	\$777	\$388	\$194
	12x	\$713	\$356	\$178
1/16 page	1x	\$605	\$302	\$151
	6x	\$541	\$270	\$135
	12x	\$531	\$211	\$133

All Ads are in 4-COLOR ads (we do not offer a discount for black and white ads)
BACK COVER 4-COLOR \$5,625 SAU COLUMN INCH RATE \$52.25, 6 Cols. (85 LINE SCREEN)

AD SIZES				
	<i>Full page</i>	10" x 10"	<i>1/8 page H</i>	4.92" x 2.37"
	<i>1/2 page H</i>	10" x 4.92"	<i>1/8 page V</i>	2.37" x 4.92"
	<i>1/2 page V</i>	4.92" x 10"	<i>1/16 page V</i>	2.37" x 2.37"
	<i>1/4 page V</i>	4.92" x 4.92"	<i>Business Card</i>	2.37" x 2.37"

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 4X\$150 6X\$250 13X\$500
INSERTS \$100 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
 15% discount for advance payment of 4-13 insertions
 30% discount for advance payment of 24+ insertions
 (discount cannot be combined)
PAYMENT CAN BE MADE BY: ACH, CHECK, DEBIT OR CREDIT CARD

SPACE RESERVATION CLOSING: Wednesday PRIOR
 CAMERA-READY DEADLINE: Friday PRIOR

Harlem Community Newspapers, Inc.
 55 West 116th St, Suite #171, New York, NY 10026



P. O. Box # 1775, N.Y., N.Y. 10027; 646-988-1015; harlemnewsinc@aol.com

ADVERTISE in our special 2024 Issues



NY is Open for Business & Tourism



JANUARY 2024
Dr. Martin Luther King Day



Black History Month
February 2024



Health
Education
Housing
Travel
HARLEM WEEK
August
1, 8, 15, 22



Blacks on Broadway
February 2024



Women History Month
March 2024

June 13 **Juneteenth Celebration/ Men Who Mentor**



Harlem Holiday Lights
Thanksgiving -November
Christmas-December
Kwanzaa-December



Dr. Martin Luther King, Jr. Day (officially Birthday of Martin Luther King, Jr., and sometimes referred to as MLK Day) is a federal holiday in the United States marking the birthday of Martin Luther King Jr. It is observed on the third Monday of January each year. Born in 1929, Rev. Dr. King's actual birthday is January 15. Harlem Community News will celebrate through our pages the events and history of Dr. King throughout the month of January

Black History Month is an annual celebration of achievements by African Americans and a time for recognizing their central role in U.S. history. Harlem Community News will celebrate in our pages every week in February 2024.

Women History Month/ Uptown Women Business Owners. For more than 15 years Harlem Community News has hosted a networking event designed to promote women business owners who are based uptown in Manhattan from 96th Street to 171st Street. Participants include 200-300 women who spend a day networking and learning of each other businesses then we include a listing and photos of the women in the Harlem Community News. March 2024

Date TBDy

Blacks on Broadway -February 1 and August 1 issues will feature the roadway and plays featuring Black actors. Harlem News will encourage our readers to support plays with Black actors. In 2022 we will also present weekly "Blacks on Broadway" articles to support the return of theater.

Who's The Boss/Uptown Women Business Owners Conference Jun 6 2024 will be held in person. Educational and inspirational information for women business owners. Coverage of conference and listing of hundreds of women business owners in June 13th issue. Sponsorship is available.

Father's Day - We focus on the importance of "Men Who Mentor Youth" and present the men and different organizations they represent. June 16th issue. Most African-American youth grow up in a household without their father which is why we present these men who have dedicated themselves to providing mentorship, guidance and support for our youth

JUNETEENTH is the oldest nationally celebrated commemoration of the ending of slavery in the United States dating back to 1865. Juneteenth commemorates African American freedom and emphasizes education and achievement. We will provide a special issue dedicated to Juneteenth on June 13th.

HARLEM WEEK (August dates tbd) This is one of the largest events in the country which has featured more than 100 events in the past. This year 2022 will feature a limited number of events but will reach millions online. HARLEM WEEK Events calendar will be featured in our **July 28th issue**. We will also cover all events and feature HARLEM WEEK events **August 1, 8, 15 & 22**.

125th St BID Harlem Holiday Lights event will be held the 3rd week in November. Event will include a parade of decorated trucks and cars, music and other events in various locations and retail outlets on 125th Street. Coverage of the parade of vehicles and events will be featured in our **November 28th Holidays In Harlem** issue to kick-off the shopping season.

Kwanzaa is an annual celebration of African-American culture that is held from December 26 to January 1. Harlem Community News will promote Kwanzaa events, history and stories in our **December 26 issue**.

Major Events and Issues available for sponsorship. (email or call us for more details)

harlemnewsinc@aol.com | 646-988-1015

ZIP CODE COVERAGE AREAS

Total Circulation: 25,000

HARLEM COMMUNITY NEWS (10,000 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.)*

10026, 10027, 10029 10030, 10031, 10035, 10037, 10039

BRONX COMMUNITY NEWS (5,000 circulation)

Serving South Bronx, Tremont, Co-op City

10451, 10454, 10452, 10453, 10455, 10458, 10460, 10466, 10467, 10468, 10469, 10472, 10473, 10475

QUEENS COMMUNITY NEWS (5,000 circulation)

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

11411, 11412, 11413, 11420, 11423, 11432, 11433, 11434, 11435

BROOKLYN COMMUNITY NEWS (5,000 circulation)

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

11201, 11207, 11213, 11216, 11221, 11225, 11233, 11238, 11239, 11375



NEW YORK CITY DISTRIBUTION MAP

Total Circulation: 25,000 newspaper per week



ONLINE ADVERTISING

Pat Stevenson, Publisher

Updated June 2015

www.harlemcommunitynews.com



Harlem Community Newspapers, Inc.

We've been delivering the "good news" to New York City since 1996 to help improve the quality of life for our readers, their families and our communities

The screenshot shows the website's navigation bar with links for HOME, ADVERTISING, SUBSCRIPTIONS, ABOUT US, CONTACT, VIDEOS, and COLLEagues. Below the navigation is a search bar and a main content area with several articles and video thumbnails. Advertising spots are labeled as follows:

- A:** A large banner at the top of the page.
- B:** A horizontal banner below the navigation bar.
- C:** A horizontal banner below the navigation bar.
- D:** A horizontal banner below the navigation bar.
- E:** A large vertical banner on the right side of the page.
- Z:** A large horizontal banner at the bottom of the page.

Online Pricing Information

- A. Top Leaderboard: 600x90-\$800/mo.
- B. Top Rectangle: 200x90: \$400/mo.
- C. Top Rectangle: 200x90: \$400/mo.
- D. Top Rectangle: 200x90: \$400/mo.
- E. Center Box: 300x250: \$600/mo.

*Partner page with banner on homepage (3 month minimum): \$1,300 per 3 months

Ads appear on all web pages for recognized advertising agencies – rates are gross.

To place a schedule or for more information, contact Pat Stevenson:

- 212-996-6006
- harlemnewsinc@aol.com

Z. Sponsor a video advertisement to play before community on film
Video: \$1,000 per 2 months

NEWSLETTER ADVERTISING

Pat Stevenson, Publisher

Updated June 2015

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HARLEM DAILY NEWSLETTER

Sponsor Banner ad with link to website

Subscribe to free Daily Newsletter

30th Anniversary Donate Now Support Harlem News

JACOB RESTAURANT GIVES BACK TO HARLEM COMMUNITY

On Thanksgiving Day Rachid Niang and his wife Kim Lum Chan Niang, owners of Jacob's Restaurant, provided free meals to the community, as they have for the past fourteen years at their 2 locations on Lenox @ 129th Street and Frederick Douglas Blvd @ 143rd St. Waling in the door, it was evident there were many volunteers, as they served in the orange tee shirts. Rachid said they had more then 50 volunteers this year. The doors opened about 12:00 noon and Rachid said, "Doors will remain open as long as there is food." [READ MORE.....](#)

AD Baner with Link here

PONDER THIS
BY HAZEL SMITH

Thanksgiving Day is Done, It Is Christmas-time

[READ MORE...](#)

Ad banner here

Ad banner here

Ad banner here

SHOP HARLEM
Ad banner

DINE IN HARLEM
Ad banner here

HARLEM DAILY NEWSLETTER *2,500 SUBSCRIBERS DAILY

Our daily newsletter will include timely up to date news and events happenings in the Harlem Community. We will continue our "good news" messaging and will not include negative news, nor news about crimes, political opinions, etc.

- SPONSORSHIP (600 x 90 banner with link)**
\$800/week (\$3,000/month)
- BANNER 300x250 (with web link)**
\$250/week (\$800/month)
- AD LINK with link to 4.92 x 4.92 ad**
\$100 per day
\$200 per week (\$700/month)
with link to website
\$500 per week (\$1,500/month)

UPTOWN WOMEN BUSINESS OWNERS NEWSLETTER

***1,000 SUBSCRIBERS WEEKLY**

*This tagetted newsletter is sent to predom-
inantly minority women business owner
who located in New York State.*

- SPONSORSHIP (600 x 90 banner with link)**
\$800/week (\$3,000/month)
- BANNER 300x250 (with web link)**
\$250/week (\$800/month)
- AD LINK with link to 4.92 x 4.92 ad**
\$200 per week (\$700/month)
with link to website
\$500 per week (\$1,500/month)

+above prices are based on minimum guaranteed newsletter audience stated above effective January 2024 to March 2024. We are employing an aggressive audience building program and expect our audience to increase for both newsletters significantly beginning April 2024. Prices are projected to increase as of April 2024.

UPTOWNWOMEN BUSINESS OWNERS NEWSLETTER

sponsor banner ad with link to website

Subscribe to free Daily Newsletter

30th Anniversary Donate Now Support

JACOB RESTAURANT GIVES BACK TO HARLEM COMMUNITY

AD Baner with Link