

# The Weekly Press

A PEOPLE'S NEWSPAPER

2017  
MEDIA KIT

# Dear Potential Advertiser

The Baton Rouge Weekly Press is considered to be leading multicultural newspaper in The Greater Baton Rouge area and has served the public for over 36 years. The Weekly Press is distributed every week with a total readership of 60,000 and has over 400 distribution points which include State and Local Government buildings, Banks, Churches, Louisiana State University, Southern University, schools and libraries in the East Baton Rouge Parish.

The philosophy of the Weekly Press is quite simple. We believe in the value of people and their community. We know the importance of getting involved and understanding the culture, politics, business and advertising needs of our communities. That's why many people have made The Weekly Press their choice for national news, local news, sports and advertising information.

The Weekly Press is proud to be a part of the Greater Baton Rouge area and will always strive for the best in quality, content, and accuracy to serve our readers, communities and our advertisers.

Thank you for your continuous support.

*Jovory J. Payne*  
 Publisher/Founder

Baton Rouge Weekly Press

**The Weekly Press**  
 A PEOPLE'S PUBLICATION

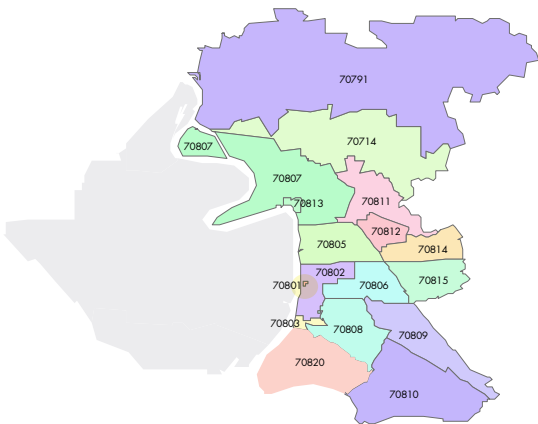


# our readers

## Our Readers:

- Are motivated, educated and encouraged by the content of the paper
- Look forward to sharing each issue with others

## Our Distribution Area



## Primary Target Market

- African American Families (Young, Middle Age & Seniors)

## Readership

- 60% African American Families
- 40% Caucasian and Hispanic Families

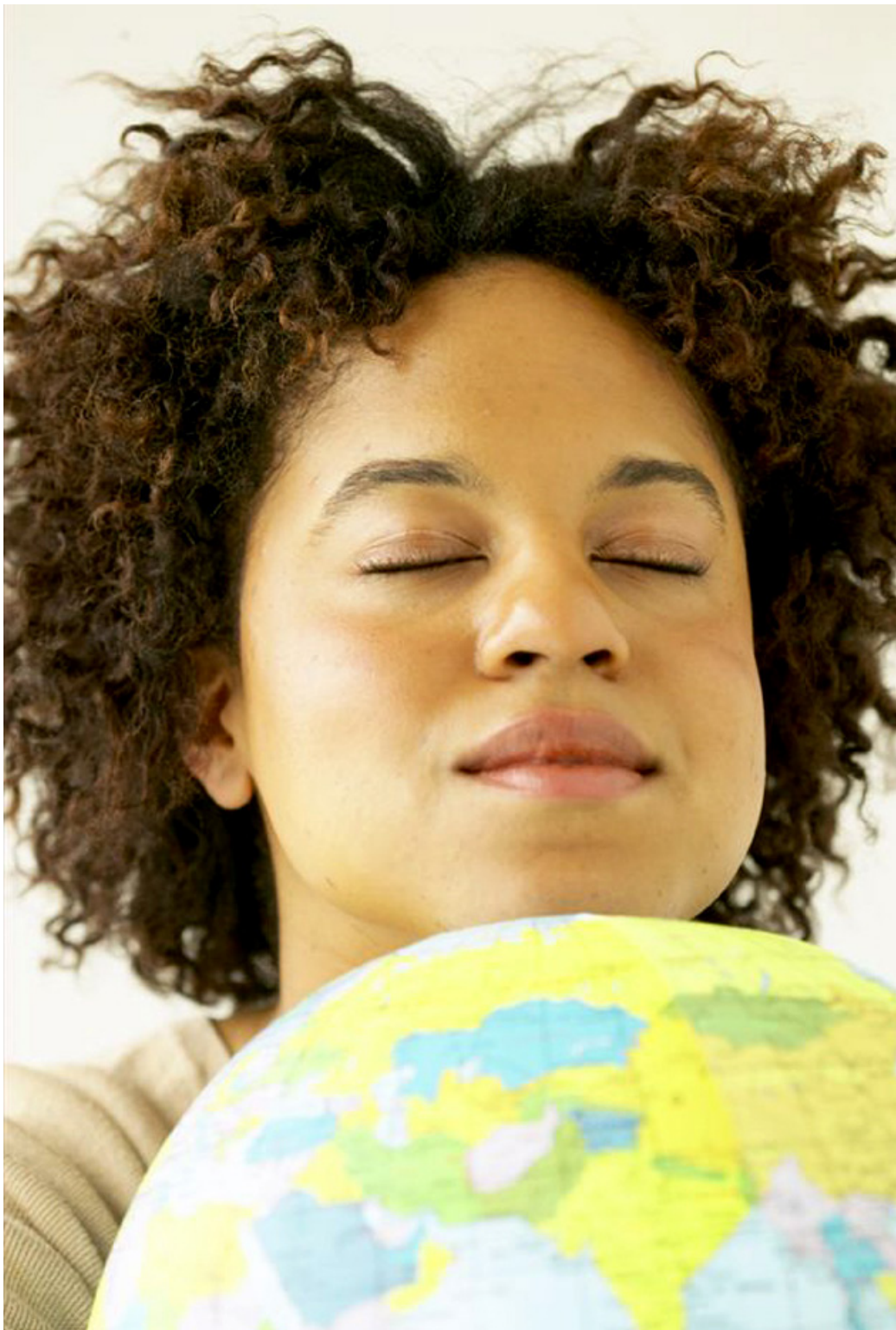
## Secondary Target Market

- Community Leaders and Organizations that care for and provide services for members of the community

## Distribution

- 60,000 readers per week
- Distributed FREE at over 400 local businesses, public libraries, hair salons, barber shops, nursing homes, service agencies, and more
- Posted on-line for free download at [www.theweekpress.com](http://www.theweekpress.com)
- Home Delivery by subscription

**Over 400 + businesses and community organizations look forward to The Weekly Press each week**



# website

**[www.TheWeeklyPress.com](http://www.TheWeeklyPress.com)**  
international website for the Weekly Press



- **Read current issue online**
- **Purchase Banner Ads**
- **Purchase Special Web Ads**

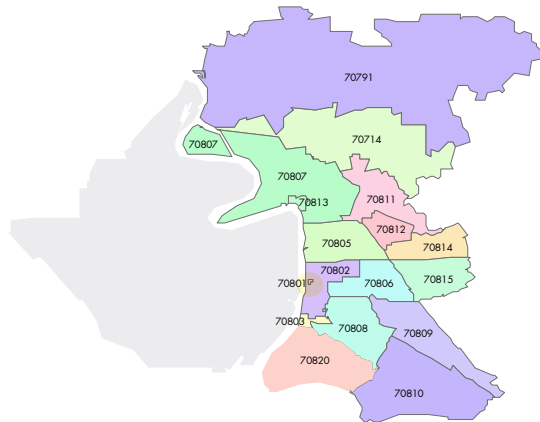
# Demographics

**Are primarily readership of Baton Rouge, LA. African American families utilize a variety of products and services including:**

- Groceries, Clothing for Church, Work, and School, Banking and Insurance
- Investments, Cable Television, Cell Phones, Real Estate and Apartments
- Office Space, Child Care, Education, Travel, Auto, and Transportation
- Pharmacy, Dining, Hotels for Special Events, Conventions and Parties
- Major Appliances, Furniture • Health, Beauty, Personal Grooming and more

**“African Americans are the largest consumers of goods and services in the world.”** TARGET MARKET NEWS

## Our Distribution Area



## Demographics

- Baton Rouge the capital city of Louisiana
- Median Household Income: \$37,897
- Median Family Income: \$47,391
- Home ownership Rate 29 %

**Total Population** 229,553  
**African American Population** 114,876

## Top Five Expenditures of African Americans nationally are:

- Housing \$145.2 bil.
- Food \$56.5 bil.
- Cars/Trucks \$32.6 bil.
- Clothing \$23.0 bil.
- Health Care \$18.0 bil.

SOURCE: TARGET MARKET NEWS

# The Weekly Press

1283 Rosenwald Road  
Baton Rouge, Louisiana 70807  
Phone: 225-775-2002 • Fax: 225-775-4216  
www.theweeklypress.com • thewpres@bellsouth.net

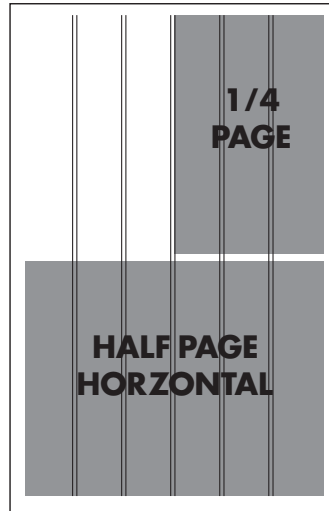
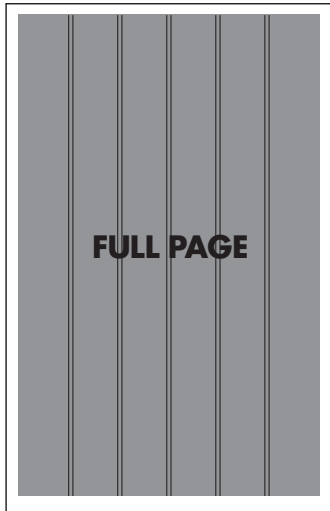
# Local Advertising Rates

**Circulation** – Reaching 60,000 readers each week at over 450 businesses and other locations including restaurants, public libraries, stores, hospitals, social service agencies, and nursing homes in East Baton Rouge Parish.

**\$14.00 per column inch**

**Advertising Deadline: Friday at 4:00 pm.**

6 column Broad Sheet = 127.5 column inches

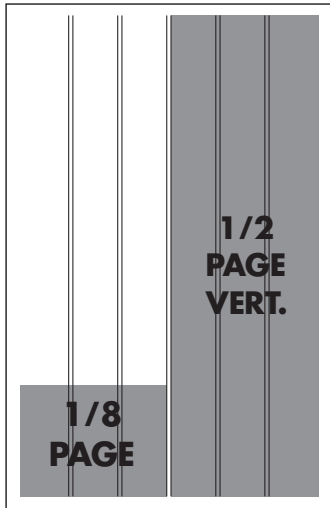


Ad Size	Cols. Width	Wide	Height	Total Inches	Price
Full Page	6	10.998"	21.25	127.5	\$1,785.00
Half Page Horizontal	6	10.998"	10.625	63.75	\$892.50
Half Page Vertical	3	5.499"	21.25	63.75	\$892.50
1/4 Page	3	5.499"	10.625	31.875	\$446.25
1/8 Page	3	5.499"	5.3125	15.9375	\$223.13
1/16 Page	2	3.792"	5.75	9.542	\$133.59
Business Card	2	3.666	2	4	\$56.00

\* Entertainment and Political Advertising are prepaid before publishing date.

\* Color Rates: Add an additional \$100 per color

\* An additional 2% will be added for late payment for all advertisement.



Other ad sizes available. Please contact your sales representative or sales department

## Classified Advertising

(Products, Services, Employment, Etc.)

First Ten Words \$8.50 For Classified ads and Additional Words are \$0.10 per word.

## Church Directory

Basic Annual \$2,080.00 Weekly \$10.00

Large Annual \$3,120.00 Weekly \$15.00

## Inserts

\$65 per 1000

(need by the 16th of month prior to publication)

## Web Advertising (.gif, jpg, .png, swf)

Small Button Banner 120 x 60 pixels

\$55 – 2500 impressions

## Standard Banner 486 x 60 pixels

\$65 - 2500 impressions

## Rotating side Banner: Sky Scraper

120 x 600 pixels \$85 – 2500 impressions.

## Delivery to your home or business

\$65.00/yr 52 issues.

P.O.Box 74485 • Baton Rouge, La. 70874

Phone: 225-775-2002 • Fax: 225-775-4216

Website: [www.theweeklypress.com](http://www.theweeklypress.com)

Email: [thewpres@bellsouth.net](mailto:thewpres@bellsouth.net) or [thewweeklypress@yahoo.com](mailto:thewweeklypress@yahoo.com)

# The Weekly Press

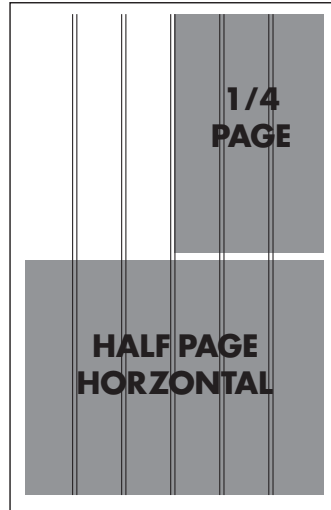
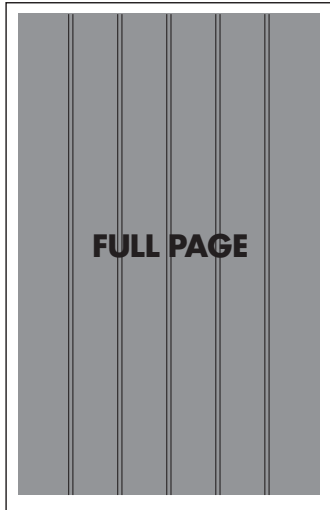
# National/Political Advertising Rates

**Circulation** – Reaching 60,000 readers each week at over 450 businesses and other locations including restaurants, public libraries, stores, hospitals, social service agencies, and nursing homes in East Baton Rouge Parish.

**\$16 .30 per column inch**

**Advertising Deadline: Friday at 4:00 pm.**

6 column Broad Sheet = 127.5 column inches

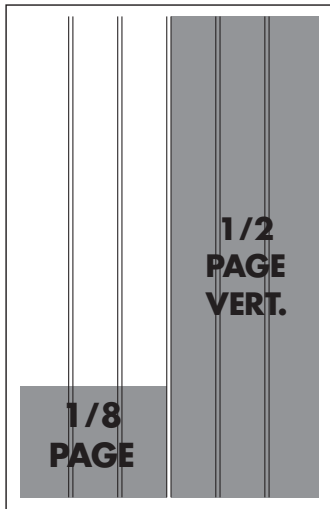


Ad Size	Cols. Width	Wide	Height	Total Inches	Price
Full Page	6	10.998"	21.25	127.5	\$2,129.25
Half Page Horizontal	6	10.998"	10.625	63.75	\$1,064.63
Half Page Vertical	3	5.499"	21.25	63.75	\$1,064.63
1/4 Page	3	5.499"	10.625	31.875	\$532.31
1/8 Page	3	5.499"	5.3125	15.9375	\$266.16
1/16 Page	2	3.792"	5.75	9.542	\$159.35
Business Card	2	3.666	2	4	\$66.80

\* Entertainment and Political Advertising are prepaid before publishing date.

\* Color Rates: Add an additional \$100 per color

\* An additional 2% will be added for late payment for all advertisement.



Other ad sizes available. Please Contact sales representative

## Classified Advertising

(Products, Services, Employment, Etc.)

First Ten Words \$10.00 For Classified ads and Additional Words are \$0.10 per word.

## Inserts

\$65 per 1000

(need by the 16th of month prior to publication)

## Web Advertising (.gif, .jpg, .png, .swf)

Small Button Banner 120 x 60 pixels

\$55 – 2500 impressions

## Standard Banner 486 x 60 pixels

\$65 - 2500 impressions

## Rotating side Banner: Sky Scrapper

120 x 600 pixels \$85 – 2500 impressions.

## Delivery to your home or business

\$65.00/yr 52 issues.

P.O.Box 74485 • Baton Rouge, La. 70874

Phone: 225-775-2002 • Fax: 225-775-4216

Website: [www.theweeklypress.com](http://www.theweeklypress.com)

Email: [thewpres@bellsouth.net](mailto:thewpres@bellsouth.net) or [theweeklypress@yahoo.com](mailto:theweeklypress@yahoo.com)

# The Weekly Press