2018 Media Kit
With a rich history of growth and advocacy that closely mirrors the nation’s Civil Rights progress, The Philadelphia Tribune is the nation’s oldest and continuously published newspaper reflecting the African American experience.

In 1884, Christopher James Perry, Sr., an ambitious and civic-minded leader in the African-American community founded the Tribune newspaper when he was only 28 years old, publishing the first edition at 725 Sansom Street. It began modestly, a one-page, one-man operation titled the Tribune Weekly. From the beginning, Perry devoted coverage to the problems that affected the daily lives of African Americans.

Mr. Perry died in 1921 at the age of 65. He was succeeded by E. Washington Rhodes, a South Carolina man who graduated from Lincoln University and Temple University Law School. While Tribune publisher, Rhodes held numerous public positions where he pushed for change. He was the first African American Assistant U.S. Attorney for the Eastern District of Pennsylvania appointed by President Calvin Coolidge and also elected State Representative in the Sixth Legislative District.

Among other things, the Tribune, under Rhodes direction, campaigned successfully for the appointment of a Black member of the City’s Board of Education, and the election of a Black City Council member. He established Tribune Charities to assist the community’s needy, foster community pride and provide scholarship aid. The paper also fought vigorously against segregation and race riots in Chester, PA in the 1930’s.

Additionally, the Tribune began publishing the newspaper, twice a week in 1947. As the Civil Rights Movement gained momentum in the 1960s and 70s, the Tribune blossomed, introducing Metro editions on Wednesdays and Thursdays. In 1981, it became the first paper in the city to use four-color on its pages.

In 1989, Robert W. Bogle became the Tribune president and led the paper through another series of well-timed expansions: the launch of the Sunday Tribune, making the Tribune a five-day publication, the Learning Key, phillytrib.com, Philadelphia’s Most Influential African Americans Magazine and event, The Philadelphia Tribune/Scripps Regional Spelling Bee, Black History Month Luncheon, and Now! Through it all, the Tribune amassed hundreds of awards for writing, photography, and significantly, public service. The recognition ranges from The A. Phillip Randolph Messenger Award for Outstanding Journalism in the area of civil rights to the “Russward Award” for Best Newspaper in America.
The Philadelphia Tribune offers a full multimedia experience across various channels & platforms.

**PRINT**
- Newspaper
- Magazine
- Supplement

**WEB/MOBILE**
- Blogs
- Photo Galleries
- Videos

**SOCIAL MEDIA**
- Facebook
- Twitter

**EVENTS**
- Event Sponsorship
The Philadelphia Tribune print editions reaches 625,000 of the southeast Pennsylvania’s most desirable readers to its advertisers each week.

Philadelphia is the 4th largest African-American market in the United States.

African Americans in the City of Philadelphia have disposable income of over 6 billion, one hundred eighty-five million dollars ($6,185,000,000).

Home ownership among African Americans in the City of Philadelphia is the highest of America.

63.4% of African Americans in Philadelphia own their homes.

African Americans are the largest ethnic group in Philadelphia county, comprising 42.2% of the population.

In the estimate, the total Black earned income in Philadelphia is $12.5 billion.

AGE
18-24: 12.2%
24-44: 23%
45-64: 29.2%
65+: 14.3%

GENDER: Male 43% | Female 57%

AVERAGE ANNUAL INCOME: $50,000
THE PHILADELPHIA TRIBUNE
CIRCULATION

FACTS & FIGURES
Auditor: Certified Audits of Circulation (CAC)
Circulation: 219,928
Readership: 650,000

Map of Montgomery County with cities and zip codes highlighted.
THE PHILADELPHIA TRIBUNE
PUBLICATIONS

PUBLISHES FIVE (5) DAYS A WEEK
Tuesday, Wednesday, Thursday, Friday and Sunday

Featured Sections:
Sunday:

Tuesday:
Local, & National News, Business, Health, Lifestyles, Sports, Entertainment, Classified, Obituaries, & Learning Key

Wednesday:
Local/Community News, Church, Obituaries and Features Delivered to West/South/Southwest Philadelphia, Delaware & Montgomery Counties

Thursday:
Local/Community News, Church, Obituary and Features. Delivered to Northwest Philadelphia-Germantown, Chestnut Hill, Mt. Airy, East & West Oak Lane

Friday:

Special Publications:
Sojourner
A quarterly visitor’s introduction overview and updated tour of Philadelphia and the region

Tribune Magazine
A quarterly magazine that addresses various contemporary issues and concerns in the African American community.
JANUARY

**Sojourner**
Issue Date: Sunday, 1/7/18
Space Reservation Date: Friday, 11/24/17
Ad Copy Deadline: Friday, 1/5/18

**Martin Luther King Jr. Supplement**
Issue Date: Sunday, 1/14/18
Space Reservation Date: Friday, 12/22/17
Ad Copy Deadline: Friday, 1/5/18

**Senior Living Supplement**
Issue Date: Sunday, 1/7/18
Space Reservation Date: Friday, 11/24/17
Ad Copy Deadline: Friday, 12/8/17

FEBRUARY

**Black History Month Supplement**
Issue Date: Tuesday, 2/13/18
Space Reservation Date: Friday, 1/19/18
Ad Copy Deadline: Friday, 1/26/18

**Black History Luncheon (Event)**
Thursday, 2/15/18

MARCH

**Scripps Regional Spelling Bee (Event)**
Saturday, 3/24/18

APRIL

**Sojourner**
Issue Date: Sunday, 4/1/18
Space Reservation Date: Friday, 2/16/18
Ad Copy Deadline: Friday, 3/2/18

**Spring Education**
Issue Date: Tuesday, 4/17/18
Space Reservation Date: Friday, 4/3/18
Ad Copy Deadline: Friday, 4/10/18

MAY

**Eight Part Health Series (Part 1 of 8)**
Issue Date: Sunday, 5/6/18
Space Reservation Date: Friday, 4/13/18
Ad Copy Deadline: Friday, 4/27/18

**Primary Election**
Issue Date: Tuesday, 5/8/18
Space Reservation Date: Friday, 4/13/18
Ad Copy Deadline: Friday, 4/27/18

**Women Achieving Magazine**
Issue Date: Sunday, 5/20/18
Space Reservation Date: Friday, 4/6/18
Ad Copy Deadline: Friday, 4/20/18

**Senior Living Supplement**
Issue Date: Sunday, 5/27/18
Space Reservation Date: Friday, 5/4/18
Ad Copy Deadline: Friday, 5/18/18

**Women Achieving Luncheon**
Thursday, 5/17/18

JUNE

**Eight Part Health Series (Part 2 of 8)**
Issue Date: Sunday, 6/3/18
Space Reservation Date: Friday, 5/11/18
Ad Copy Deadline: Friday, 5/25/18

**Yearbook**
Issue Date: Sunday, 6/17/18
Space Reservation Date: Friday, 5/18/18
Ad Copy Deadline: Friday, 5/1/18

**Student Achievers (Event)**
Thursday, 6/14/18

**Sojourner**
Issue Date: Sunday, 6/24/18
Space Reservation Date: Friday, 5/11/18
Ad Copy Deadline: Friday, 5/25/18
**THE PHILADELPHIA TRIBUNE**

**SUPPLEMENT & EVENTS CALENDAR 2018**

### JULY

**Eight Part Health Series (Part 3 of 8)**
- **Issue Date:** Sunday, 7/1/18
- **Space Reservation Date:** Friday, 6/8/18
- **Ad Copy Deadline:** Friday, 6/22/18

### AUGUST

**Eight Part Health Series (Part 4 of 8)**
- **Issue Date:** Sunday, 8/5/18
- **Space Reservation Date:** Friday, 7/6/18
- **Ad Copy Deadline:** Friday, 7/20/18

**Back to School**
- **Issue Date:** Tuesday, 8/14/18
- **Space Reservation Date:** Tuesday, 7/17/18
- **Ad Copy Deadline:** Tuesday, 7/31/18

### SEPTEMBER

**Most Influential Magazine**
- **Issue Date:** Sunday, 9/16/18
- **Space Reservation Date:** Friday, 8/3/18
- **Ad Copy Deadline:** Friday, 8/17/18

**Senior Living Supplement**
- **Issue Date:** Sunday, 9/23/18
- **Space Reservation Date:** Friday, 8/24/18
- **Ad Copy Deadline:** Friday 9/7/18

**Most Influential African Americans Reception & Awards Program (Event)**
- **Date:** Thursday, September 13, 2018

### OCTOBER

**Sojourner**
- **Issue Date:** Sunday, 10/7/18
- **Space Res. Date:** Friday, 8/24/18
- **Ad Copy Deadline:** Friday, 9/7/18

**Eight Part Health Series (Part 6 of 8)**
- **Issue Date:** Sunday, 10/7/18
- **Space Res. Date:** Friday, 9/7/18
- **Ad Copy Deadline:** Friday, 9/21/18

**Fall Education**
- **Issue Date:** Tuesday, 10/16/18
- **Space Res. Date:** Tuesday, 9/18/18
- **Ad Copy Deadline:** Tuesday, 10/2/18

**HBCU**
- **Issue Date:** Sunday, 10/14/18
- **Space Res. Date:** Friday, 9/14/18
- **Ad Copy Deadline:** Friday, 9/28/18

**General Election**
- **Issue Date:** Tuesday, 10/30/18
- **Space Res. Date:** Friday, 10/12/18
- **Ad Copy Deadline:** Friday, 10/19/18

### NOVEMBER

**Eight Part Health Series (Part 7 of 8)**
- **Issue Date:** Sunday, 11/4/18
- **Space Reservation Date:** Friday, 10/5/18
- **Ad Copy Deadline:** Friday, 10/19/18

**Shopper’s Guide**
- **Issue Date:** Friday, 11/23/18
- **Space Reservation Date:** Friday, 10/26/18
- **Ad Copy Deadline:** Friday, 11/9/18

### DECEMBER

**Eight Part Health Series (Part 8 of 8)**
- **Issue Date:** Sunday, 12/2/18
- **Space Reservation Date:** Friday, 11/2/18
- **Ad Copy Deadline:** Friday, 11/16/18

**Shopper’s Guide**
- **Issue Date:** Friday, 12/14/18
- **Space Reservation Date:** Friday, 11/16/18
- **Ad Copy Deadline:** Friday, 11/30/18
THE PHILADELPHIA TRIBUNE
PHILLYTRIB.COM

Extend your marketing reach with print & web advertising

• **PhillyTrib.com** provides award winning coverage of the African-American community, anytime, day or night. This website is the ideal place for your message to reach an ever-growing digital readership.

• **Philly Connection**: Philly Connection is a social network that connects the African-American community across the World Wide Web, providing community event listings, user-generated commentary, photos and videos.

• **E-Edition**: The electronic edition (e-Edition) of the Philadelphia Tribune is an interactive, print- replica of the newspaper delivered to online (digital) subscribers.

• **The Tribune Newsletter**: Direct mail delivered to online (digital) subscribers featuring daily highlights of the day’s news, announcements and events.

• **PhillyTrib.com Mobile Ready**: PhillyTrib.com mobile extends the convenience of up-to-minute news and information reflecting the African-American experience on tablets and handheld devices.
THE PHILADELPHIA TRIBUNE
SPONSORSHIP OPPORTUNITIES

Martin Luther King Jr. Supplement
Annually, the Tribune celebrates the life and legacy of Dr. Martin Luther King Jr. His name holds prominence within the United States of America. With plenty of memorials, street names and even a holiday dedicated to and named after the Civil Rights leader, Dr. King’s message of justice and peace is still relevant and important in today’s world.

Black History Supplement & Luncheon
This city-wide event embraces and reaffirms some of the major historical achievements by African Americans in this city and nation. The luncheon also recognizes local history makers and history keepers.

Philadelphia Tribune/Scripps Regional Spelling Bee
The spelling bee is open to all fifth thru eight-grade students attending Philadelphia public, private, parochial, charter, cyber or home-school organization affiliates. The winner of the Philadelphia Tribune/Scripps spelling bee will earn the opportunity to compete at the national spelling bee.

Women Achieving Magazine & Luncheon
A magazine profiling African-American women throughout the region who’ve made a substantial impact on the organizations to which they belong. This distinguished group includes entrepreneurs, women of achievement and women on the move. The women and their organization are recognized at an exclusive luncheon.

The Yearbook/Student Achievers Awards Reception
The Yearbook publication includes photographs of every graduate and special editorial focus on the history of each school. It also highlights the Lindback award winning teachers and the graduating student achievers (selected students who have overcome adversity and still manage to graduate on time). The Philadelphia Tribune and the School District of Philadelphia salutes the student achievers at a special awards ceremony.

Eight Part Health Series
This eight-part series identifies many of the health disparities, chronic illnesses and issues plaguing the black community. Each supplement has a theme which provides information relevant to the prevention, identification and treatment of various diseases that disproportionately affect African Americans.

HBCU Supplement
The supplement contains an overview of the 103 Historically Black Colleges & Universities (HBCUs).

Most Influential African Americans Magazine & Awards Program
The annual reception and awards program celebrates Philadelphia’s most influential African Americans, ranging from government officials and business leaders to local civic and community agency heads, which are featured in a special edition of the Tribune Magazine.

ADDITIONAL ADVERTISING OPPORTUNITIES

Poly Bags
Every day, millions of newspaper readers are greeted by advertisement printed on the bags protecting their paper. A customized Tribune “ad bag” message is one of the newest ways to get your message to the Tribune audience.

Newspaper Inserts
Inserts allow advertisers to exercise their most creative, individualized, branding and message approaches. It commands reader attention. We recommend adding inserts to your regular targeted print buy. It’s a colorful, targeted and format that literally falls into the reader’s lap!

Post It Notes
Newspaper advertising and Post-It Notes are a perfect combination! Notes can help get ads noticed and your message can live on! Viewers can take the note with them to be reminded of the service offering, promotion, etc. Research shows a post it note increases response rate by up to 70%.
Please note the maximum ad widths and depths.

**Broadsheet**

<table>
<thead>
<tr>
<th>Space</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>9.89&quot; wide (6 columns) x 20.25&quot; deep</td>
<td></td>
</tr>
<tr>
<td>½ Page (H)</td>
<td>9.89&quot; wide (6 columns) x 10&quot; deep</td>
<td></td>
</tr>
<tr>
<td>½ Page (V)</td>
<td>4.89&quot; wide (3 columns) x 20.25&quot; deep</td>
<td></td>
</tr>
<tr>
<td>¼ Page (H)</td>
<td>4.89&quot; wide (3 columns) x 10&quot; deep</td>
<td></td>
</tr>
<tr>
<td>1/8 Page (V)</td>
<td>3.22&quot; wide (2 columns) x 7.5&quot; deep</td>
<td></td>
</tr>
<tr>
<td>1/8 Page (H)</td>
<td>4.89&quot; wide (3 columns) x 5&quot; deep</td>
<td></td>
</tr>
</tbody>
</table>

**Tab**

<table>
<thead>
<tr>
<th>Space</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>9.89&quot; wide (6 columns) x 9.6&quot; deep</td>
<td></td>
</tr>
<tr>
<td>½ Page (H)</td>
<td>9.89&quot; wide (6 columns) x 4.75&quot; deep</td>
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</tr>
<tr>
<td>½ Page (V)</td>
<td>4.89&quot; wide (3 columns) x 9.6&quot; deep</td>
<td></td>
</tr>
<tr>
<td>¼ Page (H)</td>
<td>4.89&quot; wide (3 columns) x 4.75&quot; deep</td>
<td></td>
</tr>
<tr>
<td>1/8 Page (V)</td>
<td>2.32&quot; wide (2 columns) x 4.75&quot; deep</td>
<td></td>
</tr>
<tr>
<td>1/8 Page (H)</td>
<td>4.89&quot; wide (3 columns) x 2.31&quot; deep</td>
<td></td>
</tr>
</tbody>
</table>

### Ad Sample Sizes

- **Full Page**: 9.89" x 20.25"
- **Half Page-H**: 9.89" x 10"
- **Half Page-V**: 4.89" x 20.25"
- **1/4 Page**: 4.89" x 10"
- **1/8 Page**: 3.22" x 7.5"
- **Strip Ad**: 9.89" x 2"
- **Full Page**: 9.89" x 9.6"
- **Half Page (H)**: 9.89" x 4.75"
- **Half Page (V)**: 4.89" x 9.6"
- **1/4 Page**: 4.89" x 4.75"
- **1/8 Page**: 2.32" x 4.75"
- **Strip Ad**: 9.89" x 2"

### Advertising Specifications

- **6 ROP Columns**
  - 1 Column: 1.56"
  - 2 Columns: 3.22"
  - 3 Columns: 4.89"
  - 4 Columns: 6.56"
  - 5 Columns: 8.22"
  - 6 Columns: 9.89"
  - Gutters: .125"
  - 1 Column: 1.05"
  - 2 Columns: 2.15"
  - 3 Columns: 3.26"
  - 4 Columns: 4.36"
  - 5 Columns: 5.47"
  - 6 Columns: 6.57"
  - 7 Columns: 7.68"
  - 8 Columns: 8.78"
  - 9 Columns: 9.89"

### Classified Columns

- **1 Column**: 1.05"
- **2 Columns**: 2.15"
- **3 Columns**: 3.26"
- **4 Columns**: 4.36"
- **5 Columns**: 5.47"
- **6 Columns**: 6.57"
- **7 Columns**: 7.68"
- **8 Columns**: 8.78"
- **9 Columns**: 9.89"

### Space Reservation and Material Deadlines

- **Issue Space**
  - Sunday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
- **Reservations**
  - Tuesday @ noon
  - Thursday @ noon
  - Monday @ noon
- **Materials**
  - Thursday @ noon
Back Issues
Back issues of the Philadelphia Tribune can be obtained from the Circulation Department at a charge of $2.00 for a Tuesday, or Friday edition and $2.50 for Sunday.

Bills
Bill are rendered weekly.

Contracts
To be eligible for a contract rate, an advertiser must sign an advertising agreement.

Mechanical Requirements
The Tribune prefers material to be sent electronically or on Macintosh formatted CDs (PDF, JPEG and EPS files) with a high resolution of 300. Our paper is output in QuarkXPress. The Ad Send number is PAPTR. We accept Ad Transit and our email address is: ads@phillytrib.com. The Tribune reserves the right to reject advertising not consistent with management policy.

Credit/Adjustments
No adjustments will be allowed unless claim for credit is made within 10 days of receipt of notice.

Insertion Orders
An insertion order is required for all placement of advertising space.

Cancellations
Payment must be made for space reserved, but cancelled after deadline.

Position
Every effort will be made to comply with position request but acceptance of an order does not imply position guarantee. A 25% premium must be paid for a guaranteed position if accepted. Minimum 32 inches.

* All papers are audited by ABC and CAC.

Commission & Terms of Payment
•All retail advertising rates are net (non-commissionable) unless otherwise indicated.

•Discounts are available for space and frequency for the newspaper (ROP, Now!, Tribune Magazine, and Sojourner).

•There is no cast discount offered.

•All bills are due and payable (net) upon receipt of invoice.