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 at age 28, 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 AND PLATFORMS.

OUR REACH IS LIMITLESS!
The Philadelphia Tribune print edition reaches 625,000 of 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 are the largest ethnic group in Philadelphia county, comprising 42.2% of the population.

63.4% of African Americans in Philadelphia own their homes, making home ownership among African Americans in the City of Philadelphia the highest in America.

African Americans in the City of Philadelphia have disposable income of over 6 billion, one hundred eighty-five million dollars ($6,185,000,000). The total estimated Black earned income in Philadelphia is $12.5 billion.
POTENTIAL Customer Market Base

Auditor: Alliance for Audited Media
Circulation: 227,978
Readership: 650,000

DELAWARE COUNTY ZIP CODES
19013 Chester
19023 Darby
19050 Lansdowne
19063 Media
19079 Sharon Hill
19082 Upper Darby
19096 Wynnewood

MONTGOMERY COUNTY ZIP CODES
19090 Willow Grove
19001 Abington
19012 Cheltenham
19027 Elkins Park
19038 Glenside
19401 Norristown
19477 Spring House
19095 Wyncote
19004 Bala Cynwyd

PHILADELPHIA COUNTY ZIP CODES
19102 19132
19103 19133
19104 19134
19106 19136
19107 19138
19113 19139
19111 19140
19114 19141
19116 19142
19119 19143
19120 19144
19121 19145
19122 19146
19123 19147
19124 19148
19125 19150
19126 19151
19128 19153
19129 19154
19130 19063
19131
PAIR YOUR MESSAGE WITH OUR CONTENT

The consistency of weekly content builds excitement like nothing else. Readers look forward to finding their favorite feature every week, making the latest and greatest the ideal place to catch your audience.

PUBLISHES FIVE 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, Obituary 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:
GET INVOLVED WITH SOMETHING SPECIAL

Special sections give readers an array of exciting, fresh content, so they're also a perfect opportunity for advertisers to be exposed to new audiences. Attention-grabbing and unique, these publications often become points of reference or pride, bound to stick around the coffee table for awhile.

SPECIAL PUBLICATIONS:


TRIBUNE MAGAZINE: Tribune Magazine addresses various contemporary issues and concerns in the African American community.

MARTIN LUTHER KING SUPPLEMENT: Annually, the Tribune celebrates the life and legacy of Dr. Martin Luther King Jr. 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.

BLACK HISTORY SUPPLEMENT: Renowned historian Carter G. Woodson labored for many years to have America acknowledge the contributions of African Americans to our nation and the world. In 1926, his efforts gave birth to Black History Week. Finally, in 1976, the celebration turned into a month long commemoration of some of this country’s most outstanding and influential African-American men and women. In honor of the historic contributions of a great people, The Philadelphia Tribune, the nation’s oldest and the Greater Philadelphia region’s largest newspaper serving the African-American community publishes an annual Black History supplement.

EIGHT PART HEALTH SERIES: The 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.

EDUCATION GUIDE: The educational guide will contain detailed information on local collages, universities, training programs, enrollment issues and financial aid resources that will assist them in making well-informed decisions.

SENIOR SUPPLEMENT: With improvements in healthcare and technology, Americans are living longer, healthier lives. Over half of Philadelphia’s elderly consists of African-American seniors, and the population continues to grow. Many seniors consider retirement as a new beginning, learning and exploring new skills, places, and even jobs, working longer, volunteering in their communities and enjoying a wide variety of activities. As a result, this highly skilled population with more disposable income and buying power than in the past wants services and products that satisfy their unique lifestyles. This special edition is dedicated to our senior population, as well as their caregivers.

YEARBOOK: High school graduation is the cornerstone of the American educational process. In recognition and celebration of this accomplishment, The Philadelphia Tribune, in partnership with the School District of Philadelphia, will publish a Yearbook supplement dedicated to the Philadelphia School District and Charter school’s graduating class.
Sojourner
Issue Date: Sunday, 1/5/20
Space Res. Date: Friday, 11/22/19
Ad Copy Deadline: Wed. 12/4/19

Martin Luther King Jr. Supplement
Issue Date: Sunday, 1/19/20
Space Res. Date: Friday, 12/13/19
Ad Copy Deadline: Friday, 12/27/19

Senior Living Supplement
Issue Date: Sunday, 1/26/20
Space Res. Date: Friday, 12/20/19
Ad Copy Deadline: Friday, 1/10/20

Spring Education
Issue Date: Tuesday, 3/17/20
Space Res. Date: Friday, 2/21/20
Ad Copy Deadline: Friday, 3/6/20

Scripps Regional Spelling Bee
Saturday, 3/21/20

Black History Month Supplement
Issue Date: Tuesday, 2/11/20
Space Res. Date: Friday, 1/17/20
Ad Copy Deadline: Friday, 1/31/20

Black History Luncheon (Event)
Date: Thursday, 2/13/20

Primary Election
Issue Date: 4/21/20
Space Res. Date: Friday, 3/27/20
Ad Copy Deadline: Friday, 4/10/20

Eight Part Health Series (Part 1)
Issue Date: Sunday, 5/3/20
Space Res. Date: Friday, 4/10/20
Ad Copy Deadline: Friday, 4/24/20

Women Achieving Magazine
Issue Date: Sunday, 5/17/20
Space Res. Date: Friday, 4/3/20
Ad Copy Deadline: Friday, 4/17/20

Women Achieving Luncheon
Date: Thursday, 5/14/20

Eight Part Health Series (Part 2)
Issue Date: Sunday, 6/7/20
Space Res. Date: Friday, 5/15/20
Ad Copy Deadline: Friday, 5/29/20

Sojourner
Issue Date: Sunday, 6/28/20
Space Res. Date: Friday, 5/15/20
Ad Copy Deadline: Wed, 5/27/20

Student Achievers (Event)
Date: Thursday, 6/4/20

Yearbook
Issue Date: Sunday, 6/14/20
Space Res. Date: Friday, 5/15/20
Ad Copy Deadline: Friday, 6/5/20
JULY

Eight Part Health Series
Issue Date: Sunday, 7/5/20
Space Res. Date: Friday, 6/5/20
Ad Copy Deadline: Friday, 6/19/20

AUGUST

Eight Part Health Series
Issue Date: Sunday, 8/2/20
Space Res. Date: Friday, 7/3/20
Ad Copy Deadline: Friday, 7/17/20

Back To School
Issue Date: Tuesday, 8/11/20
Space Res. Date: Tuesday, 7/14/20
Ad Copy Deadline: Tuesday, 7/28/20

SEPTEMBER

Eight Part Health Series
Issue Date: Sunday, 9/6/20
Space Res. Date: Friday, 8/14/20
Ad Copy Deadline: Friday, 8/28/20

Most Influential Magazine
Issue Date: Sunday, 9/13/20
Space Res. Date: Friday, 9/9/20
Ad Copy Deadline: Friday, 9/11/20

Most Influential Reception (Event)
Date: 9/10/20

Senior Living Supplement
Issue Date: Sunday, 9/20/20
Space Res. Date: Friday, 9/21/20
Ad Copy Deadline: Friday, 9/11/20

OCTOBER

Sojourner Magazine
Issue Date: Sunday, 10/4/20
Space Res. Date: Friday, 9/28/20
Ad Copy Deadline: Wed, 9/9/20

Eight Part Health Series
Issue Date: Sunday, 10/4/20
Space Res. Date: Friday, 9/11/20
Ad Copy Deadline: Friday, 9/25/20

Fall Education Guide
Issue Date: Tuesday, 10/13/20
Space Res. Date: Tuesday, 9/15/20
Ad Copy Deadline: Tuesday, 10/6/20

HBCU
Issue Date: Sunday, 10/25/20
Space Res. Date: Friday, 9/14/20
Ad Copy Deadline: Friday, 10/2/20

November

Eight Part Health Series
Issue Date: Sunday, 11/1/20
Space Res. Date: Friday, 10/9/20
Ad Copy Deadline: Friday, 10/23/20

Shopper's Guide
Issue Date: Friday, 11/27/20
Space Res. Date: Friday, 10/30/20
Ad Copy Deadline: Friday, 11/13/20

December

Eight Part Health Series
Issue Date: Sunday, 12/6/20
Space Res. Date: Friday, 11/13/20
Ad Copy Deadline: Friday, 11/27/20

Shopper's Guide
Issue Date: Friday, 12/17/20
Space Res. Date: Friday, 11/20/20
Ad Copy Deadline: Friday, 12/3/20
This city-wide event embraces and reaffirms major historical achievements made by African Americans in Philadelphia and in the nation. The luncheon also recognizes local history makers and history keepers.

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

One of life’s great milestones is high school graduation. The opportunities for the future are endless and the lessons already learned are priceless. All students have to endure the papers and exams in order to make the grade to graduate. However, there are some students that have to overcome much more to get their diploma. These students may carry many burdens on their shoulders in addition to keeping up with their schoolwork, yet they achieve academic excellence in spite of the challenges. These students, their parents/guardians are invited to a special reception in honor of their academic achievements.

The supplement contains an overview of the 102 Historically Black Colleges & Universities (HBCUs).

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.
OUTSIDE

THINK OUTSIDE THE BOX!

Get noticed with ads that break the mold and stand out.

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!

TRIBUNE MORNING NEWSLETTER
Showcase your brand daily on The Philadelphia Tribune Morning Newsletter. Consumers get the latest headlines from The Philadelphia Tribune delivered right to their inbox every morning, along with your marketing message. It’s an awesome way to reach thousands of consumers on a daily basis.

THE PHILADELPHIA TRIBUNE APP
In-app advertising is a vital marketing tool for advertisers. With sophisticated data tracking and user targeting, in app environment allows advertisers to reach consumers with pinpoint accuracy. Advertisers capture consumers’ attention and can encourage them to view and interact with their ads.

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 up to 70%.

SPADEA
Get noticed with your own mini-front page, folded vertically and wrapped around the front of Section A. One of the best ways to grab readers’ attention.
Please note the maximum ad widths and depths.

## Broadsheet

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>9.89&quot; wide (6 columns) x 20&quot; deep</td>
</tr>
<tr>
<td>½ Page (H)</td>
<td>9.89&quot; wide (6 columns) x 10&quot; deep</td>
</tr>
<tr>
<td>½ Page (V)</td>
<td>4.89&quot; wide (3 columns) x 20&quot; deep</td>
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<tr>
<td>¼ Page (H)</td>
<td>4.89&quot; wide (3 columns) x 10&quot; deep</td>
</tr>
<tr>
<td>1/8 Page (V)</td>
<td>3.22&quot; wide (2 columns) x 7.5&quot; deep</td>
</tr>
<tr>
<td>1/8 Page (H)</td>
<td>4.89&quot; wide (3 columns) x 5&quot; deep</td>
</tr>
</tbody>
</table>

## Tab

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
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<tbody>
<tr>
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<tr>
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<td>9.89&quot; wide (6 columns) x 4.75&quot; deep</td>
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</tr>
<tr>
<td>1/8 Page (V)</td>
<td>2.32&quot; wide (2 columns) x 4.75&quot; deep</td>
</tr>
<tr>
<td>1/8 Page (H)</td>
<td>4.89&quot; wide (3 columns) x 2.31&quot; deep</td>
</tr>
</tbody>
</table>

## Ad Sample Sizes

- **Full Page**
  - Tab: 9.89" x 20.25"
  - Broadsheet: 9.89" x 20.25"

- **Half Page**
  - Tab: 9.89" x 10"
  - Broadsheet: 4.89" x 20.25"

- **1/4 Page**
  - Tab: 4.89" x 10"
  - Broadsheet: 3.22" x 7.5"

- **1/8 Page**
  - Tab: 2.32" x 4.75"
  - Broadsheet: 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: 0.125"

## Classified Columns

- **1 Column**
  - 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

<table>
<thead>
<tr>
<th>Issue Space</th>
<th>Reservations</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>Tuesday @ noon</td>
<td>Thursday @ noon</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Thursday @ noon</td>
<td>Friday @ noon</td>
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<td>Wednesday</td>
<td>Thursday @ noon</td>
<td>Monday @ noon</td>
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<tr>
<td>Thursday</td>
<td>Thursday @ noon</td>
<td>Tuesday @ noon</td>
</tr>
<tr>
<td>Friday</td>
<td>Wednesday @ noon</td>
<td>Thursday @ noon</td>
</tr>
</tbody>
</table>

Please note the maximum ad widths and depths.
All digital specs are based on pixels. Ads should be built at 72 DPI in RGB format. Additional digital sizes are available.
BILLS
Bills 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 (PDF, JPEG and EPS files) with high resolution, but will accept camera-ready copy. Our paper is output in Adobe In-Design. Our AdSend number is PAPTR. We accept Ad Transit. Our email address is: production@phillytrib.com. The Tribune reserves the right to reject advertising not consistent with management policy.

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 Alliance for Audited Media.

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.
MEMBERSHIPS

African American News & Information Consortium
National Newspaper Publishers Association
Pennsylvania NewsMedia Association
National Newspaper Association
Alliance for Audited Media