The Philadelphia Tribune, founded in 1884 by Christopher James Perry, Sr., is America’s oldest and the Greater Philadelphia region’s largest newspaper serving the African-American community.
MISSION STATEMENT

To provide timely and compelling news that is informative and relevant to the African-American experience.
THE PHILADELPHIA TRIBUNE OFFERS A FULL MULTIMEDIA EXPERIENCE ACROSS VARIOUS CHANNELS AND PLATFORMS.

OUR REACH IS LIMITLESS!
The Philadelphia Tribune print edition reaches 370,409 of southeast Pennsylvania’s most desirable readers to its advertisers each week.

Philadelphia is the 5th largest African-American market in the United States. African Americans are the largest ethnic group in Philadelphia county, comprising 41.3% of the population.

47.9% of African Americans in Philadelphia own their homes, making home ownership among African Americans in the City of Philadelphia the highest in America.

The African American population has historically held an extremely powerful position in the retail marketplace, as they have been known to drive trends across food, beauty, media, and more. Their influence will continue to grow as their buying power does – which is projected to reach $1.8T by 2024.

Source: NeilsenIQ
DIGITAL AUDIENCE

The Tribune reader’s demographic profile and its portfolio of digital and print publications offer companies viable choices when it comes to reaching the buying power of the African American consumer. The Tribune Media Group reaches an audience who have the discretionary income that can have an impact on your bottom line.

<table>
<thead>
<tr>
<th>Monthly Unique Visitors</th>
<th>Organic Search</th>
<th>Mobile</th>
<th>Desk Top</th>
</tr>
</thead>
<tbody>
<tr>
<td>180,000</td>
<td>95,000</td>
<td>63%</td>
<td>34%</td>
</tr>
</tbody>
</table>

LET’S WORK TOGETHER

www.phillytrib.com
The consistency of daily content builds excitement like nothing else. Readers look forward to finding their favorite features, making the latest and greatest the ideal place to catch your audience.
GET INVOLVED WITH SOMETHING SPECIAL

Special Publications

SOJOURNER: A colorful visitors guide, overview and updated tour of the Philadelphia region. – published quarterly.

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. His personal commitment, perseverance and policy of nonviolent protest, proved to be the necessary components to lead one of the world’s most successful civil rights movements. King’s contributions to the history of our nation resulted in landmark legislation that provided access and legal protection for African-Americans in the areas of housing, education, voting rights, transportation, and employment.

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: 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 affect African Americans.

EDUCATION GUIDE: Education is the foundation to our intellectual and individual growth, and includes reading, writing, arithmetic, research, observing and evaluating. Therefore, education is a continual process for every student from preschool, middle school, high school, college, university and graduate schools. Career training programs, seminars and workshops are also an important part of the educational landscape.

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, publishes a special supplement dedicated to the Philadelphia School District and Charter school’s graduating classes.
Event Sponsorship Opportunities

CHRISTOPHER J. PERRY/ CARTER G. WOODSON BLACK HISTORY AWARD PROGRAM
This city-wide event embraces and reaffirms major historical achievements made by African Americans in Philadelphia and in the nation. This event also recognizes local history makers and history keepers.

WOMEN OF ACHIEVEMENT MAGAZINE AND AWARD PROGRAM
Women Achieving magazine profiles African-American women throughout the region who have made a substantial impact on the organizations to which they belong.

MOST INFLUENTIAL AFRICAN AMERICANS MAGAZINE & AWARD 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.
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 NEWS
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.
**SPECS AND DEADLINES**

**BROADSHEET**

Full Page 9.89” wide (6 columns) x 20” deep  
½ Page (H) 9.89” wide (6 columns) x 10” deep  
½ Page (V) 4.89” wide (3 columns) x 20” deep  
¼ Page (H) 4.89” wide (3 columns) x 10” deep  
1/8 Page (V) 3.22” wide (2 columns) x 7.5” deep  
1/8 Page (H) 4.89” wide (3 columns) x 5” deep

**BROADSHEET COLUMNS**

| 1 Column 1.56”  | 1 Column 1.05”  |
| 2 Columns 3.22”  | 2 Columns 2.15”  |
| 3 Columns 4.89”  | 3 Columns 3.26”  |
| 4 Columns 6.56”  | 4 Columns 4.36”  |
| 5 Columns 8.22”  | 5 Columns 5.47”  |
| 6 Columns 9.89”  | 6 Columns 6.57”  |
| Gutters .125    | 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**

<table>
<thead>
<tr>
<th></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>
</tr>
<tr>
<td>Wednesday</td>
<td>Monday @ noon</td>
<td>Monday @ noon</td>
</tr>
<tr>
<td>Thursday</td>
<td>Tuesday @ noon</td>
<td>Tuesday @ noon</td>
</tr>
<tr>
<td>Friday</td>
<td>Wednesday @ noon</td>
<td>Thursday @ noon</td>
</tr>
<tr>
<td>Format</td>
<td>Desktop</td>
<td>Mobile</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------</td>
<td>----------</td>
</tr>
<tr>
<td>Masthead</td>
<td>728 x 90</td>
<td>300 x 250</td>
</tr>
<tr>
<td>In Story - Large</td>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td>In Story – Small</td>
<td>300 x 100</td>
<td>300 x 100</td>
</tr>
<tr>
<td>Screen Anchor</td>
<td>970 x 90</td>
<td>300 x 200</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Banner</td>
<td>468 x 60</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Tile</td>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 100</td>
<td>300 x 100</td>
</tr>
<tr>
<td>Pop-Up</td>
<td>320 x 480</td>
<td>Not Included</td>
</tr>
<tr>
<td>Video</td>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Reveal Anchor</td>
<td>1200 x 300</td>
<td>1200 x 300</td>
</tr>
<tr>
<td>E-Newsletter</td>
<td>300 x 250</td>
<td>Not Included</td>
</tr>
<tr>
<td>E-Newsletter</td>
<td>300 x 100</td>
<td>Not Included</td>
</tr>
</tbody>
</table>
We offer the following digital platforms to help you develop a relationship with Philadelphia’s African American community.

PhillyTrib.com is updated daily with news and information relevant to an African American audience.

Daily E-Newsletter: Seven days a week, Tribune Morning News is emailed to more than 16,000 subscribers who want to stay abreast of the day’s top stories.

PhillyTrib App: Designed to take advantage of mobile device features, our free downloadable app allows you to customize your newsfeed, share articles easily with friends and family, and provides you with breaking news alerts.

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: advertising@phillytrib.com and production@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 30 inches.

_All print and digital readership is audited._

**COMMISSION/ TERMS OF PAYMENT**
All advertising rates are net (non-commissionable) unless otherwise indicated. Discounts are available for space and frequency for print and digital. There is no cash discount offered. All bills are due and payable (net) upon receipt of invoice.

**PAYMENT OPTIONS**
Cash
Check
Credit Cards
Electronic Transfers

Please be sure to include an ad or invoice number with your payment. For more information, please contact our business office at 215-893-5734 or creditmanager@phillytrib.com

**ELECTRONIC PAYMENT INFORMATION:**
ACCT# 8621831743
ABA/Routing# 031000053