



MILWAUKEE COMMUNITY JOURNAL

MEDIA KIT



Wisconsin's Largest African American Newspaper

Celebrating 42 years

"Sharing with the Community"



1 WHO ARE WE?

AUDIENCE PROFILE

Readership:

Adults 18+:	350,000
Male:	37%
Female:	63%

Circulation:

MCJ (Wednesday):	20,000 standard + increased for inserts
Weekend (Friday):	2,000 standard + increased for inserts
Website:	23,000

Employment Status:

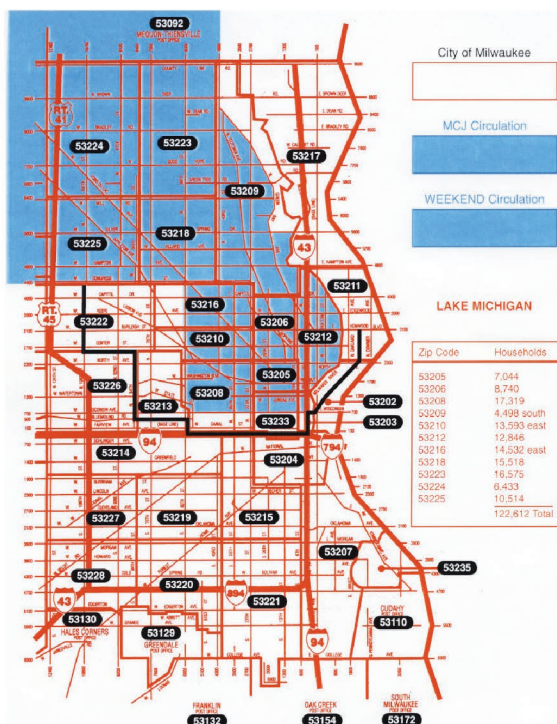
Professional/ Tech:	13.4%
Business Owners:	12.7%
Working Women:	40.4%
Working Mothers:	30.4%

Children:

Dual Income/No Kids:	10.1%
Children Any Age:	40.8%
Children Under 6:	23.3%
Children 6-12:	19.3%
Children 13+:	21.1%

Residence

Own:	60.8%
Rent:	37.7%



The Milwaukee Community Journal is Wisconsin's largest circulated minority newspaper.

With continuous publication since September 1976, MCJ continues to be a source that's chronicles the African American experience and meets their readership in diverse homes, churches and other venues where their issues, concerns and values are most respected, appreciated and validated.

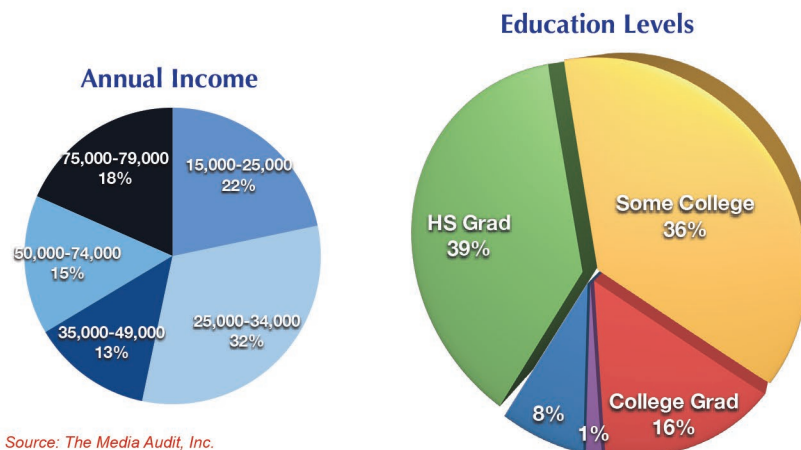
The mission of all media is to provide news, information, entertainment and affirmation. The MCJ meets these objectives with daily breaking local news, photographs, blogs, interviews, commentaries, editorials and reader-participation, via the web: www.milwaukeecommunityjournal.com and through its three offerings, including MKE Monday Juice, on line; plus the twice weekly print publications. Reader loyalty is earned as MCJ mirrors its readership by reporting what's happening with lens focused on who, what, when, how and where it occurs!

Add a circulation that surpasses all minority publications, in the state, and a burgeoning web-readership, and MCJ is positioned to guide consumers to "best" sales, services, educational, business and employment opportunities also political platforms, and social, religious and non-profit programs and events, plus its Official Newspaper status with the State for Legal notices and public notifications, Milwaukee Community Journal leads!

Print remains an effective way to reach Milwaukee's minority community as we continuously monitor who the newsmakers are and the best way to reach them. Many publications rely on the same sources, while MCJ also searches for the new players, the new initiatives, the new thoughts in this evolving diaspora.

Seasoned perspectives are critical in presenting the news" but an ear to the ground is imperative for forecasting, remaining current and building new readers. "Pulse" a weekly reader front-page forum tells us exactly how our readers view, feel and will respond to major issues and initiatives. These responses have proven to be a statistically reliable precursor of how the community will go.

According to a study by the W.K. Kellogg Foundation and Rockefeller Philanthropy Advisors, Black donors give a quarter more of their incomes than White donors. The same parallel corresponds to spending nationally.



Source: The Media Audit, Inc.



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milwaukeecommunityjournal.com

MCJ's web-presence keeps us current, daily, while the weekly papers are positioned to mobilize, provoke thought and advocate positions and policies. MCJ covers all bases: From our youthful digital audience whose mobile presence cannot be ignored; to our parents, professionals and up-and-coming homeowners who seek news of their importance. And, our seniors are the Greatest Generation who are devout followers via home to home circulations and subscriptions at their churches, and on their computers. They first supported MCJ as their voice in the seven-ties, eighties and nine-ties. Now retired, they are our active warriors, who mentor, teach, attend the meetings and guide our youth.

The MCJ is the Milwaukee region's daily source for lively, engaging coverage of the arts, culture, and ideas.

MCJ Multi-Media consortium offers excellent value in social/digital marketing services, advertising, creative services, sponsorships, printed materials and distribution. We are also proud to offer advertising via various MCJ Monthly Supplements...such as Healthy Start, Education Voices and Business Opps about issues such as transportation, environment, water conservation and city, county and state budgets, construction and business development.

MCI ON-LINE AT A GLANCE:

According to Google Analytics:

- Average monthly page views: 100,000+
- Average total visits: 59,000+
- Average unique visitors: 46,000
- Gender balanced: MCJ Readers are split 50/50 by gender
- Adult: 75% of MCJ readers are 35+
- Affluent: 36% MCJ readers have household incomes over \$100,000
- Educated: 76% of MCJ readers hold a bachelors degree or higher
- Engaged: MCJ readers also frequently visit sites featuring:
 - Politics/News
 - Arts/Non-Profits
 - Sports/Fantasy Sports



Zone Size	Size: Pixels	
Medium rectangle	(300X250 pixels = 75000)	\$550 p/w
Rectangle	(180X150 pixels = 27000)	\$225 p/w
Leaderboard	(728 X90 pixels = 65520)	\$450 p/w
Wide Skyscraper	(160X600 pixels = 96000)	\$650 p/w
Full Banner	(468X60 pixels = 28080)	\$250 p/w
Button One	(120X90 pixels = 10800)	\$100 p/w

TARGETING

So you can target a particular kind of reader you may have your ad appear whatever of our 22 sections you chose. Default is all sections. Also you can target ads for certain days, specific dates and hours of the day. Remarketing is available, upon request, which ensures expanded reach along with You-Tube Display Advance that our former Google professional knows and can help you achieve.

LEADERBOARD

The Leaderboard zone is different for it heads the entire website. The MCJ Leaderboard zone is unique in that it carries ads that constantly rotate with 20% deliveries. Leaderboard ads appear across the top of every page including the home page. Ask about your position.

To place an ad in MCJ Online phone the Advertising Department at 414-265-5300 or advertising@milwaukeecommunityjournal.com

Deadlines: We need at least three (3) days to approve, test and schedule all ads.



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DEMOGRAPHICS

According to the 2010 census data, the City of Milwaukee has a population of 594,833, (with a metropolitan population of 1,751,316). Milwaukee's Black community represents 47% of the city's population. If isolated, the African American community would be the second largest city in the State. Growing steadily from 1910 forward, it's greatest growth was evidenced during the "industrial manu-facturing era" when a strong black middle class was created and remains despite the devastating effects of the great recession.

*See: University of Wisconsin study of Milwaukee's black community. Appendix I **

That Black middle class is the producer of many of the city's current African American politicians, educators, vice chancellors, lawyers, engineers, 1-techs, physicians and business-owners. This same Black middle-class is the producer of over \$1.8 billion in spendable income. A University of Wisconsin-Milwaukee study confirmed that Black Milwaukee has more gross income per square mile than their White suburban counterparts. So inner city density actually increases the per capita expenditure for consumer goods, especially food, apparel, entertainment, household furnishing and equipment.

"See: The MCJ statistics on consumer-spending compiled by The Media Audit, Inc. (International Demographics: a demographic-survey company).. Appendix

NIELSON COMPANY REPORT:

HIGHLIGHTS FROM AFRICAN-AMERICAN CONSUMERS: STILL VITAL, STILL GROWING 2012 REPORT

In 2012, the African-American consumer population continues to be a vibrant and dynamic market segment, providing both emerging and mature-market attributes. Still the largest racial minority group in America, with a projecting buying power of \$1.1 trillion by 2015, Black consumers remain at the forefront of social trends and media consumption. Companies that seek to better understand the unique lifestyles, habits and shopping patterns highlighted within can enhance their chances of creating better connectivity with Black consumers. Similarly, African-American consumers and entrepreneurs will find information that can be helpful in making informed decisions about which products or services to buy and have a better understanding about the companies that provide them. The disparity in advertising dollars spent with African-American media is mapped out, suggesting a need for more fair methods of administering advertising spending to better reflect and align with Blacks' preferences and the media environments most trusted Black consumers.

- Black households are 127% more likely to include a single parent, most often a woman.
- 48% of Black grandparents who live in the same household with their grandchildren serve as their primary caregivers.
- 10% of African-American households earn \$ 100,000 or more
- 35% of African-American households earn \$ 50,000 or more

THE U.S. BLACK POPULATION IS 43 MILLION STRONG. Larger than 163 of the 195 countries in the world including Argentina, Poland, Canada and Australia. The top 10 cities with major Black populations are: Washington, D.C. 24%; San Francisco, 19%; Boston, 16%; New York City, 16%; Los Angeles, 15%; Baltimore 14%; Chicago, 12%; Atlanta, 12%; Houston, 11% and Philadelphia, 11%.

Black's perception of Black Media:

- 91 % believe that Black Media is more relevant
- 81 % believe that products advertised on Black media are more relevant to them.
- 77% believe that Black media has a better understanding of their needs and issues.
- 73% believe that Black media keeps them in touch with their heritage.
- 68% want to see commercials directed specifically to Black audiences.
- 67% want to see more advertising targeting Black consumers.
- 78% would like to see more Black models/actors used in ads.

African American Age Dispersion

- 8.9% represent the Greatest Generation: 55 years and older.
- 14.6% are Generation X: 35-44 years
- 22.1% are Baby Boomers: 45-54 years
- 25.4% are Generation Y: 18-34 years
- 28.9% are Millennials: 0-17 years

Millennials who now impact Milwaukee represent 68.9 % ...Today and well into the future... We are your millennial source for Milwaukee's black community So if you want to reach and grow..Black Media must be courted, supported and made a loyalty factor.



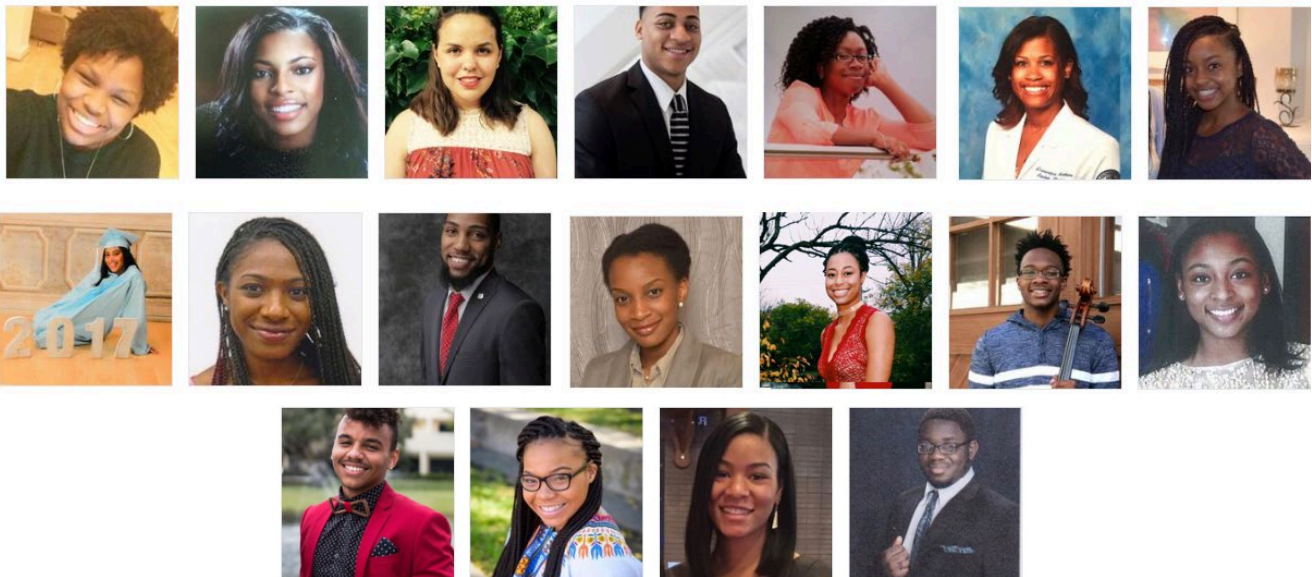
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Dr. Terence N. Thomas Memorial Scholarship Fund, Inc.

Education continues to be a vehicle for elevating the underserved, those “at risk”, and it remains a major focus of MCJ. Join us in your education/information initiatives. Milwaukee booms with innumerable educational outlets and MCJ fosters that support. For, while the recession has certainly affected many in the central community, unemployment benefits, the Affordable Healthcare Act and non-profit agencies have helped to buffer the blow and “a” pivotal turn is on the horizon which should increase spendable income and resources yet farther.

The Dr. Terence N. Thomas Memorial Scholarship Fund, Inc. a 501-C-3 incorporated by the principals of the MCJ in 1996 has given, through the support of corporate leaders and community honorees, over \$1 million in monetary stipends to youngsters in schools throughout the state and the United States. These youngsters now lead in hospitals, engineering facilities, accounting departments, television/radio and print corporations, schools and non-profits organizations. So MCJ not only carries the news, they become the news by building new leadership and insisting that the scholarship recipients pay forward. Ninety-eight percent of the Dr. T.N.T. graduates join the thriving middle-class and perpetuate the upward mobility ladder for their families and communities. This strategy is working!

2018-2019 Dr. Thomas Scholarship Recipients



SIMPLY THE BEST OF THE BESTS

2018 Honorees: Early Childhood Advocates in the City of Milwaukee



Milwaukee Community Journal invites you to meet our professional sales team. Permit us to hear your goals, then let us design special programs that incorporate what you must accomplish, using our expertise, readership base, and seasoned understanding of the market-place. At MCJ, the customer is always king.



5 MCJ STAFF

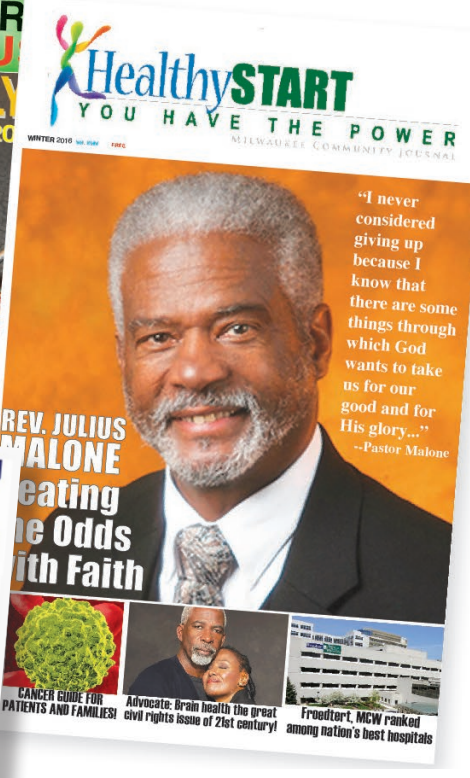


WEB PRODUCTION TEAM

MCJ's staff is professional, experienced and eager to service "your needs". Additionally, we are great listeners who respect what you WANT from our marketplace. We know our market better than most for we live in it, work in it and fight to be a change-agent in it. This tri-lateral collaborative is designed to bring your desired results.

MKE MONDAY JUICE....Millennials Speak Every Monday.
Listen Up!

Visit: www.milwaukeecommunityjournal.com





CORPORATIONS AND NATIONAL ADVERTISING RATES | Effective January 1, 2019

Display (Non-Commissionable)	\$40.80 per column inch... Wednesday Edition Add \$ 8 per column inch for Friday
Display (Commissionable)	\$48 per column inch for Wednesday Edition Add \$ 8 per column inch for Friday Edition.
Political	\$40 per column inch for Wednesday Add \$ 8 per column inch for Friday Edition.
Color (Spot)	\$150 per color (Maximum of 4 colors)
Inserts	Rate provided upon request (Minimum of 10,000)
Website	Rate provided upon request Advertsing@milwaukeecommunityjournal.com
Deadlines	Display Ads: By 5 p.m. Friday prior to publication date. Classified & Legal Ads: By 5 p.m. Monday prior publication date.
Proof of Ads	12 noon by Friday prior publication date.
Advertising Agency Commission	Accredited agencies billed at the commissionable rates are allowed 15%. All bills paid within 10 days from invoice date are allowed a 2% cash discount.
Make Up	\$45 per hour will be charged for make up, i.e. photography, making of slicks of plates or work over and above normal advertising make up.
Pick up and Delivery	\$50 will be charged for pick up of advertisement and/or delivery of proofs.
Cancellation	Notice of Five (5) days in advance of publication date must be given.
Earned Rates: (Discounts)	1,500 inches per year receive 4% 3,000 inches per year receive 10% 6,000 inches per year receive 15% 10,000 inches per year receive 20% <small>(Applicable for customers who pay within the first 30 days)</small>

National Newspaper Publishers Association
National Sales Office
Thurgood Marshall Center
1816 12th Street N.W. 1st Floor
Washington, D.C. 20009

Member:

- * Milwaukee Advertising Club
- * Wisconsin Newspaper Association
- * National Newspaper Association
- * Midwest Black Publishers Association
- * International Demographics, Inc.

Ads must be sent to:

Milwaukee Community Journal
3612 N. Martin Luther King Drive
Milwaukee, WI 53212
Phone: (414) 265-5300
Fax: (414) 265-1536

Email to:

Advertising@milwaukeecommunityjournal.com
Editorial@milwaukeecommunityjournal.com
www.milwaukee communityjournal.com



LOCAL SMALL BUSINESS ADVERTISING RATES | Effective January 1, 2019

Display (Non-Commissionable)	\$30 per column inch for Wednesday and Weekend Editions \$20 per column inch for special section Add \$ 6 per column inch for Friday			
Display (Commissionable)	\$36 per column inch for Wednesday and Weekend Editions Add \$ 6 per column inch for Friday			
Classified	\$30 per column inch for Wednesday			
Legal	Divorce \$150 Flat Rate Name Change \$100 Flat Rate Garnishment/Small Claims \$65 Flat Rate			
Color (Spot)	\$150 per color (Maximum of 4 colors)			
Inserts	Rate provided upon request (Minimum of 10,000)			
Website	Medium rectangle Rectangle Leaderboard Wide Skyscraper Full Banner Button One	(300X250 pixels = 75000) (180X150 pixels = 27000) (728 X90 pixels = 65520) (160X600 pixels = 96000) (468X60 pixels = 28080) (120X90 pixels = 10800)	\$550 p/w \$225 p/w \$450 p/w \$650 p/w \$250 p/w \$100 p/w	Web ad file formats (JPEG; GIF; SWF; PDF) Extended runs are negotiable. We reserve the right for position, based upon contract and runs.
Deadlines	Display Ads: By 5 p.m. Friday prior to publication date. Classified & Legal Ads: By 5 p.m. Monday prior publication date.			
Proof of Ads	12 noon by Friday prior publication date.			
Advertising Agency Commission	Accredited agencies billed at the commissionable rates are allowed 15%. All bills paid within 10 days from invoice date are allowed a 2% cash discount.			
Make Up	\$45 per hour will be charged for make up, i.e. photography, making of slicks of plates or work over and above normal advertising make up.			
Pick up and Delivery	\$50 will be charged for pick up of advertisement and/or delivery of proofs.			
Cancellation	Notice of Five (5) days in advance of publication date must be given.			

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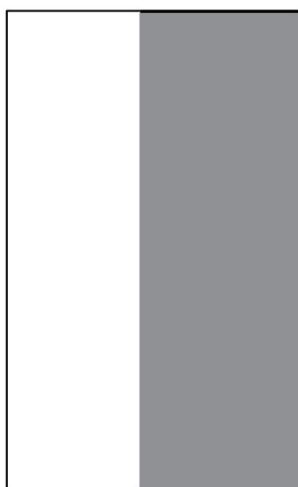


MCJ DISPLAY ADVERTISING UNITS



FULL PAGE

6 columns x 21"
13" X 21"



HALF PAGE VERTICAL

3 columns X 21"
6 7/16" X 21"



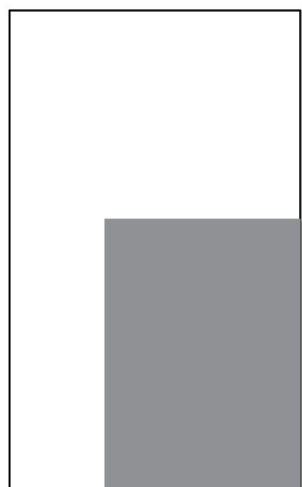
HALF PAGE HORIZONTAL

6 columns X 10.5"
13" X 10.5"



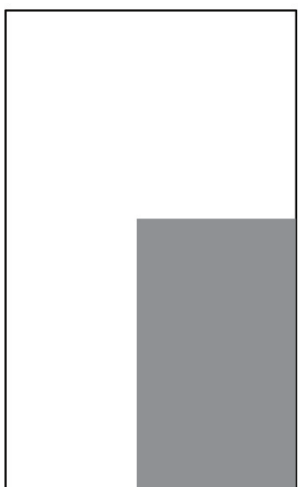
5 X 14

5 columns X 14"
10 3/16" X 14"



4 X 10.5

4 columns x 10.5"
8 5/8" X 10.5"



QUARTER PAGE

3 columns X 10.5"
6 7/16" X 10.5"



2 X 10

2 columns x 10"
4 1/4" X 10"



3 X 5

3 columns x 5"
6 7/16" X 5"

SPECIAL EDITIONS TENTATIVE CALENDAR

(OTHERS UPON REQUEST)*

January - Dr. Martin Luther King

February - Black History Month

April - Spring Fashion

May - Memorial Day

June - Graduation

July - Colleges/Universities

August - MCJ Annual Anniversary & Scholarship Event

October - Cancer Awareness

November - Thanksgiving Day

December - Christmas / Kwanzaa

Education Voices- Monthly Education Supplement

Healthy Start: You Have the Power, Monthly Health Supplement