



Pat Stevenson
Publisher

A NOTE FROM THE PUBLISHER

We will publish our community newspapers weekly on Thursdays.

**Call us today at 212-996-6006.
Or email harlemnewsinc@aol.com**

The Harlem News Group, Inc. publishes four newspapers; **Harlem Community News, Queens Community News, Brooklyn Community News and Bronx Community News**. These publications are "free" to our readers. We currently distribute 50,000 weekly copies in malls, supermarkets, retail outlets, apartment buildings, banks, colleges, YMCA, libraries and cultural institutions in the communities we serve. Our editorial features "only" positive news and information. We provide a positive environment in which businesses and corporations can advertise and promote their products and services. Our rates are reasonable for advertisers who may want to reach consumers in a specific area or they can advertise in all four of our publications utilizing our metro rates. All of our issues are presented with 4-color or 1-color covers.





as of September 2011

Harlem . Brooklyn . Queens . Bronx "Good News You Can Use"

2012 ADVERTISING RATES & SPECIFICATIONS

Frequency Discount		*METRO	HARLEM	BROOKLYN	QUEENS	BRONX
FULL PAGE	1X	\$2,580	\$1,290	\$677	\$677	\$254
	6X	\$1,742	\$871	\$457	\$457	\$229
	12X	\$1,290	\$645	\$339	\$339	\$127
1/2 PAGE	1X	\$1,355	\$677	\$355	\$355	\$133
	6X	\$915	\$457	\$240	\$240	\$120
	12X	\$677	\$339	\$177	\$177	\$66
1/4 PAGE	1X	\$711	\$355	\$186	\$186	\$70
	6X	\$480	\$240	\$126	\$126	\$63
	12X	\$355	\$177	\$93	\$93	\$35
1/8 PAGE	1X	\$373	\$186	\$93	\$93	\$47
	6X	\$252	\$126	\$53	\$53	\$35
	12X	\$186	\$93	\$47	\$47	\$25
1/16 PAGE	1X	\$186	\$93	\$70	\$70	\$23
	6X	\$126	\$53	\$63	\$63	\$18
	12X	\$93	\$47	\$35	\$35	\$15

BACK COVER 4-COLOR \$3,750 SAU COLUMN INCH RATE \$49.62 (85 LINE SCREEN)

***METRO - INCLUDES ALL 4 NEWSPAPER EDITIONS - Total 50,000 Circulation**
HARLEM - 25,000 BROOKLYN - 10,000 QUEENS - 10,000 BRONX - 5,000
 ADD \$350 for 4-COLOR ADS TOTAL COLUMNS: 4 TOTAL COLUMN INCHES: 52

AD SIZES:				
FULL PAGE	10" X 13"	1/8 PAGE H	4 7/8" X 3 1/8"	
1/2 PAGE H	10" X 6 3/8"	1/8 PAGE V	2 3/8" X 6 3/8"	
1/2 PAGE V	4 7/8" X 13"	1/16 PAGE V	2 3/8" X 3 1/8"	
1/4 PAGE V	4 7/8" X 6 3/8"	BUSINESS CARD:	1 1/2" X 3"	

CLASSIFIED: \$5.00 PER LINE
 (6 words per line) -5 LINES MINIMUM
LEGAL: \$1.00 PER WORD (50 WORDS MINIMUM)
BUSINESS CARDS: 1X\$50 2X\$90
 3X\$125 4X\$150 5X\$175 6X\$200 12X\$300
INSERTS \$75 PER THOUSAND (8 1/2 X11-8 pages)
 (advanced payment required).
Simple Ads produced at no additional charge.

DISCOUNTS
 15% discount for recognized advertising agencies
 10% discount for advance payment of 6-11 insertions
 15% discount for advance payment of 12-23 insertions
 25% discount for advance payment of 24+ insertions
 (discounts cannot be combined)
PAYMENT CAN BE MADE BY:
CASH, CHECK OR CREDIT CARD

SPACE RESERVATION CLOSING: Wednesday PRIOR
CAMERA-READY DEADLINE: Friday PRIOR
 website: www.harlemnewsgroup.com

CAMERA-READY ADS TO: HARLEM NEWS GROUP, INC.
 55 West 116th St, Suite #171, New York, NY 10026
 email: harlemnewsinc@aol.com phone: (212) 996-6006



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2012 CALENDAR

<u>ISSUE</u>	<u>THEME</u>
JAN 5	HAPPY NEW YEAR
JAN 12	MLK/ EMPLOYMENT
JAN 19	HEALTH & FITNESS
JAN 26	EDUCATION/CAREER
FEB 2	BLACK HISTORY MONTH
FEB 9	BLACKS ON BROADWAY
FEB 16	BLACK HISTORY/HARLEM HEROES
FEB 23	BLACK HISTORY MONTH RECAP
MAR 1	WOMEN'S HISTORY MONTH
MAR 8	WOMEN'S HEALTH
MAR 15	SPRING FASHIONS/BRIDAL
MAR 22	WOMEN BUSINESS OWNERS
MAR 29	HOUSING/SPRING CLEANING
APR 5	EASTER (CHURCH LISTING)
APR 12	EDUCATION/CAREER
APR 19	HOUSING
APR 26	FAMILY HEALTH
MAY 3	HEALTH
MAY 10	MOTHER'S DAY
MAY 17	TRAVEL/TOURISM
MAY 24	HEALTH
MAY 31	MEMORIAL DAY
JUN 7	MEN'S HEALTH
JUN 14	FATHER'S DAY
JUN 21	SUMMER CALENDAR
JUN 28	INTL. AFRICAN ARTS FESTIVAL
JUL 5	HAIR CARE/FASHION
JUL 12	HARLEM BOOK FAIR
JUL 19	TRAVEL
JUL 26	HARLEM WEEK CALENDAR OF EVENTS
AUG 2	HARLEM WEEK - PART II
AUG 9	HARLEM WEEK - PART III
AUG 16	HARLEM WEEK -PART 1V
AUG 23	BACK TO SCHOOL
AUG 30	WEST INDIAN DAY PARADE/LABOR DAY
SEP 6	BACK TO SCHOOL
SEP 13	TECHNOLOGY
SEP 20	AFRICAN-AMERICAN DAY PARADE
SEP 27	CAREER
OCT 4	HEALTH -"Breast Cancer Awareness"
OCT 11	WBLS CIRCLE OF SISTERS EXPO
OCT 18	HOUSING
OCT 25	WOMEN'S HEALTH
NOV 1	EDUCATION
NOV 8	VETERANS DAY/MEN'S HEALTH
NOV 15	HOLIDAY SHOPPING
NOV 22	BLACK FRIDAY WEEKEND SHOPPING
NOV 29	HOLIDAY SHOPPING
DEC 6	HOLIDAY SHOPPING
DEC 27	THREE KINGS/KWANZAA/NEW YEAR

<u>*MAJOR EVENTS / ISSUES</u>
JAN 12 DR. MARTIN LUTHER KING
FEB 2-23 BLACK HISTORY MONTH
MAR 22 WOMEN'S HISTORY MONTH Salute to Women Business Owners
APR 19 HOUSING
MAY 10 MOTHER'S DAY
MAY 17 TRAVEL
JUN 14 FATHER'S DAY
JUN 7 BLACK MUSIC MONTH
JUN 28 INTL. ST. FESTIVAL (Brooklyn)
JUL 26-AUG 16 "HARLEM WEEK" EVENTS
AUG 23 BACK TO SCHOOL
AUG 30 WEST INDIAN DAY PARADE
SEP 13 TECHNOLOGY
SEP 20 AFRICAN-AMERICAN DAY PARADE
OCT 4 BREAST CANCER AWARENESS
Oct 11 WBLS CIRCLE OF SISTERS EXPO
NOV 22 HOLIDAY SHOPPING
DEC 27 Harlem Holiday Lighting -XMAS/THREE KINGS/ KWANZAA



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ZIP CODE COVERAGE AREAS **total 50,000 circulation**

HARLEM COMMUNITY NEWS (25,000 circulation)

Serving Central Harlem, East Harlem, West Harlem and Washington Heights

(96th Street West Side, 106th Street East Side up to 171st Street (1st Ave-Riverside Dr.)
10016, 10026, 10027, 10029, 10030, 10031, 10035, 10037, 10039

BRONX COMMUNITY NEWS (5,000 circulation)

Serving Concourse Village, Morris Heights, Morrisania, Co-op City, Westchester

10451, 10453, 10456, 10075

QUEENS COMMUNITY NEWS (10,000 circulation)

Serving Jamaica, Jamaica Heights, Hollis, Cambria Heights, St. Albans, Springfield Gardens, Rochdale Village, Laurelton

11411, 11412, 11413, 11423, 11433, 11434, 11435

BROOKLYN COMMUNITY NEWS (10,000 circulation)

Serving Downtown Brooklyn, Clinton Hill, Fort Green, Bedford-Stuyvesant, Prospect Heights, Crown Heights, Wingate, East Flatbush, Brownsville, Starrett City

11201, 11203, 11207, 11213, 11216, 11221, 11225, 11233, 11236, 11238, 11239