

Dayton Weekly News

Serving Dayton’s African American Community

2019 Rate Information Mechanical Requirements

DWN Printed area size – Broad Sheet 6 columns per page
19.6” per columns length
1.544” per column width

Line Screen – 85

Inches 1 column.....	1.544” W 2		
columns.....	3.088” W 3 columns.....	4.632” W 4	
columns.....	6.176” W 5 columns.....	7.772” W 6	
columns.....	9.264” W		

AD SIZE

Centerfold.....12 columns X 20 inches(not including gutter) Full
Page.....6 columns X 20 inches
Half Page.....6 columns X 10 inches
Quarter Page.....3 columns X 10 inches

AGENCY RATES

Advertising Agencies: Local and national...\$25.00 per column inch net
Legal/Classified.....\$13.00 per column inch Political
ads.....\$25.00 per column inch Organized charities, churches,
non profits..\$12.00 per column inch

INSERTS

\$100 per thousand. 5,000 insert minimum per issue.

COLOR RATES

\$100.00 per color spot rate. \$400.00 for full color process

AD RESERVATION DEADLINES

Space reservations are the Friday before publication. All art is due no later than the Tuesday before publication by 5pm. Publication day is every Thursday. All ads produced by DWN will not run without approval by client.

TO MEET WITH A REPRESENTATIVE ABOUT ADVERTISING PLEASE CALL 937-397-7796

Demographic Highlights

The Dayton Weekly News targets the most informed and affluent African American readers in the Miami Valley region. Dayton's African American percentage is 43%. This demographic is responsible for spending almost \$300 million dollars annually on goods and services.

Gender Female 57% Male 43%

Age Range of Target Market

More than 60% of Dayton Weekly News readers are between the ages of 25 – 55.

Average Household Income \$49,523

Marital Status

Married 63% Single 17% Widowed/Divorced 20%

Internet Usage

94% of DWN readers are frequent high-speed internet users.

POSITIVE NEWS YOU CAN USE

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WHY ADVERTISE IN THE DAYTON WEEKLY NEWS

With a total readership of more than 10,000 loyal readers, the Dayton Weekly News is the only exclusively Dayton based African American publication in the Miami Valley Region.

Every edition of contains valuable and unmatched information the most concerns the African American community.

The Dayton Weekly News gives its readers what they want...Quality informative, community, statewide, and national news that relates to our readers.

The Dayton Weekly News pass along rate is 3.5 and weekly distribution offers optimum program continuity.

The Dayton Weekly News can afford its advertisers editorial and press coverage in addition to cost effective advertising space, providing additional influence by the advertisers.

Advertise your product or service in the leading newspaper for African Americans in the Dayton area. Reach our loyal readers who turn to the Dayton Weekly News for positive news and information pertaining to Dayton's urban community.

Staffed with advertising and marketing professionals who know and understand the Black consumer market, the Dayton Weekly News can assist you in executing advertising programs in the pages of our ever growing newspaper. We are the most trusted voice in the African American community.

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