



information • news • knowledge for and about african americans

2010 ADVERTISING RATE CARD

Why is **INK** your **best** resource for reaching Northeast Indiana's African American community?

Circulation & Reach

Circulation/Distribution: 9,500 • Readership (paid + free) 24,000

Ink's superior circulation, readership and reach provide your company excellent exposure to Fort Wayne and Northeast Indiana's African American community. In addition to local subscribers and single-copy purchasers, **Ink is the ONLY local newspaper freely available every week at nearly 100 local Black churches** and at major events in the Black community.

Affordability

Ink's advertising rates offer you an effective, low cost option to tap into the estimated \$500,000,000 in annual spending power* held by Northeast Indiana's African American community. Ink's rates are commissionable for recognized advertising agencies. Ink also offers a reduced rate for churches and non-profit agencies. *2004 Fort Wayne Urban League State of Black Fort Wayne Report

Awards

Ink has been frequently recognized and awarded for its outstanding content and design. Ink's many awards include:

- 2008 New Zion Tabernacle Community Leadership Award
- 2006 Dr. Martin Luther King Jr Club Community Service Award
- 2006 NAACP Special Appreciation Award
- 2005 U.S. Small Business Administration Small Business Journalist of the Year
- 2004 and 2003 Fort Wayne Branch NAACP Media Award
- 2004 QUASI Inc./Stellar Women on the Move Stellar Award
- 2003 Greater Fort Wayne Chamber of Commerce Diversity Business of the Year

Take advantage of an affordable, effective advertising opportunity!

Call INK at (260) 420-3200

or send E-mail to advertising@inknewsonline.com



**INK • 1301 LAFAYETTE STREET SUITE 202 • FORT WAYNE IN 46802
TELEPHONE 260.420.3200 • FAX 260.420.3210 • INKNEWSPAPER.COM**

2010 SPECIAL EDITIONS Publication Dates & Deadlines

TRIBUTE TO DR. MARTIN LUTHER KING, JR.
Publication: Jan. 22, 2010
Deadline Jan. 12, 2010

BLACK HISTORY
Publication: Feb. 12, 2010
Deadline Feb. 2, 2010

HOME IMPROVEMENT SPECIAL INSERT
Publication: Feb. 12, 2010
Deadline Feb. 2, 2010

WOMEN'S HISTORY
Publication: March 26, 2010
Deadline March 16, 2010

50 MOST INFLUENTIAL
Publication: April 9 & 23, 2010
Deadline April 1, 2010

HEALTH & WELLNESS
Publication: May 14, 2010
Deadline May 4, 2010

SUMMER FUN & EVENTS
Publication: May 28, 2010
Deadline May 18, 2010

EDUCATION
Publication: June 25, 2010
Deadline June 15, 2010

FAMILY MEDICAL GUIDE
Publication: July 23, 2010
Deadline July 12, 2010

BEAUTY & FASHION
Publication: August 27, 2010
Deadline August 17, 2010

CAR CARE
Publication: September 24, 2010
Deadline September 24, 2010

HOLIDAY SHOPPING GUIDE
Publication: Nov. 12, 2010
Deadline Nov. 2, 2010



Advertising Rates & Mechanical Specifications

2010 Display Advertising Rates and Specifications

General Dimensions

Ink is a 6-column tabloid with an image area measuring 10.25 inches wide by 11 inches tall.

| | |
|--------------------|--------|
| One Column..... | 1.625 |
| Two Columns..... | 3.3125 |
| Three Columns..... | 5.00 |
| Four Columns..... | 6.75 |
| Five Columns..... | 8.4375 |
| Six Columns..... | 10.25 |

Advertising Rates

National Rate:
\$19 per column inch

Open Rate:
\$17 per column inch

Non-Profit Rate:
\$14.50 per column inch
*Available to churches and non-profit agencies
with a 501 (c) 3 IRS designation*

Color Charges (additional)

| | |
|--------------------|-------|
| Black & one color | \$125 |
| Black & two colors | \$250 |
| Full Color | \$325 |

Classified Advertising Rate

\$8.95 per line

Logos: additional \$15

Rates are commissionable
15% for recognized
advertising agencies.

FULL PAGE

10.25 inches wide X 11 inches tall
(6 columns x 11 inches)
\$1122 Open Rate
\$957 Non-profit Rate

HALF PAGE - VERTICAL

5 inches wide X 11 inches tall
(3 columns x 11 inches)
\$561 Open Rate
\$478.50 Non-profit Rate

HALF PAGE - HORIZONTAL

10.25 inches wide X 5.5 inches tall
(6 columns x 5.5 inches)
\$561 Open Rate
\$478.50 Non-profit Rate

QUARTER PAGE

5 inches wide X 5.5 inches tall
(3 columns x 5.5 inches)
\$280.50 Open Rate
\$239.25 Non-profit Rate

BUSINESS CARD

3.3125 wide X 2 in. tall
(1 col. x 2 in.)
\$50 Open Rate

DEADLINES

Ink is published every second and fourth Friday of the month.

Space reservation deadline is the previous Friday (5 p.m.) before publication.

Our material deadline is the Monday (noon) before publication.

AD MATERIAL REQUIREMENTS

Ad materials should be submitted as electronic files. E-mail to:
editor@inknewsonline.com

Acceptable file formats include:
PDF, TIFF, JPEG,
PSD (Photoshop)

Microsoft Publisher files are NOT acceptable.

All fonts (printer and screen) and graphics must be embedded.

Artwork should be in
CMYK color mode.

Files should be at least 150 dpi.