

Color Rates

Spot color is available for \$190.00 per color ad in addition to cost of space 4 color special is \$600.00

Inserts

For inserts into the Minority Communicator News please contact our Advertising Department for rates and requirements.

Errors

Minority Communicator News will not be liable for the omission or error appearing in advertisement other than the cost of the space occupied by the error. Notification must be made within one week after appearance.

Deadlines

Deadline for all advertising copy is the Monday prior to the publication. No copy will be guaranteed placement after noon on Monday prior to the publication.

Classified Advertising – Rates

Classified ads are available at \$22.00 per column inch.

Rates per line are also available upon request. Classified display rates, including art, bold type, reverse type and half tones are also available upon request.

Display ad \$25.00 per column inch.

For more information contact: (614) 781-1160

Circulation

Columbus and area cities
Dayton and area cities
Cleveland and area cities
Cincinnati and area cities
Toledo and area cities

Thursdays

35,000
27,000
35,000
31,000
25,000

Income

Under \$20,000	11%
20,000 – 35,000	44%
35,000 – 49,000	28%
50,000 or more	17%

Education

Minority Communicator News has a highly educated readership. Seventy-nine (79%) of all readers have attended college and twenty-four percent have done post-graduate work or have graduate degrees.

High School Graduate	47%
Some College	36%
College Degree	29%
Some Post Graduate Work	12%
Post Graduate Degree	8%

Marital Status

Married	68%
Single	19%
Widowed/Divorced/Separated	13%

Sex

Male	48%
Female	52%

Race

Black	82%
White	10%
Other	8%

Minority Communicator News Advertising Rates



TECH NEWS



HEALTH NEWS



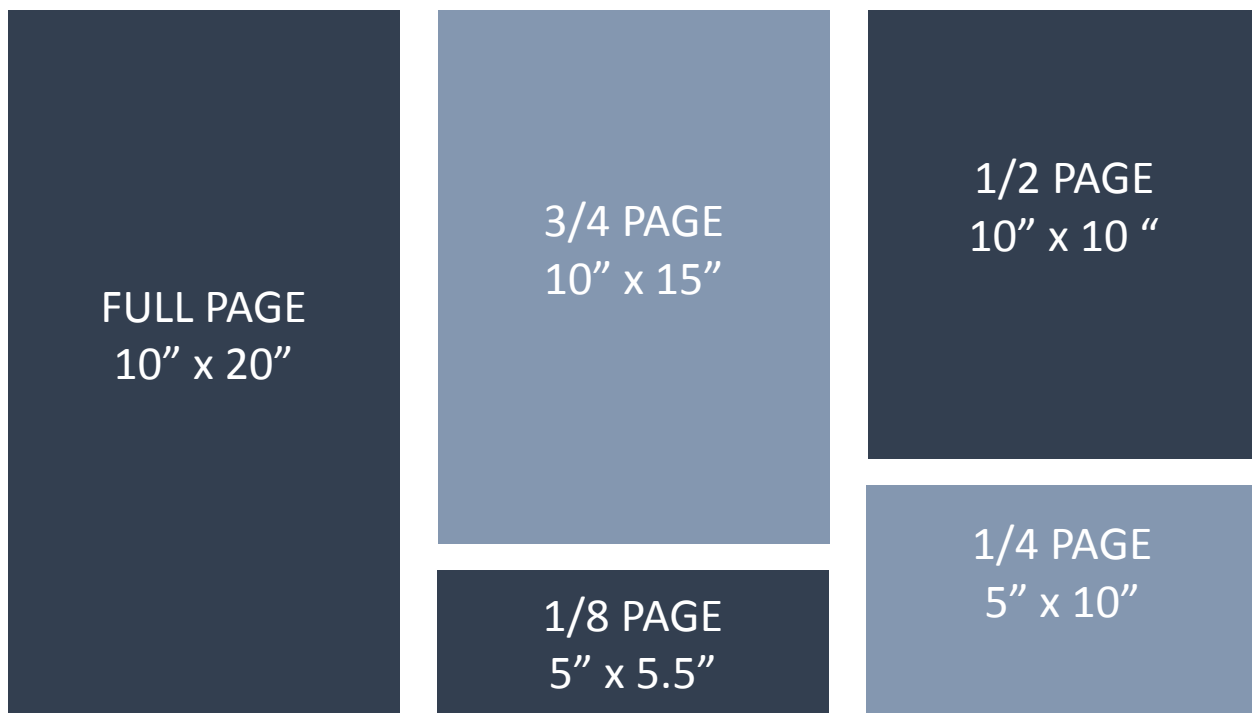
BUSINESS NEWS

Minority Communicator News has a highly educated readership. Seventy-nine (79%) of all readers have attended college and twenty-four percent have done post-graduate work or have graduate degrees.

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Minority Communicator News - AD SIZE



FREQUENCY RATE

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Minority Communicator News - AD SIZE

Full Page	10" x 20"	\$3,500
3/4 Page	10" x 15"	\$2,775
1/2 Page	10" x 10"	\$1,750
1/4 Page	5" x 10"	\$875
1/8 Page	5" x 5.5"	\$437

Column Inch Rate	\$27.00 Net (DISPLAY)
Column Inch Rate	\$25.00 Net (DISPLAY)
Column Inch Rate	\$20.00 Net (CLASSIFIED)
Column Inch Rate	\$20.00 Net (DISPLAY COMBO) 4-5Cities

Serving the following Ohio cities: Columbus, Cincinnati, Cleveland and Dayton. And on the Internet.

DISTRIBUTION & POLICY INFORMATION

The Minority Communicator Newspaper provides the State of Ohio with news, information and features of interest in the Community.

Insertion Rates	Per Thousand
1 – 8 pages	\$52.00
9 – 16 pages	\$62.00
17-29 pages	\$72.00

Frequency Discounts

To qualify for frequency discounts advertisers must specify the number of inserts to obtain contract rates. Contract rates will be based on number of consecutive inserts with a 52 week period. Contracts, which are not honored, will be billed at the actual earned rate.

Mechanical Requirements

TBC printed area size. Standard Rop
 Full page – 10" (W) x 21.5" D Or 6C x 21.5"
 6 columns per page
 Total inches 129"
 1.67" column width

1 Column	1.67
2 Columns	3.34"
3 Columns	5.01"
4 Columns	6.68"
5 Columns	8.35"
6 Columns	10.02"

Email Address for Advertising (Only)

For more information contact:

Email: Communicatorads@aol.com
Website: communicatornewsOhio.com
Contact: (614) 781-1160