

# SPEAKIN' OUT NEWS

P U B L I C A T I O N

"Huntsville and North Alabama's Leading African-American Newspaper"

*Established 1980*

*- An Overview -*

**RATES EFFECTIVE JANUARY 1, 2018 - 2019**



**PROUD MEMBER OF:**

Alabama Press Association (APA)

National Newspaper Publishers Association (NNPA)

Southeastern African-American Publishers Association (SAAPA)

**SPEAKIN' OUT NEWS**

101 Oakwood Avenue, N.E., Huntsville, AL 35811

**Office Hours: Monday - Thursday 9:00 a.m. - 4:00 p.m. (CT)**  
**FRIDAY - CLOSED**

Ph. 256.551.1020 / Fax: 256.551.0607 / Email: WSmoth3193@aol.com

Website: [www.speakinoutweeklynews.com](http://www.speakinoutweeklynews.com)

# SPEAKIN' OUT NEWS

## AUDIENCE

- Professional Women from ages 40-65
- Professional Men from ages 35-64
- \$70,000 + annual incomes

### CIRCULATION

**28,956**

### REACH

**95,555**

### FREQUENCY

Weekly  
(52 issues a year)



### ANNUAL CALENDAR

JANUARY: Martin Luther King, Jr.'s Holiday  
FEBRUARY: Black History Month  
MARCH: National Women's History Month  
JUNE: Black Music Month  
AUGUST: Back-To-School Special  
OCTOBER: Cancer Awareness Month  
NOVEMBER: Medical Supplement Edition

<b>FULL</b> <b>ACTUAL SIZE:</b> 6 col. (10.25") x 21.0" 126.0" inches 1764 Agate Lines	<b>2/3</b> <b>ACTUAL SIZE:</b> 6 col. (10.25") x 14.0" 84.0" inches 1176 Agate Lines	<b>2/3</b> <b>ACTUAL SIZE:</b> 5 col. (8.521") x 16.8" 84.0" inches 1176 Agate Lines	<b>2/3</b> <b>ACTUAL SIZE:</b> 4 col. (6.792") x 21.0" 84.0" inches 1176 Agate Lines
<b>1/2</b> <b>ACTUAL SIZE:</b> 6 col. (10.25") x 10.5" 63.0" inches 882 Agate Lines	<b>1/2</b> <b>ACTUAL SIZE:</b> 3 col. (5.062") x 14.0" 63.0" inches 882 Agate Lines	<b>1/3</b> <b>ACTUAL SIZE:</b> 6 col. (10.25") x 7.0" 42.0" inches 588 Agate Lines	<b>1/3</b> <b>ACTUAL SIZE:</b> 5 col. (8.521") x 8.4" 42.0" inches 588 Agate Lines
<b>1/3</b> <b>ACTUAL SIZE:</b> 4 col. (6.792") x 12.0" 42.0" inches 588 Agate Lines	<b>1/3</b> <b>ACTUAL SIZE:</b> 3 col. (5.062") x 14" 42.0" inches 588 Agate Lines	<b>1/3</b> <b>ACTUAL SIZE:</b> 2 col. (3.333") x 21.0" 42.0" inches 588 Agate Lines	<b>1/4</b> <b>ACTUAL SIZE:</b> 6 col. (10.25") x 5.25" 31.5" inches 441 Agate Lines
<b>1/4</b> <b>ACTUAL SIZE:</b> 5 col. (8.521") x 8.3" 31.5" inches 441 Agate Lines	<b>1/4</b> <b>ACTUAL SIZE:</b> 4 col. (6.792") x 7.875" 31.5" inches 441 Agate Lines	<b>1/4</b> <b>ACTUAL SIZE:</b> 3 col. (5.062") x 10.5" 31.5" inches 441 Agate Lines	<b>1/4</b> <b>ACTUAL SIZE:</b> 2 col. (3.333") x 15.75" 31.5" inches 441 Agate Lines
<b>1/8</b> <b>ACTUAL SIZE:</b> 4 col. (6.792") x 3.94" 15.75" inches 236.25 Agate Lines	<b>1/8</b> <b>ACTUAL SIZE:</b> 3 col. (5.062") x 5.25" 15.75" inches 236.25 Agate Lines	<b>1/8</b> <b>ACTUAL SIZE:</b> 2 col. (3.333") x 7.88" 15.75" inches 236.25 Agate Lines	<b>1/16</b> <b>ACTUAL SIZE:</b> 2 col. (3.333") x 3.94" 7.88" inches 110.32 Agate Lines

## - TECHNICAL CHARACTERISTICS -

### NARROW BROAD FORMAT - 1,764 Agate Lines

Width 10.25" x Height 21.0 - 6 columns x 21.0"

COLUMN WIDTH: 1COL - 1.604" 2COL - 3.333" 3COL - 5.062"  
4COL - 6.792" 5COL - 8.521" 6COL - 10.25"

SPOT COLOR: 1 color - \$125 / 2 colors - \$225 / 4 colors - \$350

## - COLUMN INCH & AGATE LINE RATES -

### LOCAL RATE

(Within the state of Alabama)

COLUMN INCH : AGATE LINE  
**\$19.84** : **\$1.42**  
(14 lines per col. inch)

### NATIONAL RATE

(Outside the state of Alabama)

COLUMN INCH : AGATE LINE  
**\$34.00** : **\$2.18**  
(14 lines per col. inch)

## - STANDARD SIZE RATES -

SIZE	LOCAL RATE: \$19.84 (per col. inch)		NATIONAL RATE: \$34.00 (per col. inch)	
	4-Color	Black	4-Color	Black
Full Page	\$2,849.84	\$2,499.84	\$4,634.00	\$4,284.00
2/3	\$2,016.56	\$1,666.56	\$3,206.00	\$2,856.00
1/2	\$1,599.92	\$1,249.92	\$2,856.00	\$2,142.00
1/3	\$1,183.28	\$833.28	\$1,778.00	\$1,428.00
1/4	\$974.96	\$624.96	\$1,421.00	\$1,071.00
1/8	\$662.48	\$312.48	\$885.50	\$535.50
1/16	\$506.24	\$156.24	\$617.92	\$267.92

COMMISSIONS: All non-contract rates are commissionable at 15% to recognized ad agencies and an additional 2% if payment is made in 10 days of statement date provided there is no past due indebtedness.\* RATES ARE SUBJECT TO CHANGE WITH A 30 DAY NOTICE.\*

## - PREMIUM PLACEMENTS -

Inside Cover.....30%  
Inside Back Cover.....30%  
Back Cover .....50%  
Page 3 & 5 .....20%

## - VOLUME DISCOUNTS -

3 Insertions.....3%  
5 Insertions.....5%  
7 Insertions.....6%  
9 Insertions.....7%

## - PREPRINTED INSERTS & FLYERS (PER 1000) -

2 Page Broadsheet/ 4 Page Tabloid/Flyer - \$35/1,000

4 Page Broadsheet/8 Page Tabloid - \$40/1,000

6 Page Broadsheet/12 Page Tabloid - \$45/1,000

8 Page Broadsheet/16 Page Tabloid - \$50/1,000

**\*A flat rate is available for annual contracts only\***

### MINIMUM DISTRIBUTION

**10,000**

Please Ship Inserts to:  
**SPEAKIN' OUT NEWS**  
101 Oakwood Avenue, N.E.,  
Huntsville, AL 35811

## DEADLINE: 7 DAYS PRIOR TO INSERTION DATE

## - CLASSIFIEDS RATES (20 WORDS PER WEEK) -

### LOCAL RATE

1 Wk. \$15.00 one run 2 Wk. \$14.50 per run  
3 Wk. \$14.00 per run 4 Wk. \$13.50 per run

### NATIONAL RATE

1 Wk. \$26.00 one run 2 Wk. \$25.50 per run  
3 Wk. \$25.00 per run 4 Wk. \$24.50 per run

**20 + WORDS**  
**5c EXTRA PER WORD**

**ADD A BORDER**  
**20c Extra**

(PLEASE NOTE: These rates are only for classifieds that do not have a graphic or logo design and are 20 words or less. Any classified ad with more than 25 words will be considered as a display classified. All classified ads are prepaid, before published. For your convenience, Speakin Out News accepts VISA and MasterCard for your payment needs.)

### WEB RATES

760 X 90 pixels (banner) \$250 per month  
120 X 150 pixels (block) \$125 per month  
120 X 60 pixels (button) \$100 per month

### PREMIUM PLACEMENT

\$50 specific placement  
charge • \$20 addl per page  
for multiple page placement



ZIP CODE	CHURCH BULK DROPS & SINGLE COPIES	SUBSCRIBERS	COMPLIMENTS	TOTAL
35801	301	323	50	674
35802	150	0	0	150
35804	256	320	63	639
35805	0	115	0	115
35806	1,500	526	125	2,151
35807	43	0	0	43
35810	1,250	16,532	350	18,132
35811	501	800	152	1,453
35816	1,260	527	207	1,994
35899	380	0	0	380
35601 (Decatur)	750	841	0	1,591
35758 (Madison)	625	305	0	930
35762 (Normal/AAMU)	500	0	25	525
Mixed States	0	170	9	179
<b>TOTAL</b>	<b>7,516</b>	<b>20,459</b>	<b>981</b>	<b>28,956</b>

## - SMALL BUSINESS ADVERTISING -

Speakin' Out News recognizes that a small or a new Business must compete in a gigantic market, "The Big Business World". We also realize that with today's competitive market, the days of advertising as a luxury are over. It's become a necessity! With this in mind, we've created a special rate to see your business grow.

**AD SIZE: 1 COL. X 3" (3.00 COL. INCHES) SAU  
FOR ONLY \$25.00 PER WEEK**  
Run 3 months (13 weeks) with changeable copy (Pre-paid)

## - CHURCH DIRECTORY ADVERTISING -

**\*MINIMUM 3-MONTH CONTRACT (13 CONSECUTIVE WEEKS)\*  
FIRST MONTH IS PRE-PAID, INVOICED MONTHLY**

### **GOLD PACKAGE - \$50.00 per week**

\*Ad size: 3 col. wide x 4" deep (Actual Size)

\*Cover Pastor and Church Anniversary; Church Revivals; Church Announcements; Auxiliaries events; and any other event deemed pertinent upon request

\* (25) bulk drop complimentary papers

### **SILVER PACKAGE - \$30.00 per week *Most Popular***

\*Ad size: 2 col. wide x 3" deep (Actual Size)

\* Cover Pastor and Church Anniversary; (1) Church Revival; and Church Announcements

\* (25) bulk drop complimentary papers

### **BRONZE PACKAGE - \$20.00 per week**

\*Ad size: 1 col. wide x 2" deep (Actual Size)

\* Church Announcements

\* (25) bulk drop complimentary papers

## - SUBSCRIPTION RATES -

**One year Subscription - \$35/yr**

**One year Senior Citizen Subscription - \$30/yr**

**Two-year Subscription - \$45/2yr**

**Two-year Senior Citizen Subscription - \$40/2yr**

Please make checks payable to:

**SPEAKIN' OUT NEWS**

**PO Box 2826 • Huntsville, AL. 35804**

(For your convenience, we also accept VISA, MC, and Discover)

Email: WSmth3193@aol.com

Contact Info.: Ph. 256.551.1020 • Fax: 256.551.0607

www.speakinoutweeklynews.com

## - GENERAL POLICIES & PROCEDURES -

### **ADDITIONAL CHARGES**

Payment in advance is required of all advertisers until credit is established. A late charge of 1 1/2% per month will be assessed on all past due accounts. However a \$5 charge is incurred for reverses, halftone screens, and custom artwork. Screens and double burns are \$8. The use of overprints, reverses and extremely fine type is discouraged, and results of their use is never guaranteed. Speakin Out News will make every effort to comply with reasonable position requests when possible, but no placement can be guaranteed without a 25% premium.

### **CONTACT**

Please contact the advertising department for more information: 256-551-1020 ph; 256-551-0607 fax; WSmth3193@aol.com, email; Physical Address: 101 Oakwood Avenue, Huntsville, AL 35811  
http://www.speakinoutweeklynews.com

### **DEADLINES**

All space reservations and ad copy must be in the Speakin' Out News office by 12:00 PM on Monday prior to publication. There will be no cancellation allowed after 12:00 PM on Monday. Ads requiring proofs must be received by

Friday at 12:00 PM prior to issue date.

### **MECHANICAL**

Film negatives, ad velox, disk/cd, and electronic ad copy via email in a pdf file format (200 dpi) can be submitted to Speakin Out News. There will be an additional 15% minimum charge per contract for submitted ads that are not camera ready. Speakin Out News is not responsible for errors on ads submitted by client.

### **PAYMENT & CREDIT POLICY**

Payment in advance is required with submission of the ad until a credit account has been established, unless authorized by the publisher. Once a billed account is established, payment is due upon receipt of the invoice. An account will be considered past due if payment is not received within 30 days of the invoice date. Speakin Out News accepts VISA, MC, checks, money orders and cash.

### **POLICY**

Publisher reserves the right to revise, reject or omit without notice any advertisements at any time. No allowance, however, will be granted for any error that does not materially affect the value of the advertisement. To qualify for any

adjustment, any error must be reported within 15 days of publication date, and credit for errors is limited to the first insertion. Drawings, artwork, photos and articles for reproduction are accepted at the advertisers risk and should be clearly marked to facilitate return. Speakin Out News reserves the right to revise ad rates at any time; however, contract advertisers will be notified four weeks in advance of any rate increase. No verbal agreement altering the rates and/or terms of his rate card shall be recognized. If a contract is cancelled prior to fulfillment, charges for all the insertions that have been published at the contract price will be recalculated at the actual rate earned, and the advertiser will be billed for the difference between the two amounts. The rate for advertisers outside the state of Alabama is the national rate unless otherwise negotiated.

### **PREMIUM POSITION & PLACEMENT**

Speakin Out News reserves the right to determine an ads position in its papers. Special positioning is available for an additional 25% of the ads cost. All ads are produced to 85-line screen.

### **PROOFS**

Speakin Out News is not responsible for errors, once the advertisers have approved the proof. Speakin Out News is not responsible for errors on ads submitted by client. All ad proofs are available to be reviewed by clients on Fridays and Mondays only. No ad proofs will be submitted on Tuesdays.

### **TYPOGRAPHICAL ERRORS, INCORRECT INSERTION OR OMISSIONS**

The Advertisers contract cannot be invalidated, and Speakin Out News will not be liable, for (a) typographical errors, incorrect insertion or omissions in advertising published by Speakin Out News or (b) any resulting losses. Speakin Out News shall be liable for any error in any advertising caused by its own negligence only to the extent of republishing in its next regular issue the item in which the error occurred, and in space not exceeding that occupied by the item on the first publication. In case the error(s) results in the merchants offering goods at less than the proper price. No adjustments will be made for errors in advertisement proofread but not corrected by the Advertiser.



# SPEAKIN' OUT NEWS

*"A Viable Perspective of African-American Affairs" • Established 1980*

## ONLINE

www.speakinoutweeklynews.com is an informative site with Breaking News and Community News

**MONTHLY HITS: AVERAGE OVER 20,000 HITS**

## SOCIAL MEDIA NETWORK

- Daily Facebook and Twitter updates about breaking news and events in the community
- Advertising sponsorship opportunities throughout social media network

## ORGANIZATIONS:

- National Newspaper Publisher's Association (NNPA)
- APA Alabama Press Association (APA)
- North Alabama African American Chamber of Commerce (NAAACC)

## ABOUT HUNTSVILLE

Huntsville is a city centrally located in the northernmost part of the U.S. state of Alabama. It is located in Madison County and extends west into neighboring Limestone county. Huntsville is the county seat of Madison County, and the fourth-largest city in Alabama. The 2000 census estimated Huntsville's population at 158,216, while in 2008, the estimated population grew to 176,645. The Huntsville Metropolitan Area's population was estimated at 395,645. Huntsville is the largest city in the four-county Huntsville-Decatur Combined Statistical Area, which in 2008 had a total population of 545,770.

Today, Huntsville, Alabama USA is one of the most recognized cities in the Southeast - consistently named as one of the best places to live and work by a variety of national publications. Our city is regularly named as a premier location for both business and quality of life. In 2009, Kiplinger's Personal Finance named Huntsville as America's Best City. Technology, space, and defense industries have a major presence here with the Army's Redstone Arsenal, NASA's Marshall Space Flight Center, and Cummings Research Park.

Home to several Fortune 500 companies, Huntsville also offers a broad base of manufacturing, retail and service industries. Our quality of life is second to none - with a variety of educational, recreational, and cultural opportunities.

# review

## WHO WE ARE

Speakin Out News is the only newspaper directly targeting the Black population of Huntsville, Decatur, Athens and other North Alabama communities. As the premier representation of the community in this area for 36 years, and boasting a weekly readership in excess of 95,555 consumers who reads Speakin' Out News every week.

Speakin Out News is specifically designed to reach all segments of that targeted, viable black and hispanic markets: Adults, the young, affluent, aggressive, educated, and career oriented with an effective buying income. Speakin Out News offers this opportunity to you and encourages you to recycle a percentage of your advertising budget with the minority community in North Alabama.

As aforementioned, with the steady growth of minorities in North Alabama, many advertisers have found it profitable and rewarding to reach this target market through a medium designed EXCLUSIVELY for those purposes. Speakin Out News is the medium!

Speakin' Out News prints coverage institutions of higher education in Huntsville, ie. Alabama A&M University, Drake State Technical College, Oakwood University, Calhoun Community College and University of Alabama in Huntsville. Our newspapers are circulated in barber shops, churches, non-profits organizations, fraternities, sororities, and state officials and city leaders. We emphasize community!

We also cover includes business, money topics, politics, the arts, film, and music. The editorial content is geared to issues and information of interest to active, affluent and career-oriented people. African Americans here are more reliant on us to project a more positive side to their lifestyles. Speakin' Out News prints coverage institutions of higher education in Huntsville, ie. Alabama A&M University, Drake State Technical College, Oakwood University, Calhoun Community College and University of Alabama in Huntsville. Our newspapers are circulated in barber shops, churches, and through subscriptions.

You see, we know African Americans' cultural interests, needs and desires, and because of this, they trust our opinions and suggestions. With that kind of believability, what better source is there to reach Huntsville and North Alabama's African American market.

