



The Weekly Challenger

The 2024 Media Kit



WHO WE ARE.

For 56 years, *The Weekly Challenger* has been the most comprehensive source for gathering, organizing and presenting news and information to the African-American communities of Tampa Bay.

In addition to in-depth research and thorough reporting of local events, *The Weekly Challenger* offers opinions, Black history, entertainment, religious news, obituaries and classifieds.

This hyperlocal broadsheet is published on Thursdays, and has a strong distribution all over Pinellas County, which allows advertisers and readers alike, the rewarding benefits of a market untapped by mainstream media.

Our readership continues to grow as journalism excellence exceeds past standards and sets the bar for competitors in our market. *The Weekly Challenger* has become the newspaper of record for this community and welcomes both the successes of our past and the future legacies that we will create together.



57 YEARS STRONG AND COUNTING.

“

I HOPE TO CONTINUE THE LEGACY MY FATHER BUILT FOR YEARS TO COME AND TO ENSURE THAT THE VOICE OF THE LOCAL AFRICAN-AMERICAN COMMUNITY IS NOT STIFLED.”

Fifty-seven years after Cleveland Johnson acquired *The Weekly Advertiser* and rebranded it as a weekly newspaper catering to African-American news in the Tampa Bay area, the paper continues to thrive as the go-to source for “news outside your front door.”

Now led at the helm by Johnson’s youngest daughter, publisher Lyn Johnson, *The Weekly Challenger* continues to be the voice of the Black community in Pinellas County. Under her leadership, the brand has strengthened its image with a strict focus on community news and interactive features on its newly designed website.

The Tampa Bay market looks to our advertisers for help in making purchasing decisions, and they will seek out your message. We look forward to you joining our many satisfied advertisers.

GENERAL AREA

PINELLAS COUNTY BY ZIP CODE

33701, 33705, 33707, 33710, 33711,
33712, 33713, 33755, 33756, 33771,
33773, 33774, 33778, 34689, 34695,
34698

Circulated Every Thursday

READERSHIP: 100,000 MONTHLY

THE BLACK PRESS believes that America can best lead the world from racial antagonism when it accords to every man, regardless of race, creed or color, his human and legal rights. Hating no man, fearing no man... the Black Press strives to help every man in the firm belief that all men are hurt as long as anyone is held back.

MEMBERSHIPS



DISTRIBUTION



INFLUENCE & IMPACT

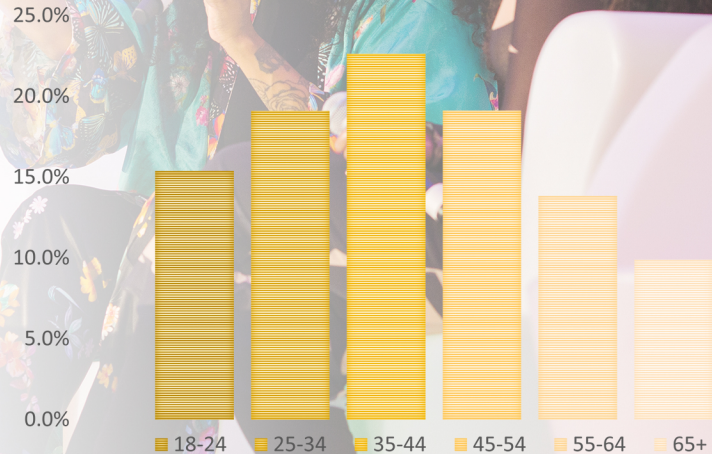
DEMOGRAPHICS

“

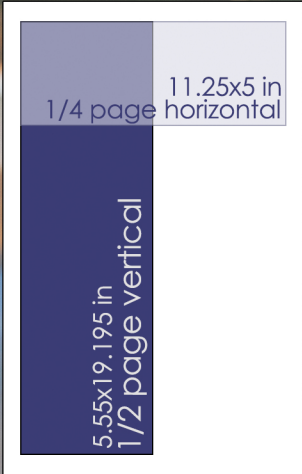
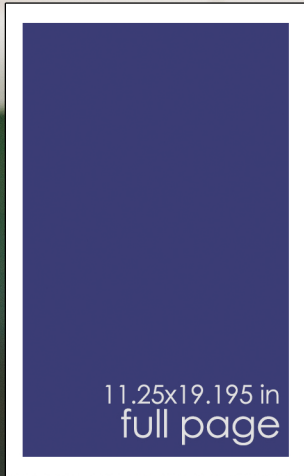
THE SIZE AND INFLUENCE OF AFFLUENT AFRICAN AMERICANS IS GROWING FASTER THAN THAT OF NON-HISPANIC WHITES ACROSS ALL INCOME SEGMENTS, AND THE IMPACT IS BEING FELT ACROSS INDUSTRIES.”

Results from a recent Nielson study, *Increasingly Affluent, Educated and Diverse: African-American Consumers - the Untold Story*, revealed the significant impact and powerful cultural influence of African Americans.

Combined with an increased rate of more than 70% of black high school grads enrolled in college, population and income growth, and avid media consumption, *The Weekly Challenger* brand and market are uniquely positioned to impact communities by consistently utilizing platforms and resources that drive global trending topics and conversation.



Give your brand direct access to key influencers!



RATES

LOCAL

Local rates per insertion

Full Page \$1680 Quarter Page \$420
Half Page \$840 Eighth Page \$210

Insertions \$110 per thousand

Must deliver one (1) week prior to insertion to:
The Villages Daily Sun (*Attn. John Black*)
4970 Orba Drive | Sumterville, FL 32163

ACCEPTED FILE FORMATS:

TIFF & JPEG (300 dpi resolution), PDF (using press optimized settings; fonts embedded)
Quark XPress (including all support files – fonts and photos) Illustrator EPS (all fonts must be converted to outlines)

DEADLINES FOR PRINT ADS:

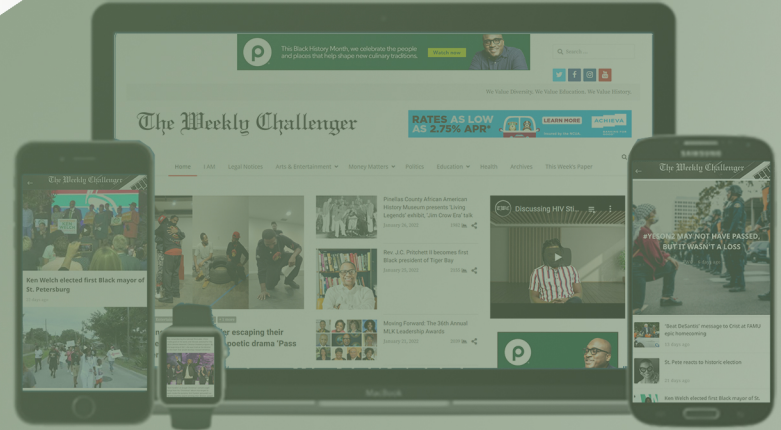
Advertising reservations are due by 5p.m. Monday for Thursday's publication.

Advertising materials are due by 5p.m. Tuesday for Thursday's publication.

Please contact sales at (727) 896-2922 or advertising@theweeklychallenger.com.

GO FARTHER WITH DIGITAL

ANYTIME. ANYWHERE. ON ANY DEVICE.



DOWNLOAD THE APP
FOR ON-THE-GO & BREAKING NEWS UPDATES.

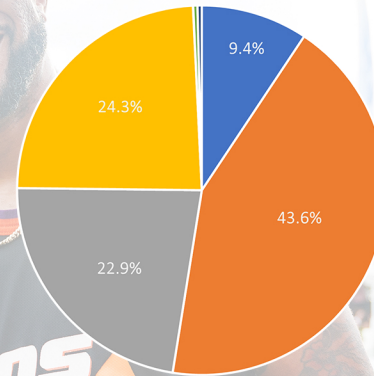
REACH NEW AUDIENCES

DIGITAL DEMOGRAPHICS

Over 70% of *The Weekly Challenger's* website audience is mobile; nearly half of our browsing traffic is driven directly from organic searches, and social network referrals are driving increased user sessions. *What does this mean to your brand?* **IMPRESSIONS.** And the ability to impact conversions.

- 100,000 Monthly Readership (print)
- 418,230 Annual Website Impressions
- 1,310,522+ Annual Website **Ad** Impressions
- 24% Impressions driven by Referral Traffic
- 25% Annual Growth in Social Acquisitions
- 23% Traffic in Direct Acquisitions
- 8% Increase in Email Subscribers
- Paid Search Acquisitions New Traffic Driver

TOP IMPRESSIONS DRIVERS 2023



- Social
- Organic Search
- Direct
- Referrals
- Email
- Other
- Paid Search

REACH MORE = BRAND VALUE.



DIGITAL AD RATES

BE SEEN BY MORE

DIGITAL WEB BANNERS

\$165 Top Leader Board
Premium per week (all pages)

\$125 Top Leader Board | **\$90** Bottom Banner
per week (front page, select feature stories)

\$90 Medium Rectangle | **\$180** Half Page
per week (front page, feature stories, sidebars)

\$75 Medium Rectangle | **\$150** Half Page
per week (sub-pages, sidebars)

WEBSITE AD SIZES

Top Leader Board: 728 x 90 pixels

Medium Rectangle: 300 x 250 pixels

Half Page: 300 x 600 pixels

Our web banner sizes are in compliance with IAB.
Web ads posted within 24 hours of receipt.

EMAIL MARKETING

Sponsored E-blasts (brought to you by...)

Top Banner \$100

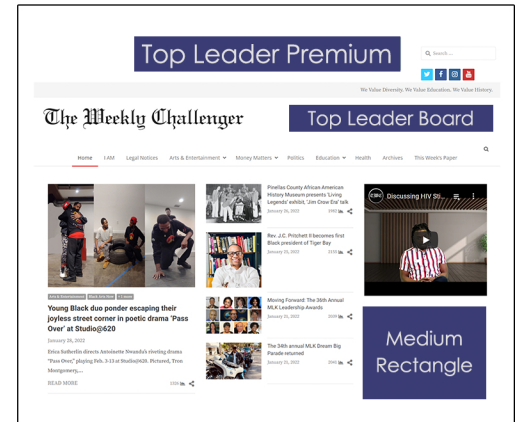
Standard Ad

Mid-page Banner \$50

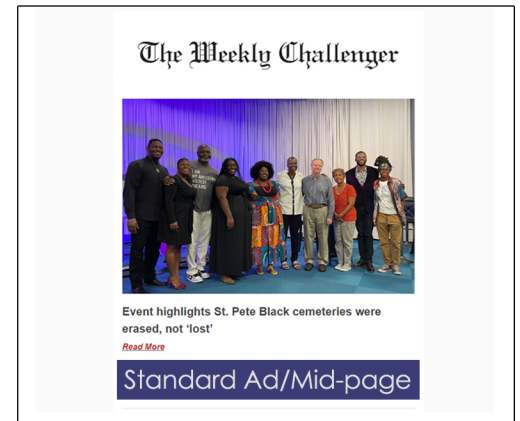
Email Ad Size: 728 x 90 pixels



ADS FOR WEBSITE



ADS FOR EMAIL



EDITORIAL CALENDAR

HISTORY IN THE MAKING

JANUARY

(Print Schedule 1/18)

Celebrating the Legacy of Dr. Martin Luther King, Jr.

FEBRUARY

(Print Schedule 2/29)

Black History Month – Profiles of local heroes and coverage of activities

MARCH

(Print Schedule 3/28)

Women's History Month – Profiles of local ladies making history

APRIL

(Print Schedule 4/25)

Minority Health Month - Features clinicians and mental health experts

MAY

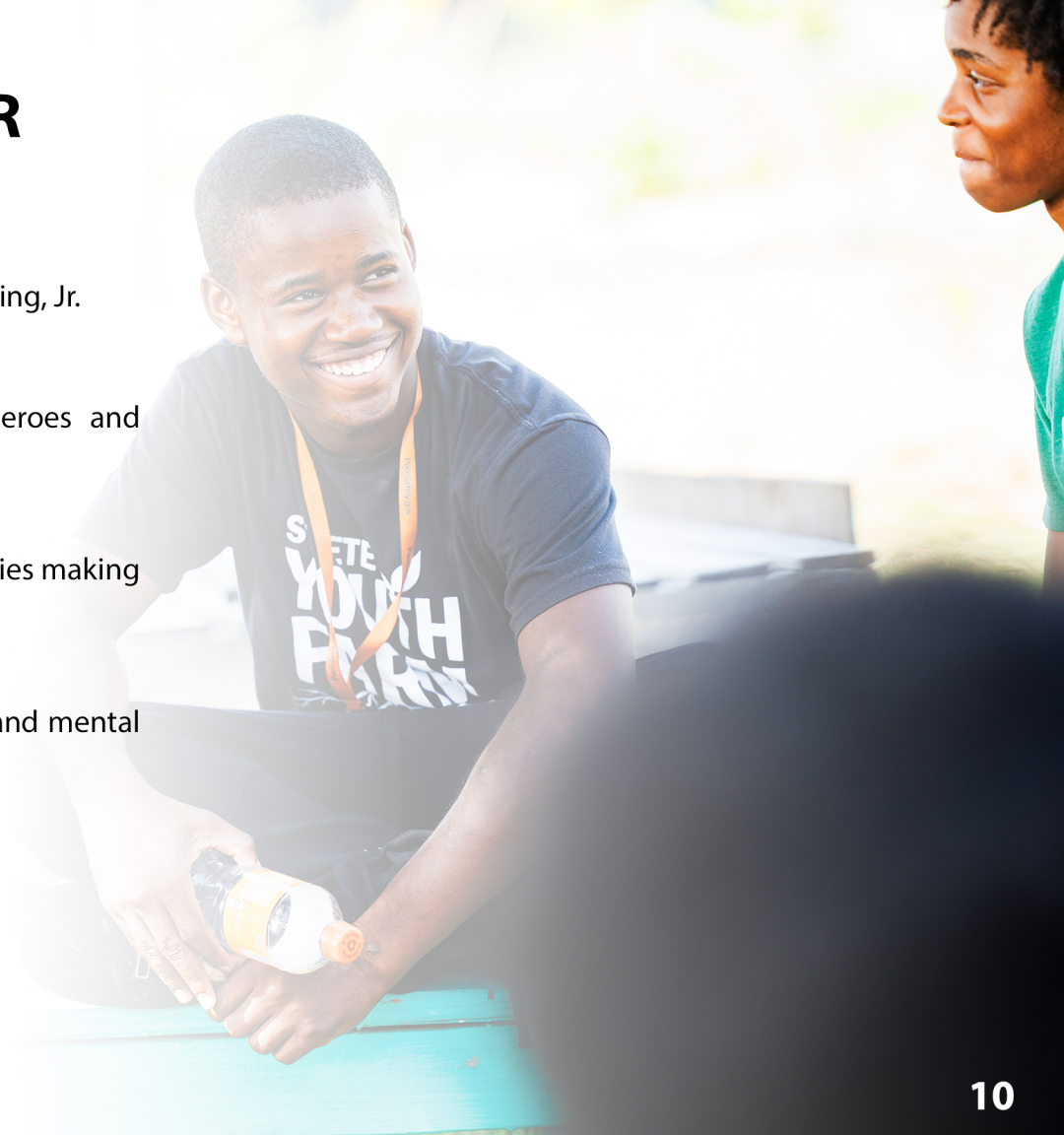
(Print Schedule 5/23)

Mother's Day Edition – A tribute to mothers

JUNE

(Print Schedule 6/27)

Father's Day Edition – A tribute to fathers



EDITORIAL CALENDAR

HISTORY IN THE MAKING

JULY

(Print Schedule 7/25)

BIPOC Mental Health Month - Features clinicians and mental health experts

Back-to-School – Features pertinent information for children and adults returning to school

AUGUST

(Print Schedule 8/29)

Black Business Month – Profiles of Black business owners

SEPTEMBER

(Print Schedule 9/26)

Salute to the Black Church – Profiles local pastors

OCTOBER

(Print Schedule 10/24)

Women's Health Edition – Features stories on all things concerning women's health

NOVEMBER

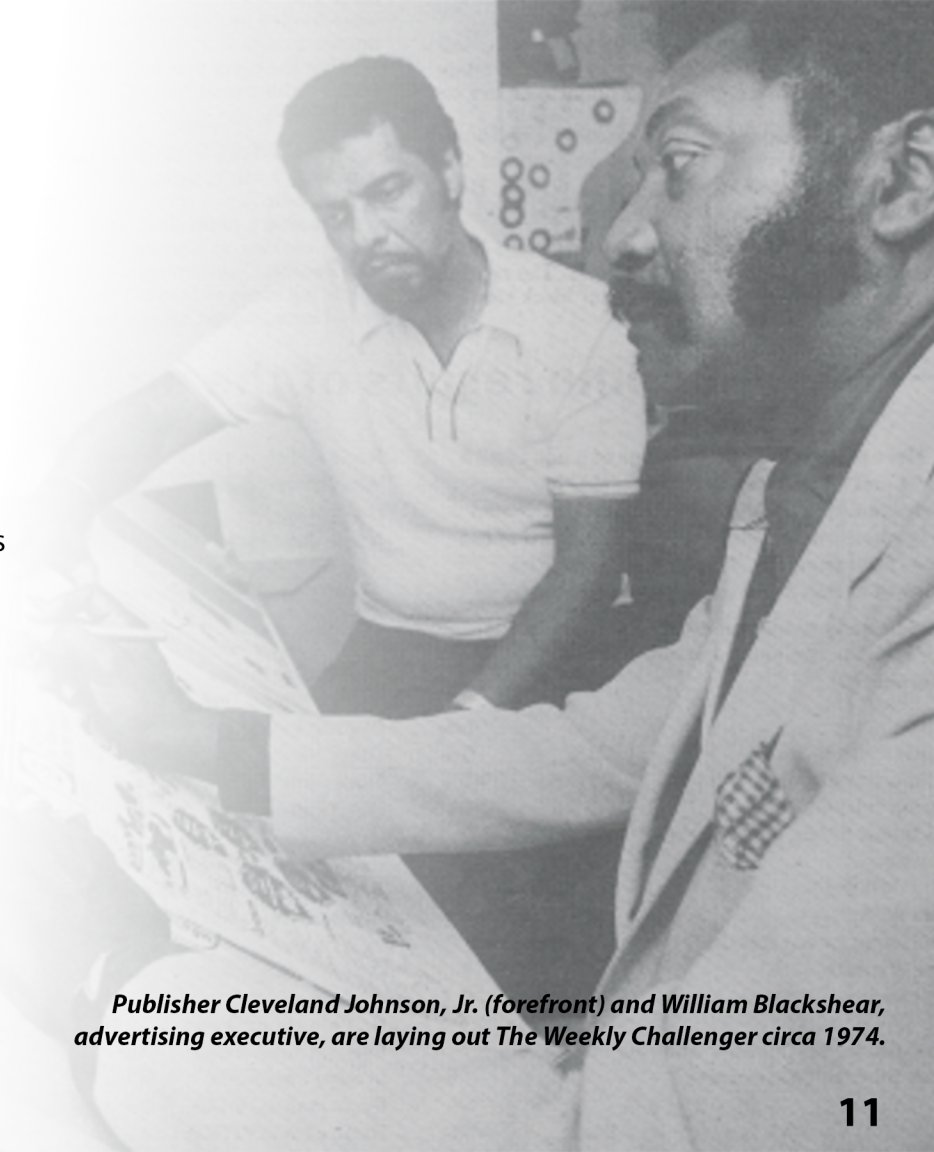
(Print Schedule 11/21)

Thanksgiving Edition

DECEMBER

(Print Schedule 12/26)

Holiday Edition



*Publisher Cleveland Johnson, Jr. (forefront) and William Blackshear, advertising executive, are laying out *The Weekly Challenger* circa 1974.*