

Greater Houston Area

2021 African-American Media Resource Guide

Serving Houston, Pearland, Missouri City, Stafford and other local Texas municipalities

Houston Style Magazine

houston
Forward Times

 **Defender Network**



 **INTERNATIONAL
FOCUS HOUSTON**

Wazzup!

The Houston Sun



Bayou Beat
Bringing that 'Southern Love' to your daily news coverage

**the
preView**
view to the city

Culture Buzz



AfricanNews.com
African-American News & Issues
Addressing Current & Historical Roots on Affecting Our Community

ONE-STOP ACCESS TO HOUSTON'S SOUL...

Butler/Wiseman offers commercial and political media buyers in Harris and Fort Bend Counties a convenient "one-invoice" service to access diverse audiences in our region. We facilitate the efficient purchase and placement of advertising, publicity and organizational branding in the media outlets / digital resources in this report.*

*PLEASE NOTE...DUE TO COVID-19 VARIABLES PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

BUTLER  **WISEMAN**

4107 Inkberry Valley Ln., Houston TX 77045 • info@ButlerWiseman.com
Lorenza Phillips Butler, Jr., Publisher Emeritus, Freedmens Publishing Company | 832-880-3733 | lorenza_butler@yahoo.com
Kijana Wiseman-Fusilier, Principal, The Wiseman Company/MoShows.com | 832-800-4353 | butlerwiseman@gmail.com

WWW.BUTLERWISEMAN.COM

4107 Inkberry Valley Ln., Houston TX 77045 • info@ButlerWiseman.com
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AFRICAN AMERICAN NEWS AND ISSUES



AFRAMNEWS is a proven success story - filling a news void in the African-American community while attracting and keeping consumers able to shop and spend with our advertisers. Our stats as a solid source of news and advertising revenue remains strong and is steadily growing as we continue to raise our profile and gain greater recognition in the Gulf Coast region and across the State of Texas.

SPECS: Tabloid 10.75 x 11" High

- Publication day is Sunday
- Deadline ROP insertion order is 5:00pm Wednesday, Five (5) days prior to publication • ROP Artwork drop dead is 12:00 noon Friday, Three (3) days prior to publication
- Send ads in PDF format. Minimum 300 dpi to prod@afamnews.com
- All discounts require a signed contract

Sizes and Rates

Greater Houston & Surrounding Cities
COMBINED ←
DISTRIBUTION
75,000+/-

Distribution Points

- CHURCHES
- SCHOOLS
- COMMUNITY COLLEGES
- UNIVERSITIES
- TEXAS HBCUs
- BEAUTY SALONS
- BARBER SHOPS
- FUNERAL HOMES
- SOUL FOOD RESTURANTS
- BARBECUE RESTAURANTS
- H-E-B FOOD STORES
- DOCTORS OFFICES
- HOSPITALS
- POST OFFICES
- CONVENIENCE STORES
- LIBRARIES AND MORE...

PUBLICATION SIZE: 10.75" X 12"			(ALL RATES ARE NET)		
SIZE	WIDTH	DEPTH	ZONE 1 (GREATERHOUSTON,GULF COAST&SOUTHEAST REGION)	ZONE 2 (DALLAS - FORT WORTH METROPLEX REGION)	ZONE 3 (SAN ANTONIO & AUSTIN CENTRAL REGION)
DOUBLE TRUCK	20.0"	10.0"	75,000 \$15,345.00	25,000 \$10,714.00	13,000 \$8,384.00
FULL PAGE	9.75"	10.0"	\$6,975.00	\$4,870.00	\$3,720.00
1/2 PAGE H	9.75"	5.0"	\$3,696.00	\$2,435.00	\$1,875.00
1/2 PAGE V	4.875"	10.0"	\$3,696.00	\$2,435.00	\$1,875.00
1/4 PAGE	4.875"	5.0"	\$1,860.00	\$1,280.00	\$985.00
1/5 PAGE	9.75"	2.0"	\$1,138.00	\$735.00	\$565.00
1/8 PAGE	4.875"	2.0"	\$855.00	\$640.00	\$490.00

PUBLISHING DAY: SUNDAY

\$200 per color | \$500 for four colors



SOCIAL MEDIA RATES:

- FACEBOOK: \$110 /post
www.facebook.com/afamnews
- INSTAGRAM: \$85 / post
@AFRAMNEWS
- TWITTER: \$85/post
www.twitter.com/afamnews

Online Rates

SIZE	WEEKLY RATE	MONTHLY RATE
728x90 LEADERBOARD BANNER	\$345/WEEK	\$1,260/MONTH
300x250 RECTANGLE BANNER	\$188/WEEK	\$600/MONTH
300x600 VERTICAL BANNER	\$266/WEEK	\$945/MONTH

For more info, CALL / TEXT / EMAIL... PUBLISHER

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AMERICAN STAR TV



A STAR TV provides programming that is informative, educational, entertaining and inspirational to its Houston's African-American audience. A STAR TV is an independent, minority owned and operated network. A STAR TV is Houston's only provider of 24/7

programming created for people of color from multicultural backgrounds with diversity that represents all of Houston.

VIDEO COMMERCIAL PRODUCTION

30 Second video commercial includes Camera Production Team, Editing, Titling, and Voice Over) **\$2000**

AD WITH IMAGES

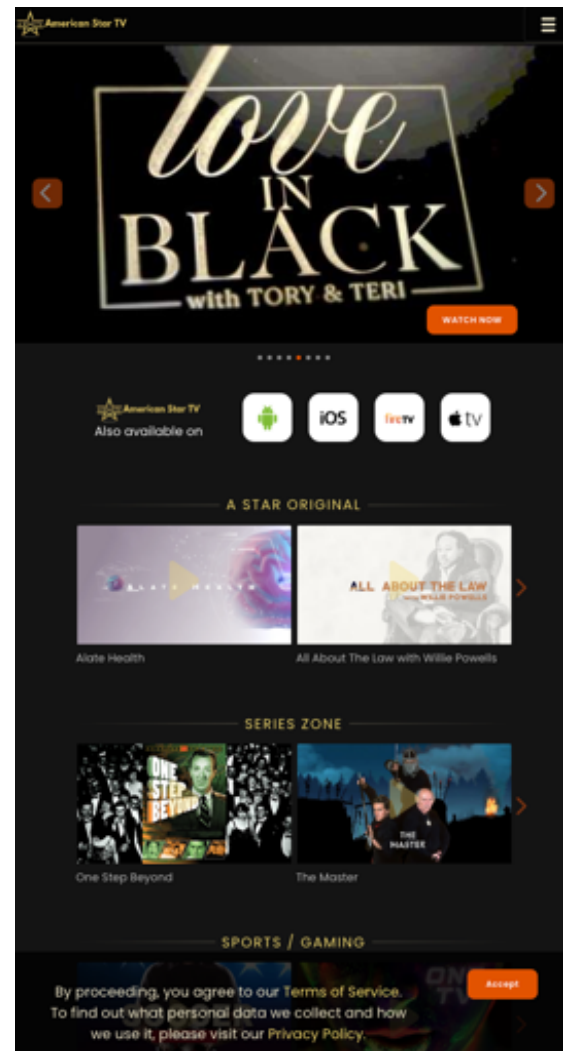
30 Second video will be created using stunning images of your business. (Includes Camera Operator, Editing, Titling, and Voice Over). **\$1000**

A STAR TV RATE CARD & SPONSORSHIP INFORMATION			
Day	Daypart	(:60)	(:30)
Mon -Fri	6AM-10AM	\$150.00	\$90.00
Mon -Fri	10PM- 7PM	\$125.00	\$75.00
Mon - Sun	7PM- 12AM	\$120.00	\$80.00
Saturday	6AM-7PM	\$100.00	\$80.00
Sunday	6AM-7PM	\$95.00	\$55.00
Mon - Sun	12AM-5AM	\$35.00	\$20.00

SPONSORSHIP OPPORTUNITIES	
Weekly	Monday-Friday
30 minutes	\$750(per show)
1 hour	\$1000(per show)
	Saturday
30 minutes	\$500(per show)
1 hour	\$750(per show)
	Sunday
30 minutes	\$500(per show)
1 hour	\$750(per show)

ONLINE RATES	
Advertise your product or services by connecting to A STAR TV online at Americanstartv.com.Roku,Apple TV,Apple IOS,Android,Amazon TV,Facebook,Instagram.	
TYPE	RATE
SPONSORSHIP	\$1000-\$1500
ROS BANNERS	\$350 A WEEK
TARGETED BANNERS	\$425 A WEEK

POLITICAL SPONSORSHIP	
\$125 PER 60 SEC	ROS 6AM-12AM MON-SUN
\$75 PER 30 SEC	ROS 6AM-12AM MON-SUN



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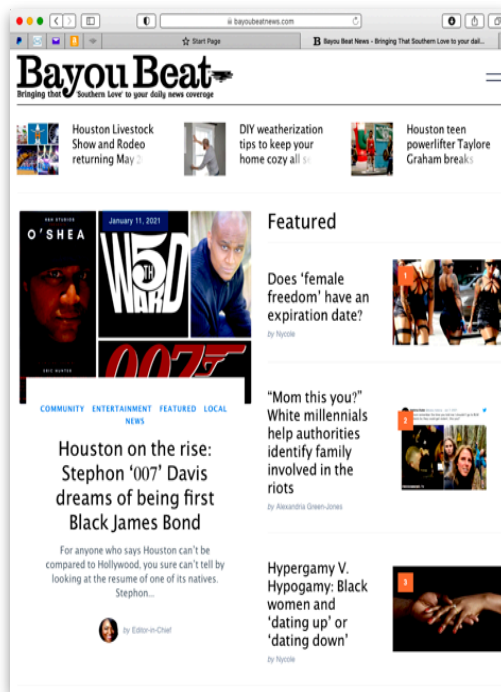
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BAYOU BEAT NEWS

“Bringing that “Southern Love” to your daily news coverage.

Created in June 2020, amid a global pandemic, to be a true "voice" for the South, Bayou Beats News remains true to its 'Southern Roots' while bringing the best headlines and topics readers need to know. From local "happenings" and community features, to the national news and beyond, we are dedicated to our commitment of providing content that is professional, entertaining and engaging.



LARGE RECTANGLE: \$100
336 x 280... (3.5 x 2.92")

Rotating Ads: \$20 (4 max)



LEADERBOARD: \$200
728 x 90... (7.58 x .94")



HALF PAGE: \$150
300 x 600... (3.13 x 6.25")



WIDE SKYCRAPER: \$140
160 x 600... (1.67 x 6.25")

ADDITIONAL OPTIONS:

Native Ads - \$95

Content created by you that is featured as sponsored content.

Editorial Sponsorship Article - \$200

Content created by us to promote and advertise your business in a news-style format.

PRE-ROLL: \$150

Video ad before news content plays :15s/:30s/:60s

INSTAGRAM ADS- \$50 per post Packages

MIXED MEDIA PACKAGE: \$250

- 1 Pre-Roll video (:15s/:30s/:60s)
- 1 Editorial Sponsorship Article
- 2 Large rectangle rotating ads

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CountryClubintheHood's "Wazzup!"



A Virtual "Country Club" of events and services e-blasted twice a month to 15,000-25,000+ select, professional adults 30-70), C-level executives, influencers, community leaders, young professionals and executives, small business owners, all ethnic cultures with an average income of a median \$75,000 +/-yr.

WAZZUP NPO EVENT LISTING SPONSORSHIPS:

Your logo displayed as a media sponsor of our popular twice monthly listing of local events to 15k-25k subscribers!

- 3 months \$500
- 8 Months \$1000
- 1 Year \$1500

DISPLAY ADS:

- 1 e-blast - \$300
- 2 e-blasts - \$500
- 3 e-blasts - \$725
- 4 e-blasts - \$950

Ad design - \$50-200



For Sponsorship Opportunities on select events, contact Lorenza P. Butler, Jr. Email



Featured Events and Sponsors...

Click the link to visit their website!



Click above to visit our website!

Click for more information



Help ButlerWiseman promote this amazing event! Contact Lorenza Butler at 832-880-3733 or click here for Media Sponsorship info!



Get the Facts...and share them! Click here to get the City of Houston Health Department, CORONAVIRUS DISEASE UPDATES.



Next Virtual Event: January 2021 - 19 Jan. Click Here to Join our Microsoft Teams Event!



What is Gingartum? Click the graphic below to watch our new YouTube Video!

WE SHIP NATIONWIDE. Click here for our online order and a list of Houston area retail outlets. (NOTE: We ship only on Mon & Tues to ensure weekday delivery!)

Visit to order: <http://www.gingartum.com> or www.orecafunerals.com



Podcast - "Black Skin Deep"

Are you a small business entrepreneur confronting obstacles based on your race or the size of your business? Dermatologist Dr. Milton D. Moore, Founder & CEO of Moore's Unique Skin Care, shares how he perseveres through struggles with systemic racism, inequity, and bias in the business world. Click Here To share all of Dr. Milton Moore's Unique Skin Care products



Click Here to visit Dr. Moore's Podcast!



Compiled and distributed by The Houston Informer and Trade Freeman
 Publisher Lorenza Butler, Jr.
 Chairman and CEO,
 Freedmen's Publishing Company
 832-880-3733 Email

You are receiving this email because we are continuously updating our database, and/or you have previously subscribed to this news listing, and hope you continue to do so!

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CULTURE.BUZZ



CULTURE.BUZZ E-NEWSLETTER

Subscribers to NewsWireHouston.com will receive the Culture.Buzz e-newsletter monthly. It is composed of a selected list of recent news articles pulled from our website, aggregated from our collaborating media companies that each cater to a specific ethnic and/or cultural demographic in Houston. The monthly newsletter gives our subscribers access to the pulse of Houston’s cultural communities and an overview of current events from diverse perspectives.

HOUSTON LANDSCAPE

Houston minority communities combined together are considered the majority population of over 73%. Minority buying power has increased, political influence is greater, and community involvement has elevated. There is now a greater need than ever for cross pollination of news, interest, and sharing of culture and business services.

SUBSCRIBER DEMOGRAPHIC MAKEUP

- 21,000+ Professional Adults (ages 21 – 65)
- C-level executives, influencers, community leaders, business professionals, and business owners,
- All ethnic cultures
- 50% Males / 50% females,

Monthly Sponsor

- Header banner (600 x 250 pixels) - **\$900**
- Half banner (300 x 250 pixels) - **\$600**

Biweekly Ad

- Header banner (600 x 250 pixels) - **\$475**
- Half banner (300 x 250 pixels) - **\$325**



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ELITE CHANGE

Elite Change, Inc. is a public affairs and strategic communications firm focused on influencing today's ever-changing political, business, and public landscape. Since its founding, Elite Change has become a nationally recognized firm operating at all levels of the public, government, and business sectors. We continuously strive to stay on the cutting edge of all facets of effective strategy, and look expand our experience and reach through our work in emerging trends.



ELITE CHANGE AUDIENCE /CLIENT BASED MARKETING SERVICES:

\$200 - One E-blast

\$150 - SMS Messaging (up to 150 characters)

\$250 - 30 Second Voice Message (must record independently)

\$1000 - 6 E-Blasts (includes design services, and 1 SMS message blast)

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THE HOUSTON DEFENDER



RATE CARD 2020-21

PRINT AD RATES & SPECS

No commissions paid on print, preprint, banner rates, or color fees.
 No "cash" discounts. Same rate for retail, political and national ads.
PRINT RATES | PUBLICATION DAY: THURSDAY WEEKLY
 All Rates Are Net

Publication Page Size: 10.75" x 14"

Ad Sizes	Dimensions	B/W Rates	CLR Rates
Double Truck	21.25 x 13.0	\$10,455	\$10,855
Back Cover	9.75 x 13.0	\$5,712	\$6,112
Full Page	9.75 x 13.0	\$4,967	\$5,367
Jr. Full Page	7.788 x 13.0*	\$4,135	\$4,535
Half Page- H	9.75 x 6.333*	\$2,483	\$2,883
Half Page-V	4.812 x 13.0*	\$2,483	\$2,883
Quarter Page	4.812 x 6.333*	\$1,305	\$1,705
Bottom Strip	9.75 x 2.0	\$750	\$1,150
Eighth of Page	4.812 x 3.25*	\$668	\$1068

Deadlines:
 One Week prior
Reservations |
Insertion Orders and
Ad Materials due
 Thursday, 5pm
 Send ads as PDF
 (minimum 300 dpi) to:
 ads@defendernetwork.com

CLASSIFIED | LEGAL NOTICES

\$35.00 per column inch
 Request for estimates or ad proofs send to:
 ads@defendermediagroup.com
 Classified ad copy must be submitted as a word document. No PDFs accepted.
 Design services available. All Ad copy must be accompanied by a request for space and the date.

Deadlines:
 One Week prior
Reservations | Ad Materials due
 Thursday, 5pm
 Send ads as PDF (minimum 300 dpi) to:
 ads@defendernetwork.com

PRE-PRINT

FREQUENCY	4-16 TAB	20-44 TAB
1-3X	\$50 CPM	\$85 CPM
4-7X	\$45 CPM	\$80 CPM
8+X	\$40 CPM	\$75 CPM

Rates for larger TABs available upon request.
 Full Press Run required for all insertions
 Add \$15.00 to CPM for FSIs requiring hand insertion

Deadline: Fourteen working days prior to the publication date. Reservations and/or cancellations of preprints must be made at least two weeks before scheduled insertion. Preprints must be received at least two weeks before scheduled insertion.
 Preprints canceled after deadline, late arriving preprints, or preprints improperly folded, kidded or trimmed will be charged an additional handling fee based on costs incurred by Defender Network. Pallets or Boxes acceptable. Add 2% to the printing order to cover spoilage. Shipping information: Defender Media Group, C/O Tri-Star Web Graphics, Attn: Ted Mazza, 4010 Airline Drive, Houston, Texas 77022.
 Receiving Hours: Monday-Friday: 8 a.m.-p.m. only. Telephone: 800.568.8115

SOCIAL MEDIA

Connect with Houston area Blacks on the fastest growing social media platforms: Facebook, Twitter and Instagram.
Deadline: Two weeks prior to launch date.

SM AD CAMPAIGNS
 Custom designed Facebook | Instagram ads targeted by age, gender ethnicity, location and other filters.
 *All packages include creative, copy, optimization and reports.

89K
 Impressions **\$1,000.00** net

185K
 Impressions **\$2,000.00** net

480K
 Impressions **\$5,000** net

SM SPONSORED POSTS

Facebook > 1x post on each platform = **\$500.00** net

Twitter
 Instagram

DIGITAL

EMAIL MARKETING | E-BLAST
 Use electronic newsletters with branded content to engage targeted audiences. Content supplied by the client or customized design rate \$300 + distribution cost.
Deadline: Two weeks prior to launch date.

Audience	Rate
25,000	\$750.00 net
50,000	\$1150.00 net
50,001+	\$22.00 CPM

WEB BANNERS
 Four standard ad unit banner sizes are available.
Run of Site (ROS): \$350 monthly
Tags: Javascript File Size: 30-150 KB
Format: JPEG, GIF, and GIF Animated
Deadline: One week prior to launch date.
 728 x 90 | 300 x 250 | 300 x 600 | 320 x 50
 Send Reservations and Materials to: ads@defendernetwork.com

Effective: October 1, 2020

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THE HOUSTON FORWARD TIMES



Rates.

Competitive Rates

The Forward Times will work with you to provide an advertising option that will fit any budget.

Broadsheet Mechanical Measurements

COLUMN WIDTH	INCHES
1 column	1.7986"
2 column	3.7639"
3 column	5.7292"
4 column	7.6945"
5 column	9.6597"
6 column	11.6250"

Page Depth: 20.8 inches

Double Truck Mechanical Measurements

12 column = 23.25 inches x 20.8 inches in depth

Local Rates (Per Column Inch)

Forward Times (Classified)	\$30.00
Forward Times (Display)	\$34.00

Color Rate - Add \$600.00

Local Display Rates	Size	USD
Full Page	124.8"	\$4,243.20
Junior Page	81.5"	\$2,771.00
Half Page	62.4"	\$2,121.60
One-Third Page	41.6"	\$1,414.40
One-Fourth Page	31.2"	\$1,060.80
One-Eighth Page	15.6"	\$530.40

Local Contract Frequency Discount Rates

Size	USD
250"	\$30.00
500"	\$28.00
750"	\$26.00
1,000"	\$24.00
1,250"	\$22.00
1,500"	\$20.00
2,500"	\$19.00

National Rates (Per Column Inch)

Forward Times (Classified)	\$32.00
Forward Times (Display)	\$38.00

National Rates	Size	USD
Full Page	124.8"	\$4,742.40
Junior Page	81.5"	\$3,097.00
Half Page	62.4"	\$2,371.20
One-Third Page	41.6"	\$1,580.80
One-Fourth Page	31.2"	\$1,185.60
One-Eighth Page	15.6"	\$592.80

National Contract Frequency Discount Rates

Size	USD
250"	\$34.00
500"	\$33.00
750"	\$31.00
1,000"	\$30.00
1,250"	\$29.00
1,500"	\$27.00
2,500"	\$26.00

Color Rate - Add \$600.00

Space Reservation Friday @ 4:00 pm
 Material Deadline Tuesdays @ 12:00 noon
 Forward Times Distribution Day..Wednesday

Advertising Rate Policy

- The Forward Times reserves the right to correct any advertisement, to delete any unacceptable words or phrases, or refuse any advertisement.
- Any dispute an advertiser may have with any invoice received shall contact Accounts Receivable within 30 days of the billing date.
- No charge for preferred positions are included in rates as set forth, consequently, Forward Times cannot guarantee positions on any specified pages or sections. However, every effort will be made to place advertising in line with the account's performance as possible.
- Advertisements in excess of 185 inches in depth in any column width will be billed as full column depth (25.8 inches per column). Billing is based on 20.8 inches per column and 124.8 inches per page.

Commissions and Terms of Payment

- National rates and agency ads: 15% commission
- No cash discounts allowed
- Local display and classified rates are non-commissionable
- Political advertising must be paid for before insertion
- All charges are payable upon receipt of invoice
- Rate changes are assessed on post-date accounts
- Production work must be approved within 24 hours from the time of transmission to CLIENT to avoid delays in the proposed ad placement
- Cancellations must be received 24 hours before material deadline
- Advertiser is responsible for the full cost of reserved space if cancellation is received after material deadline or failure to provide advertising credits by material deadline

Forward Times Publishing Co., Inc.

Web.

Custom Digital Packages Available!

Custom bundles are designed to increase your company's visibility with our readers and help you take advantage of frequency and volume rates.

Online Services

Social Media Blast

Facebook, Twitter, and Instagram posting of your display ad weekly for 1 month
 Cost: \$200/mo

Email Blasts

We will distribute your advertisement to The Forward Times Database of your display ad once per week for 1 month
 Cost: \$250 - 1 Eblast
 \$750 - 4 Eblast

Commercial Video 15 sec

15 second commercial video advertisement. Production and editing services available at an additional cost.
 Cost: \$250

Commercial Video 30 sec

30 second commercial video advertisement. Production and editing services available at an additional cost.
 Cost: \$350

Commercial Video 60 sec

We will post your 60 second promotional video to our digital and social media platforms weekly for 1 month (Website, Social Media and Eblast) Production and editing services available at an additional cost.
 Cost: \$500

Send advertisements to advertising@forwardtimes.com

Advertisement Measurements

Type	Dimension	File Type	Cost
Head Banner	1050 x 110 pixels	JPEG, PDF	Cost: \$2,000/mo
Home Page Stationary Sidebar Web Button	250 x 250 pixels	JPEG, PDF	Cost: \$450/mo
Sidebar Rotator	250 x 250 pixels	File Types: JPEG, PDF	Cost: \$350/mo

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HOUSTON STYLE MAGAZINE

Houston Style Magazine

StyleMagazine.com is the preferred lifestyle, news and entertainment resource providing original, syndicated and CNN up-to-date content daily. StyleMagazine.com aims to capture, engage, and enhance awareness with topics that matter within the urban community. Both Houston Style Magazine and StyleMagazine.com have been the leading Houston source for the African-American community. Most recently, research data provided by Houston's Media Audit has shown that Houston Style Magazine, print and website, has recently gained a large following of both the Hispanic and Asian communities.

- Style is a member of
- National Association of the Black Press (NNPA) - Houston Area Urban League (HAUL)
 - National Association for the Advancement of Colored People (NAACP)
 - East End Chamber of Commerce
 - Hispanic Chamber of Commerce

PRINT SIZES & RATES



ADVERTISING RATES ADVERTISING POLICY

Display Rates	Pricing
Double Truck	\$ 8,000.00
Full Page Display	\$ 4,000.00
1/2 Page Display	\$ 2,000.00
1/4 Page Display	\$ 1,000.00
1/8 Page Display	\$ 500.00
Color (4c)	\$ 400.00

All advertising insertion orders, contracts and copy are subject to the approval of The Texas Observer. We reserve the right to reject any advertising order. The publisher's liability for errors shall not exceed the cost of the ad space. If acceptable ad copy is not received by the due date, the publisher may repeat a previous ad. Payment should accompany art unless credit has been approved. With approved credit, payment is due upon receipt of invoice. Terms may be negotiated for frequency advertising at the discretion of the publisher. Past due accounts will be charged 1.5% interest per month. Both advertiser and agency are jointly and severally liable for payment.

Coverage of...

- Community Events
- National Red Carpet Events
- Politics
- Education
- Health
- Beauty/Fashion
- Book/Movie Reviews
- Restaurant Reviews
- Auto Reviews
- Travel

TARGETED ZIP CODES

HARRIS COUNTY ZIP CODES

77002 77003 77004 77005 77007 77015
 77016 77017 77021 77023 77025 77026
 77028 77031 77033 77035 77039 77045
 77048 77049 77051 77053 77054 77056
 77064 77066 77067 77071 77072 77076
 77078 77082 77083 77084 77085 77087
 77088 77089 77096 77098 77401 77450

FORT BEND COUNTY ZIP CODES

77406 77459 77471 77477 77478 77479

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THE HOUSTON SUN



ONLINE/DIGITAL/EBLAST INFO:

Banner Ad: \$ 250

Social Media drop: \$250 PER 5,000

SUN BLASTS: \$250 PER 5,000
 # Subscribers: 45,000

Frequency: AS ORDERED

TUESDAY DROP

PRINT: WEEKLY Publication Print Run: 10,000

Weekly Publication Day: FRIDAY

SPECS: BROAD SHEET ... 12.5" X 21"

AD SIZE	WIDTH/DEPTH	BLK/WH	FULL COLOR	FREQUENCY DISCOUNT 6+
FULL PAGE	12.5' x 21"	\$6,350	\$7,350	5%
½ Page	12.5" x 10.50"	\$3,350.	\$4,350	3%
1/3 Page	8"x 6.50"	\$2,950	\$3,950	2%
¼ PAGE	6.16" x 10.50"	\$1,950	\$2,950	2%

For more info, CALL / TEXT / EMAIL... PUBLISHER

LORENZA P. BUTLER, JR.
 832-880-3733 | lorenza_butler@yahoo.com

4107 Inkberry Valley Ln., Houston TX 77045 • info@ButlerWiseman.com
 Lorenza Phillips Butler, Jr., Publisher Emeritus, Freedmens Publishing Company | 832-880-3733 | lorenza_butler@yahoo.com
 Kijana Wiseman-Fusilier, Principal, The Wiseman Company/MoShows.com | 832-800-4353 | butlerwiseman@gmail.com

INTERNATIONAL FOCUS MAGAZINE



What makes International Focus Magazine different? While Houston is the most diverse city in the nation, no other magazine targets the International Community as a whole. Every issue delivers a one-on-one, in-depth interview with one of the 94 Consul Generals who live and do business in Houston! We help you reach these affluent individuals –plus those in their orbit– and we do it in our unique, quality, diplomatic style!

General Advertising Rates

PRINT	1X	6X	12X
Inside Front Cover	\$2,750	\$2,250	\$1,750
Cover 3 (Pg. 3 Inside)	\$2,750	\$2,250	\$1,750
Outside Back Cover	\$2,750	\$2,250	\$1,750
Inside Full Page	\$1,750	\$1,500	\$1,250
1/2 Page	\$1,250	\$950	\$750
1/3 Page Banner	\$900	\$750	\$650

PRINT SIZES

	Bleed Size	Live/Safety
Full Page	8.25x10.75"	7x9.5"
2-Pg. Spread	16.25x10.75"	15x10"
1/2 Pg. Horizontal	N/A	7x4.65"
1/3 Pg. Vertical	2.85x10.75"	2.25x9.5"

DIGITAL ADS

<i>Complimentary with Half Page Advertisers & Higher!</i>		
Sidebar	300x300px	\$200
Top Leaderboard	728x90px	\$300
Bottom Leaderboard	728x90px	\$250

DIMENSIONAL AD UNITS

Top Leaderboard	728x90px
Sidebar	300x300px
Bottom Leaderboard	728x90px



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THE PREVIEW



THE PREVIEW

The Preview receivers are active, well-read, and socially conscious upwardly mobile consumers, diverse community members, industry professionals, C-class executives, the influential elite, and elected officials. They plug into The Preview to stay abreast of the latest news, happenings, products, and services in the diverse Houston market. The Preview receivers are brand loyal and faithful supporters of local and national businesses that cater to their specific and unique needs. Now you have access to them

Additional Targeted Demographic

We utilize Facebook posting of each Preview to target an additional specified demographic based on zip code, special interest, gender, income, and ethnicity. Let us help you determine your targeted audience.

SUBSCRIBER DEMOGRAPHICS

- 21,000+ Professional Adults (ages 21 – 65)
- C-level executives, influencers, community leaders,
- business professionals, and business owners,
- All ethnic cultures
- 50% Males / 50% females,

E-BLAST FEES

- 1 E-Blast - **\$325**
- 2 E-Blasts - **\$550**
- 3 E-Blasts - **\$775**
- 4 E-Blasts - **\$995**



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SWIN CITY MAGAZINE



MAGAZINE PAGE PRICES *

- ✓ DUAL PAGE 1 Month - \$800
- DUAL PAGE 6 Months - \$675
- DUAL PAGE 12 Months - \$500
- FULL PAGE 1 Month - \$575
- FULL PAGE 6 Months - \$450
- FULL PAGE 12 Months - \$275
- HALF PAGE 1 Month - \$275
- HALF PAGE 6 Months - \$225
- HALF PAGE 12 Months - \$300
- QUARTER FULL HORI 1 Month - \$550
- QUARTER FULL HORI 6 Month - \$475
- QUARTER FULL HORI 12 Month - \$250
- COUPON PAGE 1 Month - \$200
- COUPON PAGE 6 Months - \$150
- COUPON PAGE 12 Months - \$100



SwinCity League



SwinCity Podcast



MOBILE APP PRICES *

- ✓ One Month - \$80
- Six Months - \$60
- 12 Months - \$40

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HOW MAY WE HELP YOU?

Butler / Wiseman has been the driving force behind promotion of many of the Houston area's diverse cultural, educational, non-profit and beneficial projects, programs and events, including, but not limited to...

- ▶ Black Heritage Society's "Original" Martin Luther King Parade
- ▶ Greater Houston Frontiers Club's MLK Memorial Breakfast
- ▶ International Trade Center's Annual Texas Lunar Festival
- ▶ The Greater Houston Procurement Monthly Breakfast
- ▶ The Houston Community College Black History Scholarship Gala
- ▶ YWCA of Houston's Outstanding Women's Legacy Luncheon
- ▶ International Trade Development Council's Annual Global Seven Awards
- ▶ Broken Chains Awareness Development's Juneteenth Scholarship Gala
- ▶ Houston Minority Supplier & Development Council Business EXPO
- ▶ TWEF's Annual International Financial and Leadership Summit
- ▶ S.H.A.P.E. Center's Elders Institute of Wisdom Youth Enrichment Programs
- ▶ The D-Mars Entrepreneur Awards
- ▶ Houston Livestock Show and Rodeo @ NRG Stadium
- ▶ Greater Houston Frontiers Club's Golf Tournament
- ▶ Political Campaign Consultation, Media Buys and Interview Placement

And many more!

For information on how we can help you play a part in any of the above events/organizations, please feel free to give me a call at 713-880-3733.

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