



BRWEEKLYPRESS

2024 MEDIA KIT



Dear Potential Advertiser



Welcome to the NEW Baton Rouge Weekly Press the #1 newspaper for African Americans in Greater Baton Rouge and surrounding areas. The Baton Rouge Weekly Press is proud to have served our community in this capacity for the past 45 years.

The BR Weekly Press is distributed every week with a total readership of 60,000 and has over 400 distribution points which include State and Local Government agencies, Banks, Churches, Local Businesses, libraries, schools, and colleges including Louisiana State University and Southern University in the East Baton Rouge Parish.

The philosophy of the Weekly Press is quite simple, we believe in the value of people and their community. At the BR Weekly Press, we know the importance of getting involved in our community and understanding the culture, politics, business and advertising needs of our community. For these reasons, many people have made The BR Weekly Press their choice for national and local news, sports, events, and information.

The Weekly Press is proud to be a part of the Greater Baton Rouge area and will always strive for the best in content, accuracy, quality in order to serve our readers, and our advertisers.

Thank you for your continuous support

Ivory D. Payne
CEO/Publisher

The Weekly Press

P.O. Box 74485 • Baton Rouge, LA 70874 • Phone : 225.775.2002
Website: www.brweeklypress.com • Email: brweeklypress@yahoo.com

Demographics

Are primarily readership of Baton Rouge, LA. African American families utilize a variety of products and services including:

- Groceries, Clothing for Church, Work, and School, Banking and Insurance
- Investments, Cable Television, Cell Phones, Real Estate and Apartments
- Office Space, Child Care, Education, Travel, Auto, and Transportation
- Pharmacy, Dining, Hotels for Special Events, Conventions and Parties
- Major Appliances, Furniture • Health, Beauty, Personal Grooming and more

“African Americans are the largest consumers of goods and services in the world.” TARGET MARKET NEWS

Demographics

- Baton Rouge the capital city of Louisiana
- Median Household Income: \$37,897
- Median Family Income: \$47,391
- Home ownership Rate 29 %

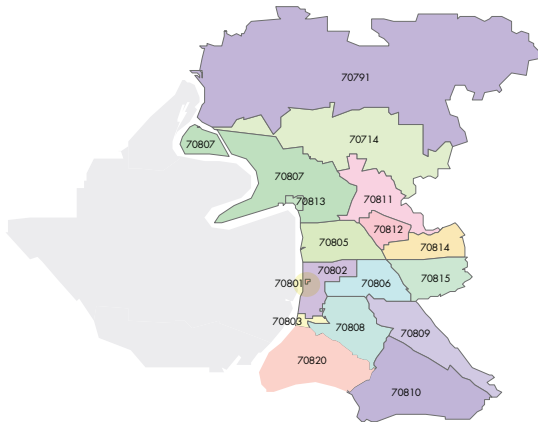
Total Population	229,553
African American Population	114,876

Top Five Expenditures of African Americans nationally are:

- Housing \$145.2 bil.
- Food \$56.5 bil.
- Cars/Trucks \$32.6 bil.
- Clothing \$23.0 bil.
- Health Care \$18.0 bil.

SOURCE: TARGET MARKET NEWS

Our Distribution Area



The Weekly Press

1283 Rosenwald Road
Baton Rouge, Louisiana 70807
Phone: 225-775-2002

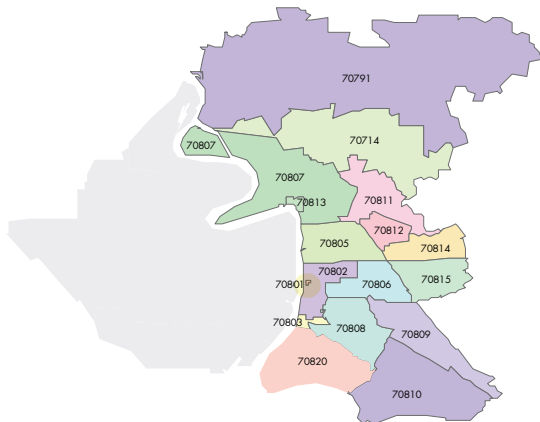
- www.brweeklypress.com
- brwpress@yahoo.com

our readers

Our Readers:

- Are motivated, educated and encouraged by the content of the paper
- Look forward to sharing each issue with others

Our Distribution Area



Primary Target Market

- African American Families Ages 18-74

Readership

- 85% African Americans
- 15% Other

Secondary Target Market

- Community Leaders and Organizations that care for and provide services for members of the community

Distribution

- 20,000 readers weekly
- Distributed FREE at over 400 local businesses, public libraries, hair salons, barber shops, nursing homes, service agencies, and more
- Posted on-line for free download at www.theweekpress.com
- Home Delivery by subscription

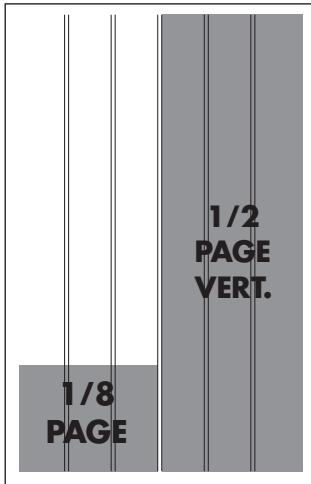
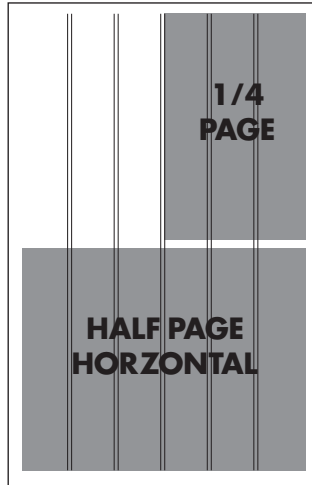
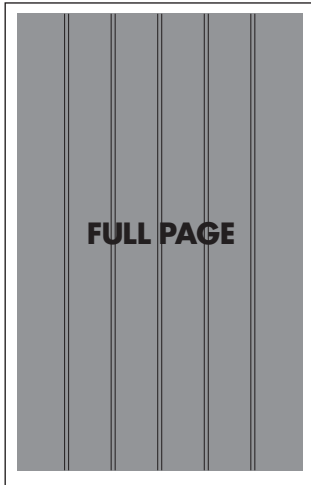
Over 400 + businesses and community organizations look forward to The Weekly Press each week

Circulation — The E•Edition Reaches over 300,000 subscriber and growing. The E•Edition is transmitted weekly. Go to brweeklypress.com and sign up to receive the news in your inbox.

Local Advertising Rates

Circulation – Reaching 60,000 readers each week at over 400 businesses and other locations including restaurants, public libraries, stores, hospitals, social service agencies, and nursing homes in East Baton Rouge Parish.

Advertising Deadline: Friday at 4:00 pm.
6 column Broad Sheet = 127.5 column inches



Ad Size	Cols. Width	Wide	Height	Total Inches	Price
Full Page	6	10.998"	21.25	127.5	\$1,936.00
Half Page Horizontal	6	10.998"	10.625	63.75	\$1018.68
Half Page Vertical	3	5.499"	21.25	63.75	\$1018.68
1/4 Page	3	5.499"	10.625	31.875	\$559.49
1/8 Page	3	5.499"	5.3125	15.9375	\$329.90
1/16 Page	2	3.792"	5.75	9.542	\$237.76
Business Card	2	3.666	2	4	\$101.92

• Due to the COVID-19 pandemic ALL advertisement is prepaid before publishing date.

- Color Advertisement Rates: Add an additional \$400 for color
- An additional 2% will be added for late payment for all advertisement

E•Edition Rates

- 646 x 512 pixels \$400
- 299 x 255 pixels \$250
- Call for special banner size rates and design.

Other ad sizes available. Please contact your sales representative or sales department

Classified Advertising

(Products, Services, Employment, Etc.)
First Ten Words \$8.50 For Classified ads and Additional Words are \$0.10 per word.

Church Directory

Basic Annual \$2,080.00 Weekly \$10.00
Large Annual \$3,120.00 Weekly \$15.00

Inserts

\$65 per 1000
(need by the 16th of month prior to publication)

Web Advertising (.gif, .jpg, .png, .swf)

Small Button Banner 120 x 60 pixels
\$155 – Monthly

Standard Banner 486 x 60 pixels

\$165 - Monthly

Rotating side Banner: Sky Scaper

120 x 600 pixels \$185 – Monthly

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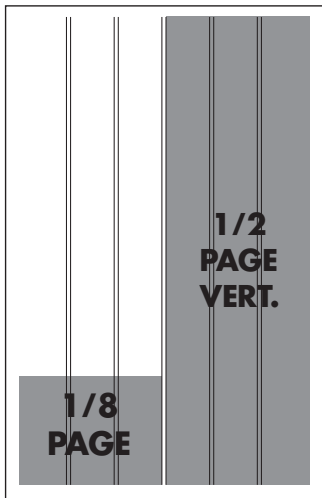
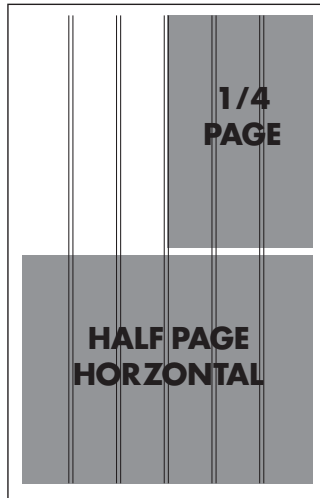
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The Weekly Press

National/Political Advertising Rates

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1/4 Page	3	5.499"	10.625	31.875	\$547.95
1/8 Page	3	5.499"	5.3125	15.9375	\$274.17
1/16 Page	2	3.792"	5.75	9.542	\$164.27
Business Card	2	3.666	2	4	\$68.74

- * Entertainment and Political Advertising are prepaid before publishing date.
- * Color Rates: Add an additional \$100 per color
- * An additional 2% will be added for late payment for all advertisement.

Classified Advertising

(Products, Services, Employment, Etc.)
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and Additional Words are \$0.10 per word.

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The Weekly Press

website

www.BRWeeklyPress.com
International Website for the BR Weekly
Press



- Read Digital BR Weekly Press Online
- BR Weekly Press Daily Content and Editorial Update
- BR Weekly Press Online Business Directory
- BR Weekly Press Video Content
- Links to BR Weekly Press Social Pages and Newsletter Registration
- Advertisement Banners and Headers
- Internet Radio Partner
 - Purchase Radio Spots
 - Purchase Radio Programs



The Weekly Press
THE PEOPLE'S PUBLICATION