

“THE ATLANTA INQUIRER” NEWSPAPER

“THE WEEKLY BLACK HISTORY SOURCE
FOR YOU AND YOUR CHILDREN”



“KEEPS YOU ABREAST OF BLACK CURRENT EVENTS”

One full page= 11.5 inches wide x 21.5 inches tall
(Broadsheet)

Line Screen=85 percent

- 1 column = 1 3/4 inches wide
- 2 column = 3 5/8 inches wide
- 3 column = 5 9/16 inches wide
- 4 column = 7 1/2 inches wide
- 5 column = 9 9/16 inches wide
- 6 column = 11 1/2 inches wide

Column x Inches

Quarter page = 31.5” (3 columns x 10.5”)

Half page = 64.5” (6 column x 10.75” or 3 column x 21.5”)

Full page = 129” (6 columns x21.5”)



The
ATLANTA
INQUIRER

“To Seek Out The Truth And
Report It Without Fear Or Favor”

2012

Special Edition & Editorial Calendar



2012 SPECIAL EDITION ISSUES

Martin Luther King Jr. Edition (1-14-2012)
 Due Date: On or before 01-06-2012

Black History Month Editions
 Due Dates For Issue:
 02-04-2012 on or before 01-27-2012
 02-11-2012 on or before 02-03-2012
 02-18-2012 on or before 02-10-2012
 02-25-2012 on or before 02-17-2012

NASCAR Edition (03-03-2012)
 Due Date: On or before 02-24-2012

Black Press Week (3-17-2012)
 185th Edition of the Black Press
 Due Date: On or before 03-02-2012

Anniversary of the Atlanta Students Appeal for
 Human Rights Movement 14-18, 2012 (3-17-2012)
 Due Date: On or before 03-09-2012

Freedom Run (3-17-2012)
 Due Date: On or before 03-09-2012

Career Edition (4-14-2012)
 Due Date: On or before 04-06-2012

Hispanic "Cinco De Mayo" (05-05-2012)
 Due Date: On or before (04-27-2012)

Mother's Day Edition (05-12-2012)
 Due Date: On or before 05-04-2012

Diversity Edition (05-05-2012)
 Due Date: On or before 04-27-2012

Memorial Day (5-26-2012)
 Due Date: On or before 05-18-2012

Graduation/Prom Editions
 Due Dates for Issue:
 05-19-2012 on or before 05-11-2012
 05-26-2012 on or before 05-18-2012
 06-02-2012 on or before 05-25-2012

Black Music Month
 Due Dates For Issue:
 06-02-2012 on or before 05-25-2012
 06-09-2012 on or before 06-01-2012
 06-16-2012 on or before 06-08-2012
 06-23-2012 on or before 06-15-2012
 06-30-2012 on or before 06-22-2012

Father's Day (6-16-2012)
 Due Date: On or before 06-08-2012

Independence Day (07-07-2012)
 Due Date: On or before 06-29-2012

National Black Arts Festival
 Due Dates For Issue:
 07-07-2012 on or before 06-29-2012
 07-14-2012 on or before 07-06-2012

Back-to-School Editions
 Due Dates For Issue:
 07-07-2012 on or before 06-29-2012
 07-14-2012 on or before 07-06-2012
 07-21-2012 on or before 07-13-2012
 07-28-2012 on or before 07-20-2012

Anniversary Edition (08-04-2012)
 Due Date: On or before 07-26-2012

Official Med-Week Edition (08-25-2012)
 (Saluting Minority Entrepreneurship)
 Due Date: On or before 08-17-2012
PLEASE NOTE: Date may change in 2012

Labor Day Issue (09-01-2012)
 Due Date: On or before 08-24-2012

100 Black Men of Atlanta Football Classic (09-29-2012)
 Due Date: On or before 09-14-2012

Fall Home Improvement (10-06-2012)
 Due Date: On or before 9-28-2012

Halloween/Fall Festival (10-27-2012)
 Due Date: On or before 10-19-2012

Thanksgiving Editions
 Due Dates For Issue:
 11-17-2012 on or before 11-09-2012
 11-24-2012 on or before 11-16-2012

Christmas Editions (12-22-2012)
 (Christmas, Hanukkah, Kwanzaa)
 Due Date: On or before 12-07-2012

New Year's Edition (12-29-2012)
 Due Date: On or before 12-14-2012
 NOTE: Office will close 12-24-2012 and re-open 01-02-2013

ADVERTISING RATES

OPEN/NATIONAL	[\$2.31 per line].....	\$32.34
OPEN/LOCAL	[\$1.83 per line].....	\$25.88
* 1,000 Column Inches.....	[\$1.66 per line].....	\$23.23
* 2,000 Column Inches.....	[\$1.30 per line].....	\$18.09
* 10,000 Column Inches.....	[\$1.09 per line].....	\$15.15
* 20,000 Column Inches.....	[\$0.87 per line].....	\$12.08

CLASSIFIED ADVERTISING

Minimum Charge.....	\$12.97
One Insertions.....	per line \$1.86
Four Insertions.....	per line \$1.66
Ten Insertions.....	per line \$1.42
Thirteen Insertions.....	per line \$1.14

*Advertising Agencies are to add their commission to these rates.

**For effective exposure, impact and penetration
 on Atlanta's Influential Black Consumer Dollar Market**

2012 SPECIAL EDITION ISSUES

BONUS:

You may also email (news@atlinq.com) editorial copy, to be published free of charge, when you order either a full page or half page advertisement for any of our special sections.

RATES:

Full page	\$3,329.09	Half page	\$1,668.75
Quarter page	\$814.96	Eighth page	\$420.42

Rate is \$24.64 per column inch
 Page size is SAU, 6 columns x 21½ inches (11.5 inches wide x 21.5 inches tall) - Broadsheet
 5% Discount-purchase 2 editions, 10% Discount-purchase 3 editions, 15% Discount-purchase 4 or more editions! Must be paid in advance to qualify for these costs/rates.

Thank you for choosing to advertise in *The Atlanta Inquirer's* Special Edition Issue(s). Please complete and submit all information by the **due date of your issue choice**. Reserve your ad space now! Help keep the community informed.

Send copy to email address : ads@atlinq.com or adsend copy to [GAFFN](#)

Company:		
Address:		
City:	State:	Zip:
Phone:	Contact:	
E-mail		

Edition: _____ Ad Size: _____

Edition: _____ Ad Size: _____

Edition: _____ Ad Size: _____

**PLEASE FAX or Email TO: John B. Smith, Sr. or Pamela D. Smith
 @ (404) 523-6088 or jbs@atlinq.com,
 ads@atlinq.com or pds@atlinq.com**

**Mailing Address: *The Atlanta Inquirer*
 947 Martin Luther King Jr. Drive, NW
 Post Office Box 92367
 Atlanta, Georgia 30314-0367
 Phone: (404) 523-6086**

We are your community newspaper!



52nd ANNIVERSARY OF THE ATLANTA INQUIRER

SPONSORSHIP RATES 2012

Sponsor: _____ Contact: _____

Phone: _____ Fax: _____

E-Mail: _____

Please check the event or events you or your company would like to sponsor.

SPONSORSHIP LEVEL

SEE SPECIAL EDITORIAL CALENDAR 2012

Thank you for your continued support of *The Atlanta Inquirer* where this partnership will ultimately serve to bring our community together in ways that will benefit the city of Atlanta.

Please fax or e-mail your response by or before January 9, 2012.

The Atlanta Inquirer:
E-mail Addresses:
jbs@atlinq.com, or **ads@atlinq.com**

Main: 404-523-6086 Fax Number: 404-523-6088



August 2011

We respectfully solicit your sponsorship of events that will continue to have an historical impact on our city, state, nation, and even inspire worldwide quests for change in the area of human rights.

The necessity to chronicle and record African-American activities can best be chronicled in *The Atlanta Inquirer* newspaper. If you believe in the contribution of all Americans for the growth and well-being of our nation, we ask you to advertise in *The Atlanta Inquirer* and unite in celebration of this collective effort.

2012 marks the 52nd anniversary of *The Atlanta Inquirer*. Enclosed for your perusal is a sponsorship proposal for 2012. We have identified major events throughout 2012 from a Black American perspective. There are nine sponsorship levels for your review.

We encourage you to seriously consider supporting this worthy endeavor and help celebrate the legends of African-American history. **Please note deadline dates for the issues listed. A response, at your earliest convenience would be very much appreciated, and will help us in planning for a successful year.**

Please allow me an appointment, at your earliest convenience, to discuss this prospective partnership at a time mutually convenient with your schedule.

If you have any questions, do not hesitate to call Kimberly Bryant, Pamela D. Smith, or myself, at (404) 523-6086.

We are your community newspaper!

Very truly yours,

John B. Smith, Sr.
Publisher and Chief Executive Officer
The Atlanta Inquirer
First Vice Chairman (2009-Present) and Past Chairman (2005-2009)
National Newspaper Publisher's Association (NNPA)
"The Black Press of America"

E-Mail Addresses: **jbs@atlinq.com** or **ads@atlinq.com**

SPONSORSHIP INCENTIVES

TITLE SPONSORSHIP \$150,000.00

- 1 Full-Page Color advertisement in 26 *Atlanta Inquirer Issues*
- 2 Extra Full Page advertisements during 2012
- Corporate logo / collateral materials - All events
- Press Releases
- Web Site Banner Ad
- Promotional Banner / Signage - All events
- Scholarship & Internship Partnership Listings
- Logo on Runner's T-shirt
- Publicity/Photo Opportunities
- Added value: 2012 Black History Educational and coloring supplements*

PLATINUM SPONSORSHIP \$100,000.00

- 1 Full-Page Color advertisement in 21 *Atlanta Inquirer Issues*
- 1 Extra Full Page advertisement during 2012
- Corporate logo / collateral materials - All events
- Press Releases
- Web Site Banner Ad
- Promotional Banner / Signage - All events
- Scholarship & Internship Partnership Listings
- Publicity/Photo Opportunities

GOLD SPONSORSHIP \$ 75,000.00

- 1 Full-Page Color advertisement in 16 *Atlanta Inquirer Issues*
- 1 Extra Half Page advertisement during 2012
- Corporate logo / collateral materials - All events
- Press Releases
- Web Site Banner Ad
- Promotional Banner / Signage - All events
- Scholarship & Internship Partnership Listings
- Publicity/Photo Opportunities

SILVER SPONSORSHIP \$ 50,000.00

- 1 Full-Page Color advertisement in 12 *Atlanta Inquirer Issues*
- 1 Extra Quarter Page advertisement during 2012
- Corporate logo / collateral materials - All events
- Press Releases
- Web Site Banner Ad
- Photo opportunities
- Promotional Banner / Signage - All events
- Scholarship & Internship Partnership Listings
- Publicity/Photo Opportunities

BRONZE SPONSORSHIP \$ 45,000.00

- 1 Full-Page Color advertisement in 8 *Atlanta Inquirer Issues*
- Corporate logo / collateral materials - 3 events
- Press Releases
- Web Site Banner Ad
- Promotional Banner / Signage - 2 events
- Scholarship & Internship Partnership Listings
- Publicity/Photo Opportunities

IN-KIND SPONSORSHIP \$ 35,000.00

- 1 Full-Page Color advertisement in 6 *Atlanta Inquirer Issues*
- Corporate logo
- Press Releases
- Promotional Banner / Signage - 2 events
- Publicity/Photo Opportunities

PUBLISHER SPONSORSHIP \$ 25,000.00

- 1 Full Color Page advertisement in 3 *Atlanta Inquirer Issues*
- Corporate logo
- Press Releases
- Promotional Banner / Signage - 1 event
- Publicity

EDITORIAL SPONSORSHIP \$ 12,000.00

- 1 Full Color Page advertisement in 2 *Atlanta Inquirer Issues*
- Corporate logo
- Press Releases
- Promotional Banner / Signage - 1 event

ASSOCIATE SPONSORSHIP \$ 10,000.00

- 1 Full Color Page advertisement in 1 *Atlanta Inquirer Issue*
- Corporate logo
- Press Releases

* There is a \$20,000 value for this customized Black History and coloring supplement. The supplements are available all year. Sample copy(ies) provided upon request by email.