

THE CHICAGO CRUSADER & THE GARY CRUSADER

2016 MEDIA KIT



THE Crusader

NEWSPAPER GROUP



YOUR COMMUNITY • YOUR NEWS • YOUR CRUSADER

WWW.CHICAGOCRUSADER.COM

WWW.GARYCRUSADER.COM

HISTORY



The Crusader Newspaper Group consists of two weekly newspapers in Illinois and Indiana featuring news, commentary and lifestyle reporting geared toward the African American community. The Chicago Crusader and Gary Crusader, published by minority media champion Dorothy R. Leavell, reach two unique markets with a shared \$47 billion (annual) consumer buying power. The Chicago Crusader is circulated in twenty-three Chicago communities recognized as predominantly African American.

history of Black Chicago. Today it remains the city's most celebrated weekly, reaching almost 500,000 readers. It has received numerous awards and recognitions for its reporting and photo journalism spanning seven decades.



The Gary Crusader, published in Gary, Indiana since 1961 provides a much needed voice and news operation to Northwest Indiana including the cities of Gary, East Chicago and Hammond.

The Crusader Newspaper Group, with offices in Chicago and Gary remains committed to its mission of improving the lives and protesting the interests of African Americans. Both publications are voting members of the National Newspaper Publishers Association (NNPA), a trade organization which represents more than 200 African American newspapers in the United States and its territories.

The Chicago Crusader, first published in 1940, was co-founded by businessman and labor leader Balm L. Leavell, Jr. along with partner Joseph H. Jefferson. Originally established as the news organ of the National Labor Relations League, the Chicago Crusader soon emerged as the leading voice for tens of thousands of African Americans on issues of education, business, civil rights, criminal justice and civic affairs.

From the beginning, the Chicago Crusader has championed the interests and chronicled the rich



DOROTHY R. LEAVELL

**Editor & Publisher,
Crusader Newspaper Group**

Dorothy R. Leavell continues to be at the helm of the Black Press of America. Since 1968, she served as editor and publisher of the Crusader Newspaper Group - Chicago, Illinois and Gary, Indiana, after the death of her first husband Balm L. Leavell Jr. co-founder of both publications in 1940 and 1961, respectively.



Ms. Leavell was elected president of the National Newspaper Publishers Association (NNPA), a Black newspaper trade organization, in June 1995 for a two-year term and was re-elected in June 1997 ending her term in 1999.



In June 2006 Mrs. Leavell was elected Chairman of the National Newspaper Publishers Association Foundation. The Foundation oversees the philanthropic arm of the Association including the NNPA News Service, providing news articles and columns to the membership; NNPA Black Press Archives housed at Howard University in Washington, D.C., as well as administer internships, scholarships and grants to college students throughout the United States. She termed out as Chairman in June, 2011. But her service to NNPA did not end there, she was elected as Region 3 board member during the June, 2011 convention. Also during that convention she was named "Publisher of the Year" at the Merit Awards gala.

She served as Chairman of the National Black Chamber of Commerce and is an Advisory Board member of the National Civil Rights Hall of Fame.

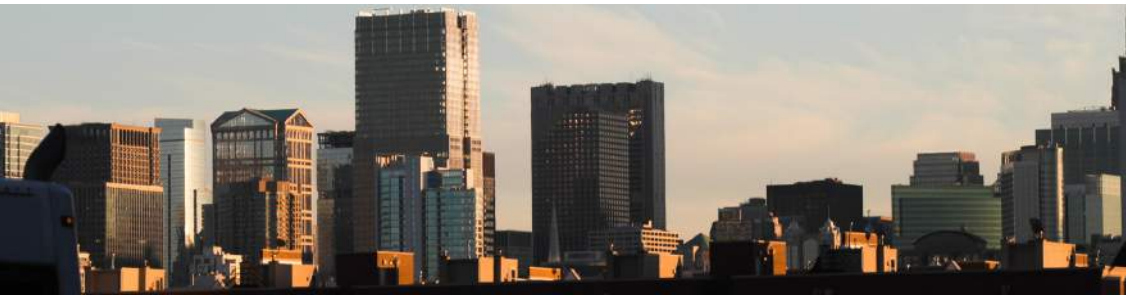


Additionally, she is a founding member of "Heroes in the 'Hood," a Chicago program which celebrates young people who have performed volunteer and heroic deeds, yet have gone largely unrecognized.

A native of Pine Bluff, Arkansas her early formal education was achieved in the public schools of Pine Bluff. She furthered her education at Roosevelt University in Chicago.

She is the wife of John Smith, her second husband, and the mother of two children and three grandchildren. She also raised a niece and nephew. Mrs. Leavell is currently working on a memoir.





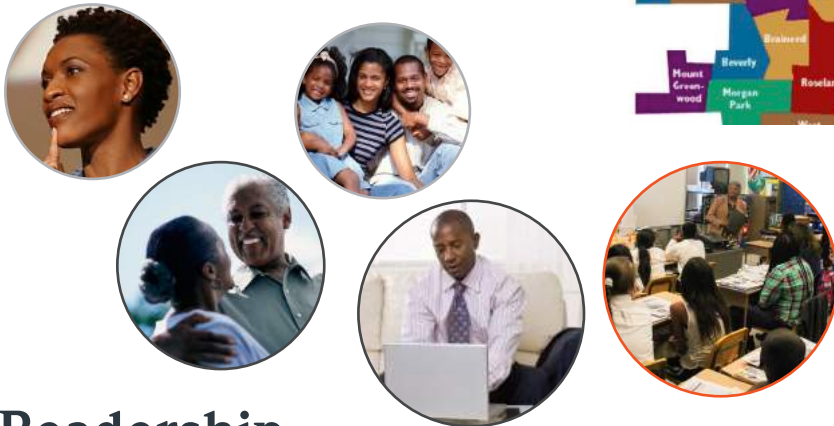
Total Market Coverage

THE CHICAGO Crusader

Distributed in Chicago, Cook County, neighborhoods with a high percentage of African Americans: South Side (limits apply), West Side (limits apply), South and West Suburbs including Maywood, Oak Park, Bellwood, Matteson, Olympia Fields, Park Forest, Richton Park, Glenwood, Harvey, Dolton, Phoenix, Robbins and Calumet City



Chicago, IL



Readership

Crusader readers are African American, affluent, brand "loyal and informed about the consumer decisions they market. A 2014 study revealed 87.6% of readers who read Black newspapers regularly do not regularly read mainstream daily newspapers. The Crusader newspapers reach the consumer you most want to reach when you want to reach them. A 2014 Crusader readership survey revealed:

Gender	Age	Lifestyle	Education
Male 35%	18-34: 34%	Married 35%	High School Graduate 75%
Female 65%	35-54: 37%	Single/Never Married 30%	Some College 17%
	55+: 29%	Divorced 20%	Graduate Degrees 8%
		Widowed 15%	

THE GARY Crusader

Distributed in the largest city in Northwest, Indiana, (Lake County) including East Chicago and Hammond; all of Gary's areas include high concentration of African Americans.



Gary, IN

CIRCULATION

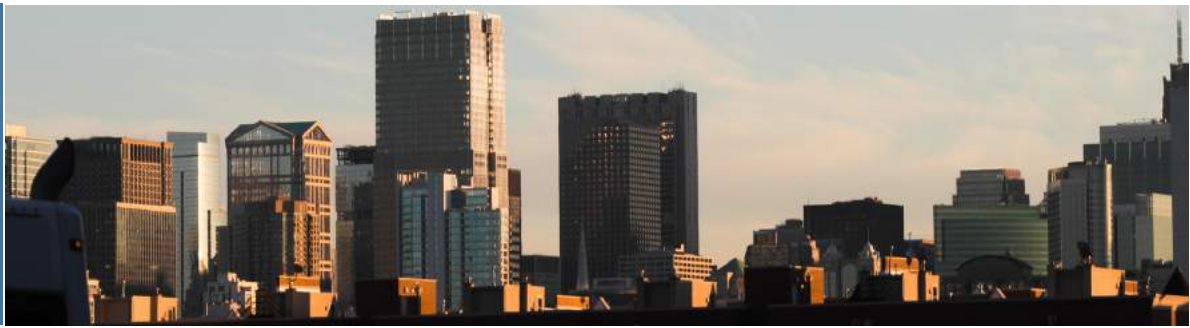
CHICAGO CRUSADER

Total Paid 90,921
 By Subscription 2,780
 At News Stands 88,141

GARY CRUSADER

Total Paid 58,056
 By Subscription 1,803
 At News Stands 56,253

Figures are averages as reported in Statement of Ownership, Management and Circulation Total combined paid weekly circulation: **148,977**
 Total combined weekly readership: **446,931**



The Brand



African American consumers in Chicago and Gary spend annually for the following goods and services (combined): Apparel \$1,048 billion; Beverages \$196 million; Cars & Trucks \$1,389 billion; Entertainment \$127 million; Food \$3,395 billion; Household Furnishings \$581 million; Personal Care Products \$334 million; Telephone Service \$825 million; Travel & Lodging \$291 million.

(Source: 2014 Target Market News)

Digital Media

Crusader Online is the news and information portal for the Crusader Newspaper Group. Black newspapers are read, trusted and valued by African-Americans. They are especially attentive to issues in the local Black community, and provide information and perspectives that are largely missing from general media.

Consumers of African American newspapers have the same habits when it comes to the internet. According to Nielsen NetRatings and comScore Media Metrix figures, 5.8 million African-Americans spend over 1 billion minutes on AOL each month.

The Crusader Online products offer effective branding tools to uniquely position your company among our African American consumer market.

BANNER ADS: Crusader Online offers a variety of sizes to support your marketing message, logo and graphics.

E-BLASTS: Advertise or sponsor one of our Crusader electronic newsletters. With a high click-through rate, our readers will be exposed to your message each week.

ONLINE VIDEO: Crusader Online provides unique video footage to our subscribers. Each broadcast is related to a special event or topical news item promoted in the newspaper edition. Marketers can sponsor a series of video messages and target consumers in one of several E-packages.



HOUSEHOLD

Home/Condo	42.5%
Renters	57.5%
Vacation Property	27%

AUTOMOBILE

Car Owners	42%
SUV Owners	37%

FINANCIAL

Bank Accounts	42%
Credit Cards	37%
IRAs	27%
Mutual Funds	79.2%
Other Investments	22.3%

BLACK BUYING POWER:

\$1.1 Trillion (2014)

BLACK U.S. POPULATION:

41.5million

TOP FIVE BLACK CITIES:

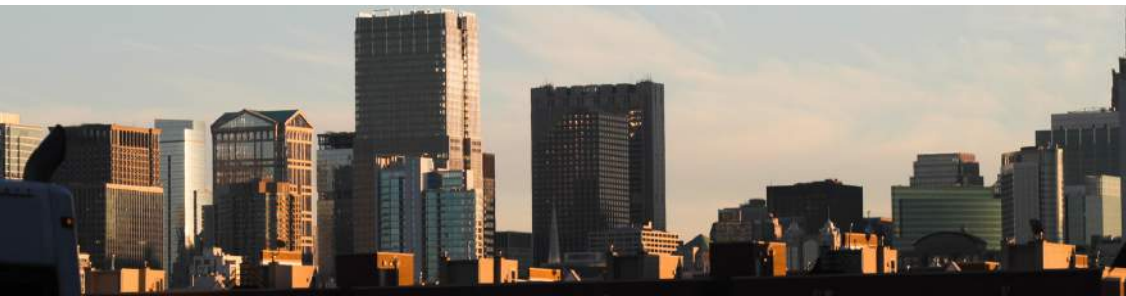
- New York
- Chicago
- Philadelphia
- Detroit
- Houston

TOP FIVE BLACK METROS:

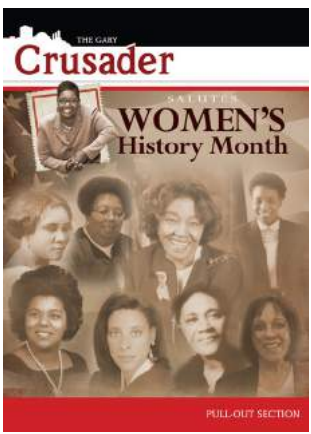
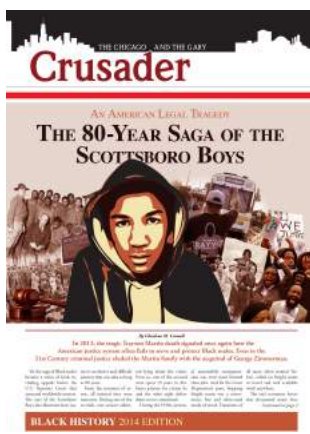
- New York – New Jersey
- Washington – Baltimore
- Chicago-Gary
- Atlanta
- Philadelphia

TOP FIVE EXPENDITURES:

- Housing \$214.4 billion
- Food \$80.6 billion
- Cars/Trucks \$75.1 billion
- Clothing \$24.8 billion
- Health Care \$31.4 billion



The Calendar



SPECIAL EDITIONS

2016 Plan to be a part of upcoming Special Issues

The Crusader Newspaper Group publishes 52 issues per market each year. In addition to its regular news coverage, it also publishes a number of special editions which attract some of the largest advertisers in the region and nation. All Special editions are prominently featured on Crusader Online for extra coverage.

JAN	Dr. Martin Luther King Jr. Special Edition	16, 2016
FEB	Black History Month	6, 13, 20, 27, 2016
MAR	Women's History Month	5, 12, 19, 26, 2016
	Black Press Week	13-19, 2016
MAY	Vacation/Travel	14, 2016
	Heroes in the Hood	19, 2016
JUNE	Gary Crusader Anniversary Issue	June 4, 2016
	Wedding Edition	11, 2016
	Black Music Month	4, 11, 18, 25, 2016
AUG	Education Issue/Back to School	13, 2016
SEP	Business to Business - Finance	24, 2016
OCT	African-American Health & Breast Cancer Awareness	15, 2016
DEC	Holiday Gift Giving Guide	3, 2016
	Holiday/Kwanzaa Special Issue	17, 2016
	New Year - New You Special Issue	24, 2016



The Crusader is WHERE you wanna be!



Mechanicals

Publication Date

The Chicago Crusader and Gary Crusader are published weekly on Wednesday, distributed by Thursday morning and dated for Saturday.

Crusader Online

Content is updated each Friday by 11 a.m. Content must be received by the preceding Thursday at 5 p.m.

Closing Date

Deadline is Tuesday preceding the issue at 12 p.m. for all advertising. Editorial copy is due Monday preceding date of publication at 5 p.m. Camera-ready copy accepted Wednesday at 12 noon if space has been reserved.

Copy Requirements

Photographs, Zip (10mb or 250mb); email (PDF, QuarkXpress, Microsoft Word, Macintosh format) Screens should be 85 lines per inch.

Color Capabilities

Full color (black plus 3 colors) available

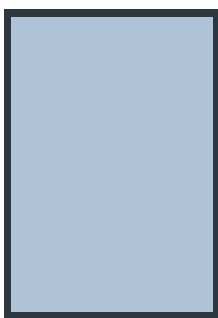
Electronic Transmissions

Ads may be placed Electronically in PDF, JPEG and EPS files.

Email Copy to:

ads@chicagocrusader.com or ads@garycrusader.com
Emails must include the issue date and a contact number and email for the ad designer in case of mechanical or transmission concerns.

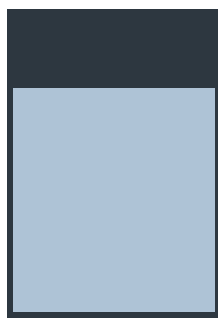
Advertising Measurements



Full Page

10"x14"

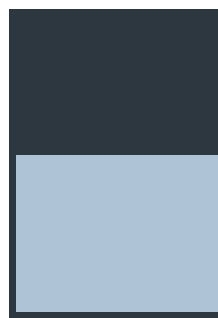
70 Column inches



Three-Fourth

10"x10.5"

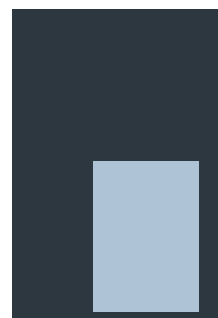
52.5 Column inches



Half Page

10"x7"

35 Column inches



Fourth Page

6"x6"

17.5 Column inches

All Rates Are Gross

For National/ Local Rates & Specials Contact

Mr. John Smith, General Manager - Advertising Director
Crusader Newspaper Group
6429 S. King Drive, Chicago, IL 60637

Phone: (773) 752-2500
Fax: (773) 752-2817

Email: ads@chicagocrusader.com

REQUIREMENTS

All sizes conform to SAU standards

Display

Page Print Size	10 3/8"x14"
Column Width	1 7/8"
Column Depth	14"
Columns Pre Page	5"
Column Inches Per Page	70"

Classified Ads

Page Print Size	10 3/8"x14"
Column Width	1 1/2"
Column Depth	14"
Columns Per Page	6
Column Inches Per Page	84"

Online

Video Ad (30 sec.) 392x72

The Rates

National

Open Rate

\$136.24 pci (The Crusader Newspaper Group)
Preferred Position Extra 35%

Color Cost

Color \$350 first
\$250 each additional
\$1,100 Full Color

Inserts

\$70 per M

20,000 minimum

Discount Rates

250 inches \$132.47 pci
500 inches \$125.50 pci

Combination Classifieds

(Chicago & Gary Coverage)

Per agate line \$6.00
PCI \$84.00

Commissionable & Cash Discounts

Agency Commission 15% Gross
Cash Discount 2% Net - 10 days

The Classifieds

Rates

\$6.00 per agate line

\$84.00 per column inch

Publication Date

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Closing Date

Deadline is Tuesday preceding the issue at 12 p.m. for all advertising.

Cancellations

Payments must be submitted with classified ad in order to reserve space. It cannot be cancelled after the closing deadline.

Electronic Transmissions

Ads may be placed electronically in PDF, JPEG, and EPS files.

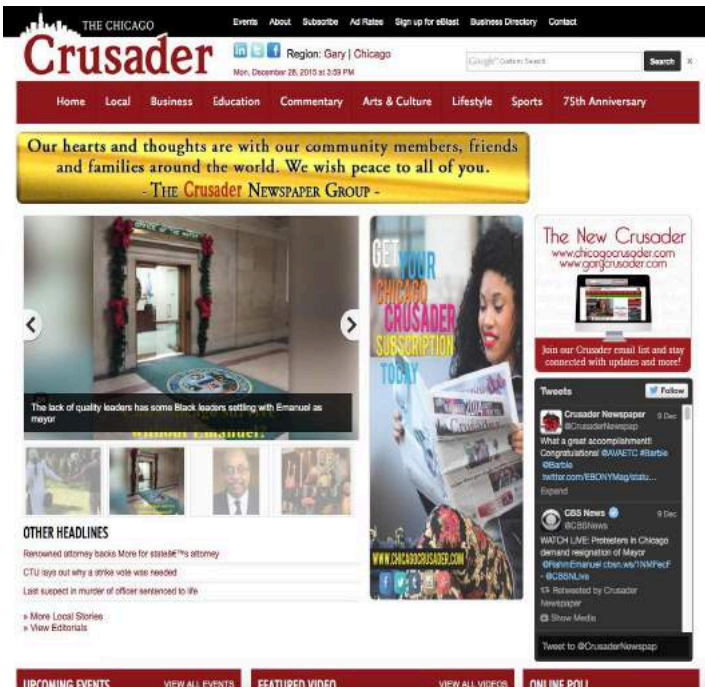
Email Copy To:

ads@chicagocrusader.com

Emails must include the issue date and a contact number and email address for the ad designer in case of mechanical or transmission concerns.



Crusader Online Advertising



The Crusader Newspaper Group can customize online and print advertising packages to meet your budget and target audiences.

Leader Banner

Visible above below the masthead; anchors all pages

Large banner - Bottom

Visible at the bottom; anchors all pages

Right Banner

Embedded inside new stories and rotated throughout pages

Archived Banner

Embedded on sectional pages located in the lower right corner

Newsbanner

Embedded above article on website

Leader Banner - Top	1000 x100
Large Banner -Bottom	1000 x 100
Right Banner	231 x 515
Archived Banner	364 x 352
News Banner	755 x 90



Your Community

Your News

Your Crusader

THE Crusader NEWSPAPER GROUP

The Chicago Crusader

6429 S. King Drive
Chicago, IL 60637
773.752.2500

Email: ads@chicagocrusader.com
news@chicagocrusader.com
www.chicagocrusader.com

The Gary Crusader

1549 Broadway
Gary, IN 46407
219.885.4357

Email: ads@garycrusader.com
news@garycrusader.com
www.garycrusader.com