



spreading the news about people of color

Print and Online

2017 Media Kit and Rate Card

Denver Urban Spectrum

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www.denverurbanspectrum.com



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Why the Denver Urban Spectrum?

Because advertising to today's multi-cultural markets requires a marketing strategy designed exclusively for the multi-cultural consumer. We provide solutions to your important business goals by

- Selling your goods, service and events to our growing markets and
 - Reaching new customers for you.

The *Denver Urban Spectrum (DUS)* is a free, monthly publication dedicated to Denver's multi-cultural interests. The distribution of 25,000 papers attracts 60,000 readers every month – reaching predominately African American and Latino American adults with annual household incomes over \$50,000. Since launching the *DUS* ePublication, daily Web site statistics are increasing daily.

Urban Events is an electronic WAG (Weekly Advertiser Guide), a new advertising opportunity for print advertisers and those who want to reach another market. Every Monday, Urban Events, is published and distributed to more than 5,000 subscribers.

The *Denver Urban Spectrum's* high quality and thought provoking print publication format has made the paper the most consistently sought after ethnic publication in the state – therefore one of the most effective for its advertisers. In addition to its regular format, the *Denver Urban Spectrum* features promotions and contests to keep reader interest strong and to add value to your advertising dollars. Additionally, advertisers benefit from the high visibility and acceptance from the general public. The amount of time and energy spent in community involvement and sponsoring community events pays off for everyone associated with *DUS*.

The *Denver Urban Spectrum – Print and Online* has proved to be an effective advertising vehicle, targeting and reaching prospective customers with messages that tell them about your businesses, activities, products and services, and the benefits of doing business with you.

Barriers to multi-cultural development are coming down. Ethnic populations, standard of living, and purchasing power are growing. If you don't already know, find out what the *Denver Urban Spectrum – Print and Online* can do for you. Use the *Denver Urban Spectrum*, Colorado's premier community based multi-cultural newspaper and electronic publication, to build your business and meet the growing demands of ethnic consumers. When you advertise your business, you will attract the attention of a diverse and monied population and gain the opportunity to tap into a new segment of customers. How? By advertising to the ethnic community in Colorado's #1 multi-cultural publication – the *Denver Urban Spectrum – Print and Online*.

Denver Urban Spectrum Online: *Connecting People 2 People*

Denver Urban Spectrum offers a diverse array of advertising opportunities for small businesses, organizations and corporations. In addition to printing an award-winning publication, goals are not only to spread the news about people of color but also to “Connect People 2 People” in today’s global society. Community – local, national and international – will always be at the forefront with Denver Urban Online (DUSO). Anyone on the World Wide Web can read DUSO. In addition to the print publication, here’s what is offered on **Denver Urban Spectrum Online**.

Online: ePublication

In addition to the award winning print publication, *Denver Urban Spectrum* launched its ePublication in September 2009. Readers, advertisers and supporters can view the monthly publication in its entirety on the Denver Urban Spectrum’s Web site at www.denverurbanspectrum.com. This user friendly digital page by page flip format is published in full color.

Online: eNewsletter

As a quick read, *Denver Urban Spectrum’s* monthly eNewsletter “Connecting People 2 People” provides subscribers with a personal message from the publisher, information on upcoming events, people profiles and advertisers. Direct links to SpectrumTalk (bloggers) and the Around Town photo gallery drive readers to the Web site on a regular basis. Direct links to advertisers’ business or event is another added value for committed advertisers.

Online: WAG - Urban Events

Urban Events is an electronic advertising guide for events and happenings in Denver and surrounding communities. Urban Events is *DUS’s* Weekly Advertisers Guide and newest advertising addition for monthly print advertisers and an advertising opportunity for those who missed the monthly print deadline. Every Monday, *Denver Urban Spectrum* publishes and distributes Urban Events, an electronic advertiser guide to more than 5,000 subscribers.

Video Advertising: DUS Website

Coming in 2017 – Call about Special Introductory Rates!

*Your communication and advertising source...
The Denver Urban Spectrum – Print and Online!*



Inside The Denver Urban Spectrum – Print and ePublication

Please note: Departments may not appear every month

COVER STORIES AND FEATURES

Stories that affect multi-cultural communities, locally, regionally, and nationally

LOCAL AND NATIONAL COLUMNISTS

Analysis and commentary about current issues written by local and national columnists, including political personalities

MAYOR'S CORNER

Read about what's happening at the office of Denver's Mayor and in the city

CURTAIN CALL AND REEL ACTION

Critiques of movies and local plays with special emphasis on those by or about people of color

MUSIC MOMENTS AND ENTERTAINMENT

A spotlight on local talent, top-selling musical artists, and future concerts in the area

ART IN THE MEGALOPOLIS

A critique of local exhibitions and artists with special emphasis on those exhibits by or about people of color

FROM THE SIDELINES

News about sports including profiles of athletes

NEWSVIEWS

News briefs focusing on issues concerning the multi-cultural population

HATS OFF TO

A showcase for individuals, who have made achievements on the job, in business, in politics, and other areas of interest

COMMUNITY NOTES

General information about the month's community events ranging from workshops and lectures to exhibits and fairs

CLASSIFIED ADVERTISING

Help wanted ads, legal notices, personals, and employment opportunities



Monthly Themes – Print and ePublication

Please note: Themes are subject to change

JANUARY

A Salute to Dr. Martin Luther King Jr.

FEBRUARY

Black History Awareness and Recognizing
“African Americans Who Make a Difference”

MARCH

International Women's History

APRIL

Denver Urban Spectrum Anniversary

MAY

Mother's Day, Cinco de Mayo

JUNE

Father's Day, Juneteenth Celebration

JULY

Summertime in the Rockies

AUGUST

State of the City

SEPTEMBER

Youth, Education, and Career Options

OCTOBER

Health, AIDS and Breast Cancer Awareness

NOVEMBER

A Salute to Seniors

DECEMBER

Winter Holiday Season



Facts and Demographics - Print

- The *Denver Urban Spectrum* has published since 1987
- The *Denver Urban Spectrum* has an audience of approximately 60,000 readers
 - Readership: African Americans, 69%; Latino Americans, 21%; Asians and Native Americans 5%; and Whites 5%
 - Gender: Female 58% — Male 42%
 - Married — 67%; Single — 33%
- Most of *Denver Urban Spectrum* readers are between 25 and 49 years of age
 - College graduates or higher — 42.7%
 - Residency: Denver County — 72.1%; Adams and Arapahoe County — 22.4%; Other — 5.5%
 - Homeowners — 54%; Renters — 46%
 - Annual Incomes: \$20,000 and under — 21.2%; \$20,000 to 50,000 — 36.3% and; \$50,000+ — 42.5%

Telephone: 303-292-6446 **Fax:** 303-292-6543
General E-mail: DenverUrbanSpectrum@urbanspectrum.net
Advertising Inquires: Advertising@urbanspectrum.net
Web site: www.denverurbanspectrum.com



Distribution - Print

The *Denver Urban Spectrum* print publication circulates 25,000 copies each month. Free distribution is designed to reach the largest number of multi-cultural neighborhoods. Based on market research indicating high levels of ethnic populations and interest in certain areas, targeted and concentrated distribution are in the following metro Denver areas:

- ❑ Aurora
- ❑ Capitol Hill
- ❑ Cherry Creek
- ❑ Commerce City
- ❑ Downtown Denver
 - ❑ Five Points
- ❑ Green Valley Ranch
 - ❑ Lakewood
 - ❑ Montbello
 - ❑ Park Hill
- ❑ Southwest Denver

Plus

- ❑ Colorado Springs

Distribution locations include educational institutions, churches, libraries, public buildings, civic agencies, bookstores, restaurants, barber and beauty shops, music and video outlets, and other locations where there is a high interest in the publication. The *Denver Urban Spectrum* print publication also reaches across the state with distribution points and subscriptions nationwide.



Advertising Rates & Specifications - Online

A. **Web Site Ads** – Currently, *DUS* is offering flat rates versus rates based on CPM’s. This means as we attract more viewers to the site, your investment with us will increase in value per month and per issue. (See sizes on next page)

a. Full Banner Homepage – 468 x 60 – (1 Available annually)	\$ 3,500
b. Rotating Square Banner 336 x 280 Annual.....	\$ 2,400
c. Rotating Square Banner 336 x 280 Quarterly.....	\$ 1,000
d. Rotating Square Banner 336 x 280 Monthly.....	\$ 400
e. Rotating Skyscraper 160 X 600 Annual	\$ 1,500
f. Rotating Skyscraper 160 X 600 Quarterly	\$ 600
g. Rotating Skyscraper 160 X 600 Monthly	\$ 250
h. Rotating Square Button – 125 x 125 Annual	\$ 750
i. Rotating Square Button – 125 x 125 Quarterly	\$ 300
j. Rotating Square Button – 125 x 125 Monthly	\$ 125

Additional Online Advertising and Marketing Services

- A. **WAG:** Included complimentary for monthly event print advertisers (¼ page or larger).
Without print advertisement placement:
\$75 for One Week Insertion - \$135 for a Two Week Insertion and \$200 for a Four Week Insertion
(Deadline for submission for the next Monday distribution is Friday at 5 PM, camera JPEG artwork.)
- B. **Community eBlast:** Distribution list of 300, RGB JPEG or HTML format..... **\$ 50**
- C. **Exclusive eNewsletter Blast:** Distribution list of 5,000+, RGB JPEG or HTML format..... **\$150**
- D. **Reprints of Article (permission to reprint):** If applicable, PDF provided by *DUS*..... **\$100**
- E. **Permission to Post Reprints on Social Media Sites:** If applicable, PDF provided by *DUS*... **\$250**

Note: Prepayment is required for above services. For more information or questions, email advertising@urbanspectrum.net or call 303-292-6446.

Full Banner

468 X 60

Skyscraper Banner

160 X 600

Square Banner

336 X 280

Square Button

125 X 125



Advertising Rates and Specifications - Print

Effective January 2017

AD SIZES:

A.	Full Page	9 ½" by 11 ¾"	(4 column)
B.	Junior Page	7" by 8 ¾"	(3 column)
C.	Half Page – Horizontal	9 ½" by 5 ¾ "	(4 column)
D.	Half Page -- Vertical	4 ¾" by 11 ¾"	(2 column)
E.	Quarter Page	4 ¾" by 5 ¾"	(2 column)
F.	Eighth Page – Horizontal.....	4 ¾" by 2 ¾"	(2 column)
G.	Eighth Page -- Vertical	2 ¼" by 5 ¾"	(1 column)
H.	Sixteenth Page.....	2 ¼" by 2 ¾"	(1 column)

OPEN NET RATE: \$48 Per Column Inch (PCI) - Display or Classified

DISPLAY ADVERTISING

DEADLINE INFORMATION: Reservation for display ads are normally 10 to 15 days before the 1st day of the issue/month published. Materials are normally due 5 to 10 days before the 1st day of the issue/month published. **THESE DEADLINES VARY EACH MONTH.**

CLASSIFIED ADVERTISING

Classified advertising rates are \$50 per column inch. They must be sent by E-mail to Advertising@urbanspectrum.net and Graphics@urbanspectrum.net for submission.

For more information, call 303-292-6446 or E-mail Advertising@urbanspectrum.net.

DISPLAY ADVERTISING NET RATES (All ads are published in 4-color at no additional cost.)

	1X	3X	6X	9X	12X
Full Page	2,350	2,279	2,209	2,138	2,068
Junior Page	1,312	1,273	1,233	1,194	1,155
Half Page	1,175	1,140	1,105	1,069	1,034
Quarter Page	575	558	541	523	506
Eighth Page	288	278	270	262	253
Sixteenth Page	138	133	129	125	121



*2017 Display Advertising Deadlines
Print and ePublication*

Issue:	Space Reservations:	Materials Due:
January 2017	Friday, December 16	Monday, December 19
February	Monday, January 16	Thursday, January 19
March	Tuesday, February 14	Friday, February 17
April	Wednesday, March 15	Monday, March 20
May	Monday, April 17	Thursday, April 20
June	Tuesday, May 16	Friday, May 19
July	Tuesday, June 13	Friday, June 16
August	Tuesday, July 18	Friday, July 21
September	Wednesday, August 16	Monday, August 21
October	Monday, September 18	Thursday, September 21
November	Tuesday, October 17	Thursday, October 20
December	Wednesday, November 14	Friday, November 17
January 2018	Friday, December 15	Monday, December 18



Production and Submission Guidelines
Print and ePublication

MATERIAL SUBMISSIONS: Camera-Ready CMYK PDF files must be submitted by the deadline to the following two e-mail addresses:

Advertising@urbanspectrum.net
Bee@urbanspectrum.net

CONTACT INFORMATION:

For questions or more information, direct them to Rosalind "Bee" Harris at 303-292-6446 or E-mail Bee@urbanspectrum.net.

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