

INDIANAPOLIS RECORDER NEWSPAPER

2020 MEDIA SERVICE GUIDE



2901 North Tacoma Avenue
Indianapolis, Indiana, 46218

Phone: 317-924-5143
Fax: 317-921-6653

■ www.indianapolisrecorder.com

Do you have a product you are trying to promote? Can the general community benefit from the services that your company provides? Are you trying to reach a specific audience?

If you answered yes to any of these questions, the Recorder Media Group has exactly what you need.

At 124-years-old, the Recorder has been a mainstay in the community by providing powerful and informative news that enhances the knowledge of African-Americans throughout Indiana, the country and even the world.

We also have a newly-enhanced website which allow us to address your needs with a more technologically-advanced approach. We are committed to being quality news-gathering resources that not only service the general community, but also work hard to effectively meet the needs of our clients.

Feel free to peruse this media kit. Our talented sales staff is readily available to provide you with a competitively-priced proposal that will successfully meet all of your needs. We are here to serve you!

A RICH HISTORY OF EXCELLENCE



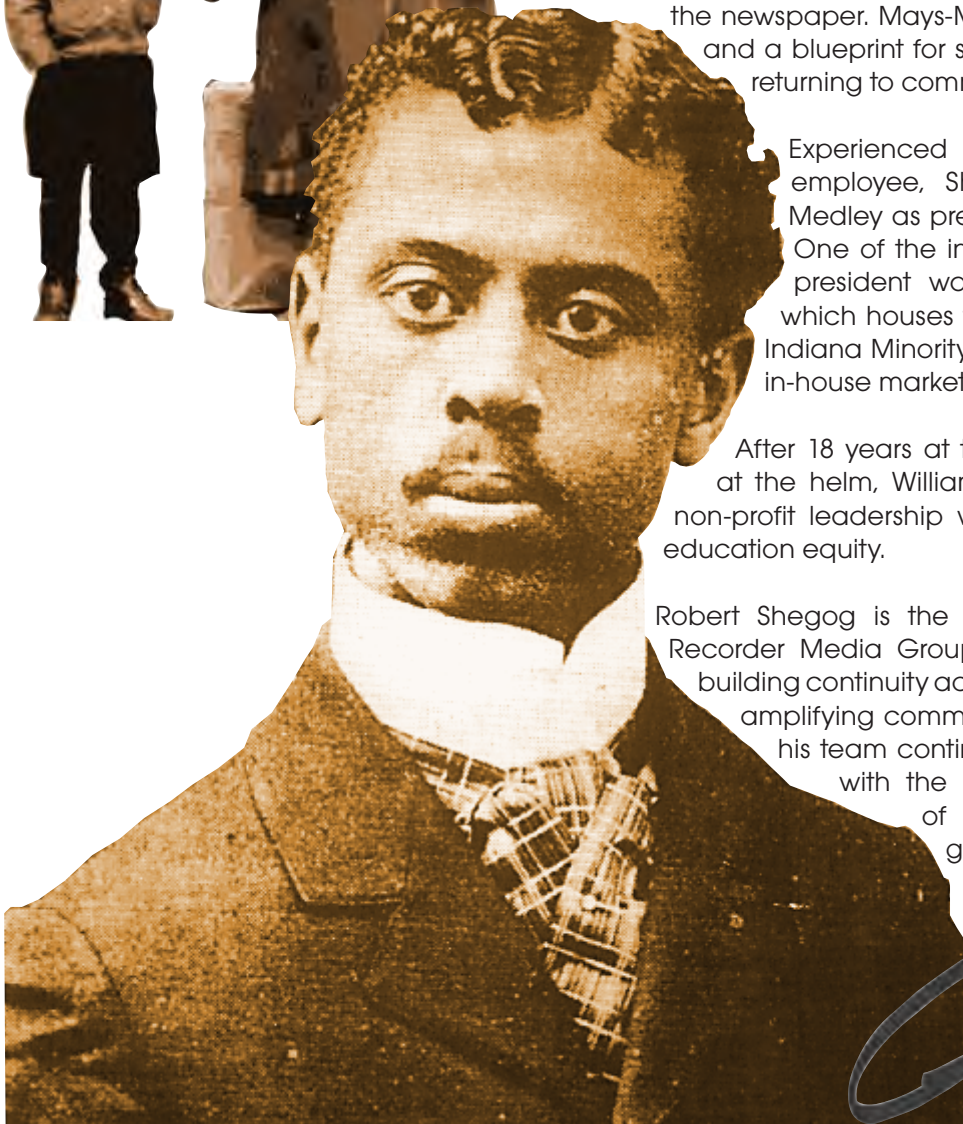
The Indianapolis Recorder Newspaper is the fourth oldest surviving African-American newspaper in the country. What began in 1895 as a two-page church bulletin created by co-founders George P. Stewart and Will Porter now hails as one of the top African-American publications in the United States. In 1897, the newspaper's co-founders expanded their successful news-sheet into a weekly newspaper. The earliest existing issues of the Recorder date back to 1899 – the same year that Porter sold his share of the paper to Stewart.

William G. Mays, an astute entrepreneur purchased the Indianapolis Recorder Newspaper in 1990. As publisher, Mays entrusted his niece, Carolene Mays-Medley to serve as president and general manager of the newspaper. Mays-Medley gave the paper new direction and a blueprint for success for more than 13 years before returning to community service in local government.

Experienced journalist and longtime Recorder employee, Shannon Williams succeeded Mays-Medley as president and general manager in 2010. One of the initial things Williams did in her role as president was form the Recorder Media Group which houses the Recorder, its sister publication the Indiana Minority Business Magazine and serves as an in-house marketing/communications firm.

After 18 years at the Recorder, including the last eight at the helm, Williams left the historic paper to serve in non-profit leadership where she specifically advocates for education equity.

Robert Shegog is the current president and COO of the Recorder Media Group. Shegog has been instrumental in building continuity across all of the company's products and amplifying community engagement strategies. He and his team continue to usher a new era of leadership with the charge to extend the rich legacies of the newspaper and magazine for generations to come.



Indianapolis is the 13th largest city in the United States, and the second largest city in the Midwest. In 2017, the population of Indianapolis was 863,002, making it one of the fastest growing regions in the United States. It is by-far one of our country's most livable big cities.

For those who reside and work here, Indianapolis has a quality about it that makes even the heart of a bustling downtown feel like home. Indianapolis is comprised of 352,164 households, with an average of 2.44 people living in each household. These households can be broken down into various family types:

- Married with children - 18.4%
- Married without children - 22.8%
- Single parents - 11.8%
- Living alone - 31.8%
- Other - 15.2%

Indianapolis is a city that embraces diversity.
A breakdown of the city's population by race/ethnicity is as follows:

- White: 58%
- Black or African American: 27.2%
- American Indian: 0.2%
- Asian: 2.1%
- Other race: 0.3% (non-Hispanic)
- Two or more races: 2.2% (non-Hispanic)
- Hispanic or Latino of any race: 10% (6.5% Mexican, 1.3% Puerto Rican, 1.1% Honduran, 1% Guatemalan, 0.1% other)
- African-American population, Indy metro Area: 319,944
- African-American population, Indianapolis/Marion County: 273,242

THE INDIANAPOLIS MARKET

For much of its history, Indianapolis has oriented itself around government and industry, particularly manufacturing. Today, Indianapolis has a much more diversified economy, contributing to the fields of education, health care, and finance. Tourism is also a vital part of the economy of Indianapolis, and the city plays host to numerous conventions and sporting events. Of these, perhaps the most well known is the annual Indianapolis 500. Other major sporting events include the Brickyard 400 and the Men's and Women's NCAA Basketball Tournaments. January 2012 marked the first time Indianapolis hosted the Super Bowl. Super Bowl XLVI took place at Lucas Oil Stadium and garnered worldwide attention.

Visitors are drawn from all over the globe to enjoy Indianapolis' top-notch professional sports venues, a thriving convention industry and numerous cultural attractions. And when they arrive, they too experience the Hoosier character and hospitality that make Indianapolis special.

Source: The preceding statistical information is derived from statistics gathered by the 2010 U.S. Census Bureau, the U.S. Bureau of Labor Statistics and the Bureau of Economic Analysis.



WHO'S READING THE INDIANAPOLIS RECORDER

Here is some demographic information that may help you choose the Indianapolis Recorder as the platform to promote your products and services:

**Circulation: nearly 11,000 | Readership: 108,000 | Paid circulation: 76%
Unpaid circulation: 24% | Average website page views per month: 44,461**

66% of respondents said they purchase products or services from ads seen in the Indianapolis Recorder.

34% of Recorder readers earn between \$25,001 - \$49,999

28% of Recorder readers earn between \$50,000 - \$74,999

27% of Recorder readers are between the ages of 45-54

37% of Recorder readers are between the ages of 25-44

37% of Recorder readers graduated high school

35% of Recorder readers had some college

21% of Recorder readers graduated college

Percentage of readers who plan to purchase the following in the next 12 months:

84% Women's Apparel

79% Dining & Entertainment

71% Pharmacist/
Prescription Service

70% Men's Apparel

61% Legal Gambling
Entertainment (Lottery,
Casinos, Racetracks, Bingo)

41% Children's Apparel

41% Furniture / Home Furnishings

40% Vacations / Travel

Newspaper ads work!

72% of readers sold or got calls from a newspaper classified ad

77% of readers read retail store ads

72% of readers read an insert always or frequently in the last 30 days

84% of readers have not responded to a Craigslist ad in the last 30 days

Information provided by the Circulation Verification Council, the Newspaper Reader Survey Results (Pulse of America), and an independent Recorder Media Group study.



INDIANAPOLIS RECORDER NEWSPAPER

Since its inception in 1895, the Indianapolis Recorder Newspaper has maintained a solid reputation of providing quality news, advocating for the underserved, and operating with integrity.

As the fourth oldest-surviving African American newspaper in the country, the Recorder has a staying power that has surpassed hundreds of other publications in its class. This publication has seen and reported it all – from the trials of a segregated country, to the struggles and progression of the Civil Rights Era, to even the triumph of electing America's first Black president – for years the Indianapolis Recorder has taken our responsibility of educating the public very seriously.

The community's incessant trust in the Recorder provides your company with a strong foundation to promote your business.

As the Recorder ushers toward the future we continually reignite our fire by being more creative in our approach, more focused on the concerns of our community and more dedicated to the empowerment of African-Americans.

That creativity, compassion and dedication transcends into the service our team provides for you.

While times have certainly changed since the paper's inception in 1895, our commitment to the people we serve hasn't. Now more than ever, the Recorder is working to meet the needs of our community and our clients. We're doing this with fresh views and a renewed spirit.

The Indianapolis Recorder Newspaper is a certified Minority and Women Business Enterprise with the City of Indianapolis and the state of Indiana.



ENGAGE. EMPOWER. EDUCATE!

2020 EDITORIAL CALENDAR

January

Champions of Diversity (Jan.)

MLK Day celebrations

February

Meet the Artists — Gala reception Feb. 8

Black History Month

Mardi Gras, Ash Wednesday, Lent — Feb. 25 is Fat Tuesday, Feb. 26 Ash Wednesday (start of Lent)

Children's Dental Health Month

The Big Game aka the Super Bowl

March

Women's History Month

Black Press Week

Daylight Saving Time — Spring forward March 8, 2020

Census (Starts in April)

Tax time — Loans to help people get their tax money quicker. It's your money so why not get it back quicker? That's what the commercials say, however, what's the big picture? Who needs these services, why and what are alternatives? Are these services good for the taxpayer?

April

Census

National Volunteer Month

Autism Awareness Month

Sexual Assault Awareness Month

Good Friday — April 10

Easter — April 12

Earth Day

World Health Day

Financial Literacy Month

Ramadan — April 23-May 23

Web content

April Fool's Day — April 1

National Grilled Cheese Day — April 12

Jazz Appreciation Month

May

Mental Health Awareness Month — Mental health package. The taboo around mental health is slowly but surely disintegrating. The package will delve deeply into mental health issues, signs, caring for self and others as well as suicide prevention.

Mother's Day

Memorial Day (Trending Now)

National Nurses Day (May 12) — National Nurses Week May 6-12

Stroke Awareness Month

Motorcycle Safety Awareness Month

Foster Care Month

ALS Awareness Month

Web content

Cinco de Mayo — May 5

ENGAGE. EMPOWER. EDUCATE!

June

LGBTQ Pride Month

Black Music Month Father's Day

Celebrate Independence Day

National Safety Month

Armed Forces Day — May 16

Indianapolis bicentennial kickoff (this will be ongoing throughout year on a semi-regular basis) — Examine Indianapolis Black residents, how Black Indianapolis was affected by progress, IUPUI working to amend problems started when the university was built.

Web content

Doughnut Day — June 5

July

Affordable housing — Affordable housing package. This package will delve into what affordable housing is, where it's located and where it's not. The challenges to finding affordable housing as well as how gentrification affects affordable housing.

Back to school

This special section equips parents and students with information they need to know about the back-to-school season, including:

- school start dates for local districts
- bts supply give-aways
- school safety
- healthy lunches/snacks ideas
- juggling kids' activities (more than one)/work
- best backpacks
- cool ways to create individuality when wearing a uniform

National Disability Independence Day — July 26

Web content

National Grilling Month

National French Fry Day — July 13

National Ice Cream Month/Day — (third Sunday annually) July 19

International Friendship Day — July 30

August

Indiana State Fair

Children's Eye Health Month

Immunization Awareness Month

Senior Citizens Day — Aug. 21

Women's Equality Day — Aug. 26

Recorder 125th anniversary

Web content

National Relaxation Day — Aug. 15 annually

International Youth Day — Aug. 12

ENGAGE. EMPOWER. EDUCATE!

September

Sickle Cell Awareness Month

Labor Day

Indy Do Day (Sept. 26-28)

National Childhood Obesity

Childhood Cancer Awareness

Life Insurance Awareness Month

National Preparedness Month

Web content

Grandparents Day — Sept. 13

Stepfamily Day — Sept. 16

Constitution Day — Sept. 17

International Day of Peace (also known as World Peace Day) — Sept. 21

Native American Day — Sept. 25

Coffee Day — Sept. 29

October

Homicides — Homicides package will take a deep dive into the murder and violent crime rate of the Indianapolis Black community by talking to those who have committed homicides or violent crimes.

Breast Cancer Awareness Month

Domestic Violence Awareness Month

Mental Illness Awareness Week

National Bullying Prevention Month

Fire Prevention Month (Fire Prevention Week Oct. 4-10)

Web content

Taco Day — Oct. 4

Boss' Day — Oct. 16

Sweetest Day — Oct. 17

Chocolate Day — Oct. 28

November

Champions of Diversity announcement

Diabetes Month

Veteran's Day — Nov. 11 — Examining America's treatment of veterans. Suffering from homelessness, PTSD and other issues, how are veterans doing in Indianapolis. Places where veterans can eat free.

Small Business Saturday — Nov. 28 — Short profiles of small, local businesses.

National Lung Cancer Awareness Month

National Epilepsy Awareness Month — Learn what this condition is, who is affected by it and signs to look for.

Web content

Daylight Saving Time — Fall back Nov. 1

Sandwich Day — Nov. 3

America Recycles Day — Nov. 15

American Education Week — Nov. 16-20

December

Census follow up — Numbers released by Dec. 31

The history of Kwanzaa (Dec. 26-Jan. 1)

Bring in the New Year! — Everyone doesn't want to bring in the new year the traditional way — partying. Instead there are alternative fun events happening throughout the city.

Web content

Cookie Day — Dec. 4

Bill of Rights Day — Dec. 15

INDIANAPOLIS RECORDER ADVERTISING RATES

Commission and Payment Terms:

- Agency commission is 15%
- Net due in 10 days
- Payment on account is not dependent upon receipt of tear sheets
- Ads of \$100.00 or less must be paid in advance
- All political ads must be paid in advance
- All rates are net

Political and National Agency Rate: \$39.99

Local Open Rates:

| | |
|-------------|-------------------------|
| 1-13 weeks | \$24.99 per column inch |
| 14-26 weeks | \$22.99 per column inch |
| 27-39 weeks | \$20.99 per column inch |
| 40-52 weeks | \$18.99 per column inch |

Non-profit / Church Display:

\$17.99 per column inch

Front Page Banner Rates:

| | |
|-----------|----------|
| A Section | \$850.00 |
| B Section | \$650.00 |

Classified / Real Estate Rates:

\$19.99 per column inch

Legal Rates:

| | |
|----------------------------|-------------------|
| Dissolution of Company | \$76.00 (1x run) |
| Notice of Final Accounting | \$76.00 (1x run) |
| Notice of Administration | \$87.00 (2x run) |
| Change of Name | \$118.00 (3x run) |
| Dissolution of Marriage | \$118.00 (3x run) |
| Notice of Adoption | \$118.00 (3x run) |
| Notice of Real Estate | \$118.00 (3x run) |
| Petition of Guardianship | \$118.00 (3x run) |
| Summons by Publication | \$118.00 (3x run) |
| Ask about Public Notices | |

Process Color

\$450.00

Insert Rates:

\$75.00 per thousand

Minimum size: 5" X 7"

Maximum size: 10" X 13"

Weight over 6 oz. add \$10.00 per thousand

*Delivery to printer by Monday of the issue week.

Tabloid-Size Special Section Rates:

| | |
|--------------------|------------|
| Inside Front Cover | \$1,200.00 |
| Inside Back Cover | \$1,200.00 |
| Back Cover | \$1,435.00 |
| Center Spread | \$2,000.00 |
| Full page | \$1,035.00 |
| Half page | \$535.00 |
| Quarter page | \$275.00 |

Website Rates:

| | |
|-------------------|--------------------------------|
| Page Curl | \$750.00 flat rate per month |
| Banner 728 x 90 | \$499.00 (100,000 impressions) |
| Display 300 x 250 | \$399.00 (100,000 impressions) |
| Classified | \$129.00 / per week |
| E-mail Blast | \$149.00 / per blast |

Miscellaneous Rates:

| | |
|------------------------|----------------------|
| Black Business Profile | \$49 (1x run) |
| Layout and Design | 20% of total ad cost |
| Placement | 20% of total ad cost |
| Sponsorships | Please ask |



INDIANAPOLIS RECORDER ADVERTISING SPECS

General Rate Policy

- Right is reserved to reject any copy or illustration and to screen materials.
- Liability for error shall in no event exceed cost of space occupied by item published incorrectly.
- Claims for allowances must be made in writing within 10 days of insertion.
- The Indianapolis Recorder is not responsible for errors that are typewritten, or that are received after published deadlines. Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publication.
- Charge accounts must be pre-approved and require a signed insertion order and contract.
- The publisher assumes no liability for the omission of an advertisement from any edition in which such advertisement was scheduled or ordered for publication

Deadlines:

Religion

**Advertising is due
Mondays at noon.**

All Other Ads

**Fridays at 5 p.m. for the
following week's issue.**

Ad Specs:

Tabloids

| | |
|------------------------|-------------------------|
| Full-Page | 10.325" x 9.95" |
| Half-Page horiz | 10.325" x 4.925" |
| Half-Page vert | 5.1375" x 9.95" |
| Quarter-Page | 5.1375" x 4.925" |

Broadsheet (6 columns)

| | |
|---------------|--------------------|
| 1 col. | 1.625" wide |
| 2 col. | 3.35" wide |
| 3 col. | 5.075" wide |
| 4 col. | 6.8" wide |
| 5 col. | 8.525" wide |
| 6 col. | 10.25" wide |

Order of Service/Legals/Classified (9 columns)

| | |
|---------------|--------------------|
| 1 col. | 1.05" wide |
| 2 col. | 2.2" wide |
| 3 col. | 3.35" wide |
| 4 col. | 4.5" wide |
| 5 col. | 5.65" wide |
| 6 col. | 6.8" wide |
| 7 col. | 7.95" wide |
| 8 col. | 9.1" wide |
| 9 col. | 10.25" wide |



RELIGION ORDER OF SERVICE RATES & SPECS

Indianapolis Recorder

Page B3

Order Of Service



Church of Christ
for Excellence in Christ
1990 E. 46th Street
Indianapolis, IN 46203

Sunday Worship
10:05 A.M.
Wed. Adult Bible Study 10:30 AM
Adult & Youth 8.5 P.M.

Great People • Great Music &
A Dynamic Word •
An Amazing Experience

**Pastor Tony &
First Lady Kim McCre**

Contact us:
317-541-4182
www.churchofchrist.org

**Greater Saint James
Missionary Baptist Church**
300 E. Raymond St.
Indianapolis, IN 46203

Worship Hours
Sunday School
9:45 am
Sunday Morning
Worship
10:45 am
Tuesday Prayer
Meeting/BBQ/Study
6:00 pm-8:00 pm

Pastor F.B. Ross & First Lady Dorinda Ross
For a ride, call 637-9731
Enter in Worship, Leave to Serve

First Episcopalian Church
1001 E. 10th Street
Indianapolis, IN 46202 • 317-625-5001

**Prayer
Group
&
Bible Study**
Monday
8:00 am
Wednesday
8:00 am
Friday
8:00 am

**St. Luke Missionary
Baptist Church**
5325 E. 30th Street
543-9505
www.stlukeindy.org

Sunday School 8:30 a.m.
Morning Worship 10:00 a.m.
**Mid-Week Service/
Bible Class** Wednesday 6:30 p.m.

Spiritual Director:
Rev. Dr. Mark Stanford

STM (Stoke Unit),
MA (Northwestern Unit)
Associate, Shalom Institute
for Spiritual Formation
Senior Pastoral Lead-
Italice, Faith And Justice
Sunday Conversations
1001 North College
Indianapolis, IN

Email for appointments
in person or by Skype
faithandjustice@gmail.com

**Rev. Curtis L. Vance, Pastor, and
Sis. Charlye Jean Vance**

Whispering Pines/Christina Church
1000 West 10th Street
317-541-4182

Worship Services
Sunday 10:00 am
Wednesday 7:00 pm
Friday 8:00 pm

**Pastor: Rev. Ronald
Covington Sr.
Sunday Morning
Service
Fulfillment Hour
(Sunday School)
9:30-10:30 am
Morning Worship 10:45**

**Wednesday
Morning Prayer Meeting
& Bible Study 9:30 am
Prayer & Praise on
Purposes/Bible Study
6:30 pm**

**Prayer of Believers
Bible Study 7:00 pm
2010 S. Main Street
317-871-1234**

**Worshiping Temple
Church of God in Christ**
1000 West 10th Street
317-541-4182

Sunday School
10:00 am
Sunday Morning
Worship
10:45 am
Wednesday
7:00 pm
Friday
8:00 pm

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Pastor: Rev. Ronald

Advertise your weekly Order of Service in the Indianapolis Recorder, the original church bulletin.

| Ad Size | | Rate |
|---------|--------|----------|
| Columns | Inches | Per Week |

| | | |
|---|---|----------|
| 1 | 5 | \$25.00 |
| 2 | 4 | \$50.00 |
| 3 | 3 | \$75.00 |
| 4 | 4 | \$100.00 |

3 Columns
3 35" x 3"

INDIANAPOLIS RECORDER BROADSHEET SPECS

Page A6
The Indianapolis Recorder
Friday, April 6, 2007

**Full page
(6 columns)**

**10.25 inches (W)
X 21 inches (H)**

Page A2
The Indianapolis Recorder
Friday, August 3, 2012

**Half page
(3 columns)**

**Vertical
(3 columns)**

**5.075 (W)
X 21 (H)**

**Quater page
(3 cols.)**

**5.075 (W)
X 10.5 (H)**

Half page

**Horizontal
(6 columns)**

**10.25 inches (W)
X 10.5 inches (H)**

Page A2
THE INDIANAPOLIS RECORDER
SAT. JUNE 16, 2006

Half page

**Horizontal
(6 columns)**

**10.25 inches (W)
X 10.5 inches (H)**

Page A6
The Indianapolis Recorder
Friday, March 3, 2007

International program for IPS School 2

**Island or Junior
(5 columns)**

**8.525 inches (W)
X 18 inches (H)**

Page A1A
The Indianapolis Recorder
Friday, November 12, 2012

Schedule accepting application

the SUPER BOWL VILLAGE

the SPECTATOR AT HOME

JOIN THE CELEBRATION

Page A1A
The Indianapolis Recorder
Friday, November 2, 2007

Together, we make a great

FREE Adult Diabetes Self-Management Classes

Mondays
April 18, 19, 25
1:30-3:30 p.m.
Marion County Public Health Department
South District Health Office
503 National Ave.

Thursdays
April 4, 11, 18, 25
1:30-3:30 p.m.
Wayne Branch
198 S. Girls School Rd.

Plan to attend all four classes.
Registration required.
317-221-2094
mchd.com/diabetes



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