

# INDIANAPOLIS RECORDER NEWSPAPER 2026 MEDIA SERVICE GUIDE



*Preparing a conscious community today and beyond  
Our News, Your Voce*

# 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 130-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 LEGACY OF BLACK EXCELLENCE AND IMPACTFUL STORYTELLING



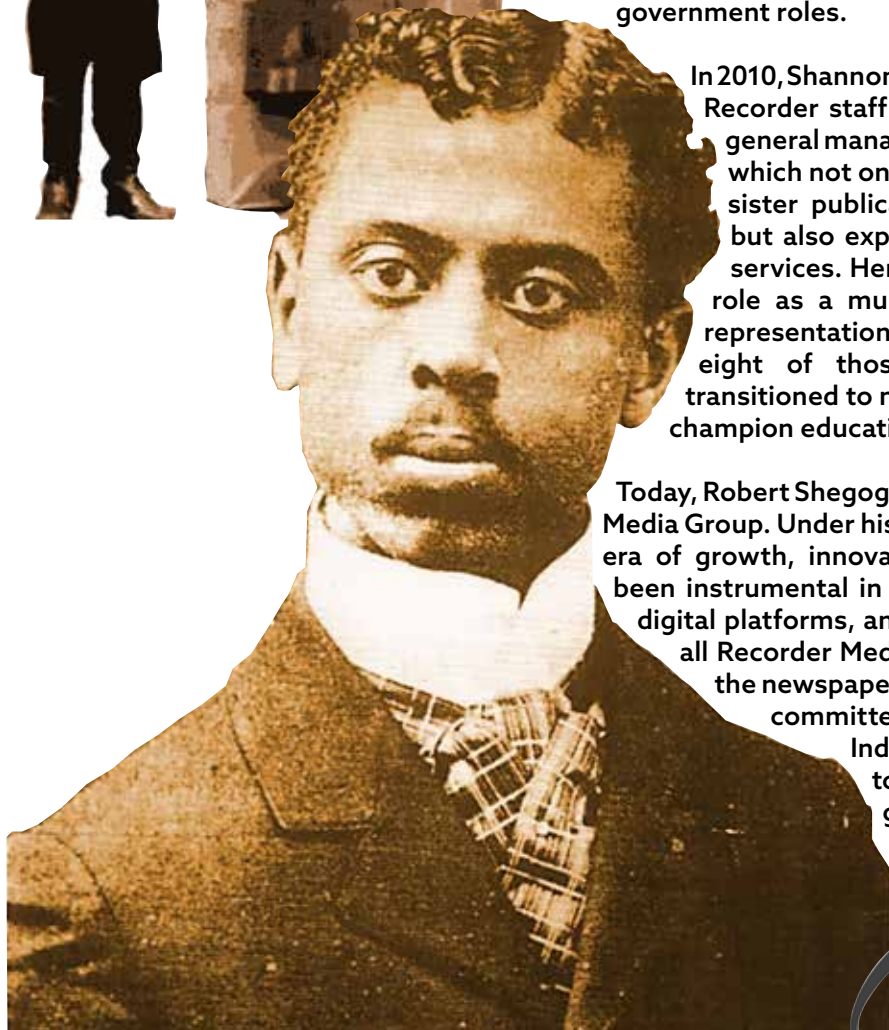
The Indianapolis Recorder Newspaper is the fourth oldest surviving African American newspaper in the United States. Founded in 1895 as a modest two-page church bulletin by George P. Stewart and Will Porter, the publication has become one of the nation's most respected and enduring voices in Black journalism. In 1897, Stewart and Porter expanded their bulletin into a weekly newspaper, laying the foundation for a trusted news source to chronicle African Americans' triumphs, struggles, and everyday lives in Indiana and beyond. By 1899, Porter had sold his share to Stewart, who would carry the torch of the publication's mission forward.



Fast forward to 1990, when esteemed entrepreneur William G. Mays acquired the Recorder. Under his leadership, the newspaper entered a new chapter of innovation and sustainability. Mays appointed his niece, Carolene Mays-Medley, as president and general manager. For more than 13 years, Mays-Medley brought visionary leadership and a forward-looking blueprint for success before transitioning to serve the community through government roles.

In 2010, Shannon Williams, a seasoned journalist and longtime Recorder staff member, took the helm. As president and general manager, she launched the Recorder Media Group, which not only included the Indianapolis Recorder and its sister publication, Indiana Minority Business Magazine but also expanded into marketing and communications services. Her leadership further solidified the Recorder's role as a multimedia hub committed to advocacy and representation. After 18 impactful years at the Recorder—eight of those in the top leadership role—Williams transitioned to nonprofit leadership, where she continues to champion education equity.

Today, Robert Shegog serves as President and CEO of the Recorder Media Group. Under his leadership, the company has entered a new era of growth, innovation, and community impact. Shegog has been instrumental in strengthening internal systems, expanding digital platforms, and amplifying engagement strategies across all Recorder Media Group products. With a deep respect for the newspaper's historical legacy, Shegog and his team are committed to ensuring the Indianapolis Recorder and Indiana Minority Business Magazine continue to inform, inspire, and empower future generations.



# THE INDIANAPOLIS MARKET

## A Thriving and Evolving Economy Rooted in Tradition

For much of its history, Indianapolis oriented its economy around government and manufacturing. Today, the city has emerged as a dynamic, diversified economic hub, with major contributions from education, health care, finance, and technology. Tourism remains a vital pillar of the local economy, with Indianapolis attracting millions of visitors annually for its world-class sporting events, conventions, and cultural attractions.

Perhaps the most iconic event is the annual Indianapolis 500, which continues to draw global attention to the Indianapolis Motor Speedway. The Brickyard 400 returned to its traditional oval track in 2024, revitalizing interest in this beloved NASCAR race. The city also regularly hosts the Men's and Women's NCAA Basketball Tournaments, the Big Ten Football Championship, and a variety of youth and amateur sporting events.

In 2024, Indianapolis proudly hosted the U.S. Olympic Team Trials for Swimming at Lucas Oil Stadium, an unprecedented event leading up to the Summer Olympics in Paris. Additionally, the city welcomed several high-profile entertainment events, including Taylor Swift's Eras Tour, which generated a significant economic impact and showcased the city's capacity to host large-scale productions.

While Super Bowl XLVI in 2012 marked the city's first time on the world's biggest sports stage, the years since have cemented Indianapolis as a premier destination for sports, business, and entertainment. With its mix of Hoosier hospitality, strategic infrastructure, and innovative spirit, Indianapolis continues to evolve while staying grounded in its legacy of excellence.

Source: Data compiled from the U.S. Census Bureau's 2023 estimates and the U.S. Bureau of Labor Statistics.

Indianapolis stands as the 16th largest city in the United States and the second largest in the Midwest. According to the U.S. Census Bureau's 2023 estimates, the city's population is 879,293, reflecting a slight decrease of 0.9% since the 2020 Census. Despite this modest decline, Indianapolis continues to be recognized for its exceptional livability, seamlessly blending the vibrancy of a bustling metropolis with the warmth of a close-knit community.

The city comprises approximately 372,358 households, with an average household size of 2.51 individuals. The composition of these households is diverse:

- **Married couples with children:** 13.5%
- **Married couples without children:** 21.6%
- **Single-parent households:** 11.1%
- **Individuals living alone:** 37.7%
- **Other household types:** 15.2%

Indianapolis is a city that embraces and reflects a rich tapestry of cultures and backgrounds. The demographic breakdown is as follows:

- **White (non-Hispanic):** 49.9%
- **Black or African American:** 28.1%
- **Hispanic or Latino (of any race):** 13.3%
- **Asian:** 4.1%
- **Two or more races:** 8.0%
- **American Indian and Alaska Native:** 0.5%
- **Native Hawaiian and Other Pacific Islander:** 0.0%
- **African-American population, Indianapolis/ Marion County:** 289,557



# 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: 128,000 | Paid circulation: 76%  
Unpaid circulation: 24% | Average website page views per month 684,000

66% of respondents said they purchase products or services from ads seen in the Indianapolis Recorder.  
27% of Recorder readers are between the ages of 45-54  
37% of Recorder readers are between the ages of 25-44  
34% of Recorder readers earn between \$25,001 - \$49,999  
28% of Recorder readers earn between \$50,000 - \$74,999  
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

TRUSTED SINCE 1895. EMPOWERING FOR GENERATIONS.

Founded in 1895, the Indianapolis Recorder Newspaper has built a lasting legacy of delivering credible, community-centered journalism with purpose and integrity. As the fourth oldest surviving African American newspaper in the United States, the Recorder has endured the test of time and led through it.

From chronicling the inequities of segregation and the triumphs of the Civil Rights Movement to covering the historic election of America's first minority president, the Recorder has remained a steadfast voice for truth, justice, and progress. For over 130 years, we've taken seriously our responsibility to educate, engage, inform, and uplift.

Today, the Recorder continues to evolve while staying rooted in its mission. With expanded digital reach, modern storytelling strategies, and a renewed focus on innovation, we are meeting the needs of our readers and advertisers in fresh, impactful ways. Our team brings passion, creativity, and cultural insight to every project—ensuring our clients receive visibility and meaningful engagement.

Our community's unwavering trust in the Recorder offers your business a powerful platform to promote products, services, and initiatives. Aligning with us means more than just advertising—a partnership with a publication that has consistently amplified voices and empowered generations.

We are proud to be a certified Minority- and Woman-Owned Business Enterprise (MBE/WBE) with the City of Indianapolis and the State of Indiana.

As we look to the future, the Indianapolis Recorder Newspaper remains a beacon for the minority community—and a strategic partner for those who value legacy, leadership, and lasting impact.



# 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 \$150.00 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:

\$19.99 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	

## Insert Rates:

\$225.00 per thousand  
 Minimum size: 5" X 7"  
 Maximum size: 10" X 13"  
 Weight over 6 oz. add \$20.00 per thousand  
 \*Delivery to printer by Monday of the issue week.

Additional sizes/prices available upon request

These rates are for standard size ads:  
 Full, Half, Quarter, and Eighth page ads

Full page Black & White ad is:  
 (6columns x 21") = 126 x \$24.99 = \$3,148.74.  
 Full page ad size 10.25" x 21"

Half page Black & White ad is:

(6columns x 10.5") = 63 x \$24.99 = \$1,574.37.  
 Half page ad size 10.25" x 10.5"

Quarter page Black & White ad is:

(3 columns x 10.5") = 31.5 x \$24.99 = \$787.18.  
 Quarter page ad size 5.075" x 10.5"

Eighth page Black & White ad is:

(2columns x 8") = 16 x \$24.99 = \$399.84.  
 Eighth page ad size 3.35" x 8"

Process Color \$450.00

## Tabloid-Size Special Section Rates:

Black History Tab & Back To School Tab

Full Page	\$2,035.00
Half Page	\$1,535.00
Quarter Page	\$1,275.00
Inside Front Cover	\$2,200.00
Inside Back Cover	\$2,200.00
Back Cover	\$2,435.00
Center Spread	\$3,000.00

## Website Rates:

Banner (728 x 90)	\$849.00 (100,000 impressions)
Sidebar (300 x 250)	\$699.00 (100,000 impressions)
Classified	\$249.00 / per week
E-mail Blast	\$349.00 / per blast

## Miscellaneous Rates:

Layout and Design	25% of total ad cost
Placement	25% of total ad cost
Sponsorships	Please ask

## Social Media Rates:

Premium package	\$500 / week
Standard package	\$350 / week
Custom packages	Please ask

## Digital Footprint

IndianapolisRecorder.com	50-70K Unique Visitors 150-300K Impressions
Facebook	60K - 100K Impressions
Twitter	60K Impressions
Instagram	75,000 Impressions
Emails	82,000 & Growing 26% Average Open Rate

# 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

### & Legal

Advertising are due  
Mondays at noon.

### All Other Ads

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

## Ad Specs:

### 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

### Tabloid

Full-Page	10.325"	x	9.95"
Half-Page(H)	10.325"	x	4.925"
Half-Page (V)	5.1375"	x	9.95"
Quarter-Page	5.1375"	x	4.925"







# ENGAGE. EMPOWER. EDUCATE!

## 2026 EDITORIAL CALENDAR

### JANUARY 2026

National Observances	Key Dates
National Blood Donor Month National Mentoring Month Human Trafficking Awareness Month	Jan. 8 – Indiana General Assembly begins Jan. 19 – Martin Luther King Jr. Day

#### Highlights

Health and Wellness in the Black Community  
Arts and Culture Events  
Social Justice Issues  
Technology Innovations

Black-owned Businesses Showcases  
Youth Empowerment Initiatives  
Sports Highlights  
Community Spotlights

### FEBRUARY 2026

National Observances	Key Dates
Black History Month Teen Dating Violence Awareness & Prevention Children’s Dental Health Month	Feb. 4 – Girls and Women in Sports Day Feb. 8 – Super Bowl Feb. 14 – Valentine’s Day Feb. 16 – Presidents’ Day Feb. 17 – Mardi Gras Feb. 17 – Lunar New Year

### MARCH 2026

National Observances	Key Dates
Black Press Week (Mar. 16-20) Women’s History Month Brain Injury Awareness Month Developmental Disabilities Awareness Month	Feb. 17-Mar. 19 – Ramadan Mar. 2 – Read Across America Day Mar. 8 – Daylight Saving Time begins Mar. 16 – Black Press Day Mar. 17 – St. Patrick’s Day

#### Highlights

Arts and Culture Events  
Business Success Stories  
Cultural Festivals  
Empowering Black Women in Indianapolis  
Health and Wellness in the Black Community  
Sports Highlights  
Youth Empowerment Initiatives

Black-owned Businesses Showcases  
Community Spotlights  
Education Advancements  
Gender Equality Initiatives  
Social Justice Issues  
Technology Innovations

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## APRIL 2026

National Observances	Key Dates
Financial Literacy Month	Apr. 1-9 - Passover
Jazz Appreciation Month	Apr. 2 - Maundy Thursday
National Volunteer Month	Apr. 5 - Easter
Sexual Assault Awareness Month	Apr. 7 - World Health Day
National Minority Health Month	Apr. 15 - Tax Day
	Apr. 22 - Earth Day

### Highlights

Arts and Culture Events	Art & Soul Featured Artists
Black-owned Businesses Showcases	Community Spotlights
Cultural Celebrations	Educational Opportunities
Environmental Awareness Campaigns	Health and Wellness in the Black Community
Local Business Features	Political Highlights
Social Justice Issues	Sports Highlights & Updates
Technology Innovations	Youth Empowerment Initiatives

## MAY 2026

National Observances	Key Dates
ALS Awareness Month	May 5 - Cinco de Mayo
Foster Care Month	May 6 - National Nurses Day
Mental Health Awareness Month	May 6-12 - National Nurses Week
Motorcycle Safety Awareness Month	May 10 - Mother's Day
Stroke Awareness Month	May 16 - Armed Forces Day
	May 25 - Memorial Day

### Highlights

Arts and Culture Events	Black-owned Businesses Showcases
Business Success Stories	Community Service Projects
Community Spotlights	Economic Development Updates
Graduation Celebrations	Health and Wellness in the Black Community
Indy 500 Race & Festivities	Political Engagements
Social Justice Issues	Sports Highlights
Technology Innovations & Trends	Youth Empowerment Initiatives
Youth Programs	

## JUNE 2026

National Observances	Key Dates
Black Music Month	
Caribbean-American Heritage Month	June 19 - Juneteenth
National Safety Month	June 19 - World Sickle Cell Awareness Day
Pride Month	June 21 - Father's Day
Men's Health Month	

### Highlights

Arts and Culture Events & Festivals	Black-owned Businesses Showcases
Business Spotlights	Community Spotlights
Environmental Awareness Initiatives	Health and Wellness in the Black Community
Juneteenth Celebrations	LGBTQ+ Pride Month Features
Social Justice Issues	Sports Highlights
Summer Lifestyle Tips	Technology Innovations
Youth Empowerment Initiatives	

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## JULY 2026

National Observances	Key Dates
Minority Mental Health Awareness Month Back-to-School Planning	July 4 - Independence Day July 26 - National Disability Independence Day July 30 - International Friendship Day

### Highlights

- Arts and Culture Events
- Black-owned Businesses Showcases
- Community Spotlights
- Environmental Awareness Campaigns
- Health and Wellness in the Black Community
- Social Justice Issues
- Summer Health and Fitness Tips
- Youth Empowerment Initiatives
- Back-to-School
- Business Success Stories
- Cultural Celebrations
- Family and Community Events
- Political Engagements
- Sports Highlights
- Technology Innovations

## AUGUST 2026

National Observances	Key Dates
Black Business Month Children's Eye Health Month Immunization Awareness Month	Aug. 4 - Barack Obama Day (Illinois) Aug. 21 - Senior Citizens Day Aug. 26 - Women's Equality Day

### Highlights

- Arts and Culture Events
- Community Spotlights
- Economic Empowerment Workshops
- Health and Wellness in the Black Community
- Political Engagements
- Sports Highlights
- Youth Empowerment Initiatives
- Black-owned Businesses Showcases
- Community Service Projects
- Education Initiatives
- Indiana State Fair
- Social Justice Issues
- Technology Innovations

## SEPTEMBER 2026

National Observances	Key Dates
Childhood Cancer Awareness Month Life Insurance Awareness Month National Preparedness Month Sickle Cell Awareness Month	Sept. 7 - Labor Day Sept. 11-13 - Rosh Hashanah Sept. 13 - Grandparents Day Sept. 15-Oct. 15 - Hispanic Heritage Month Sept. 20-21 - Yom Kippur Sept. 25 - National Daughters Day

### Highlights

- Arts and Culture Events
- Business Success Stories
- Community Spotlights
- Fall Fashion Preview
- Social Justice Issues
- Technology Innovations
- Black-owned Businesses Showcases
- Community Service Projects
- Cultural Festivals
- Health and Wellness in the Black Community
- Sports Highlights and Updates
- Youth Empowerment Initiatives

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## OCTOBER 2026

National Observances	Key Dates
Breast Cancer Awareness Month Domestic Violence Awareness Month Fire Prevention Month National Bullying Prevention Month Women's Small Business Month	Oct. 12 - Indigenous Peoples' Day Oct. 31 - Halloween

### Highlights

Arts and Culture Events	Black-owned Businesses Showcases
Community Spotlights	Cultural Celebrations
Economic Empowerment Workshops	Halloween Specials
Health and Wellness in the Black Community	Social Justice Issues
Sports Highlights	Technology Innovations
Youth Empowerment Initiatives	

## NOVEMBER 2026

National Observances	Key Dates
Native American Heritage Month National Epilepsy Awareness Month National Lung Cancer Awareness Month	Nov. 1 - Daylight Savings Nov. 8 - Diwali Nov. 11 - Veterans Day Nov. 26 - Thanksgiving Nov. 27 - Black Friday Nov. 28 - Small Business Saturday Nov. 30 - Cyber Monday

### Highlights

Arts and Culture Events	Black-owned Businesses Showcases
Business Spotlights	Champions of Impact Announcement
Community Spotlights	Health and Wellness in the Black Community
Political Engagements	Social Justice Issues
Sports Highlights	Technology Innovations
Thanksgiving Features	Veterans Day Commemorations
Winter Holiday Preparations	Youth Empowerment Initiatives

## DECEMBER 2026

National Observances	Key Dates
Year in Review Holiday Giving & Community Campaigns	Dec. 1 - Giving Tuesday Dec. 4-12 - Hanukkah Dec. 25 - Christmas Dec. 26-Jan. 1 - Kwanzaa Dec. 31 - New Year's Eve

### Highlights

Arts and Culture Events	Black-owned Businesses Showcases
Charity and Giving Campaigns	Community Spotlights
Cultural Festivals	Health and Wellness in the Black Community
Holiday Gift Guide	Political Engagements
Social Justice Issues	Sports Highlights
Technology Innovations	Winter Health and Wellness Tips
Youth Empowerment Initiatives	

