

MINORITY REPORTER, INC

Headquarters: 17 E. Main St, Rochester, NY 14614 • ph. 888.792.9303 • fx. 888.796.6292 • www.MinorityReporter.net

VISION CNY

LA VOZ

MIR

Our Vision

To become a must read news source among community, business and political leaders in Western NY.

Mission Statement:

Minority Reporter Media Group, Inc. empowers people of color by fostering self awareness and building community by generating news stories, reframing issues and sharing information across a variety of media formats.

Our Market

- Serving the Rochester and Syracuse areas
- **Rochester:** Minority Reporter is a weekly publication that serves Rochester's african american community
- **Rochester:** La Voz is a monthly publication that serves Rochester's Hispanic community
- **Syracuse:** CNY Vision is a weekly publication that serves the Central New York African American community

Our Readership

Minority Reporter

- Distribution: 6,000/week
- 15,000 combined weekly readers

La Voz

- Distribution: 7,500/month
- 13,000 combined monthly readers

CNY Vision

- Distribution: 5,000/week
- 7,000 combined weekly readers

On-Line Readers:

- Over 100,000 hits/month

Advertising Deadlines:

- All artwork due tuesday prior to publication for MR and Thursday for CNY Vision
- Artwork for La Voz due last day of month prior

Publication Dates:

- MR published Saturdays
- CNY Vision published Mondays
- La Voz published 2nd Friday of month

2011 RATES

MR	[w x h]	WEEKLY
BACK PAGE	10 x 13.75	\$759.00
FULL PAGE	10 x 13.75	\$660.00
3/4 PAGE	10 x 10	\$536.00
1/2 PAGE	10 x 6.75	\$385.00
1/2 PAGE [V]	5 x 13.75	\$385.00
1/4 PAGE	5 x 6.75	\$206.00
1/6 PAGE	5 x 4	\$147.00
1/8 PAGE	5 x 3	\$117.00
1/12 PAGE	5 x 2	\$82.00
Business Card	3.5 x 2	\$58.00
1/24	2.5 x 2	\$45.00

LA VOZ	[w x h]	MONTHLY
BACK PAGE	10 x 13.75	\$650.00
FULL PAGE	10 x 13.75	\$550.00
3/4 PAGE	10 x 10	\$450.00
1/2 PAGE	10 x 6.75	\$350.00
1/2 PAGE [V]	5 x 13.75	\$350.00
1/4 PAGE	5 x 6.75	\$200.00
1/6 PAGE	5 x 4	\$170.00
1/8 PAGE	5 x 3	\$125.00
1/12 PAGE	5 x 2	\$100.00
Business Card	3.5 x 2	\$65.00

CNY VISION	[w x h]	WEEKLY
BACK PAGE	10 x 13.75	\$600.00
FULL PAGE	10 x 13.75	\$500.00
3/4 PAGE	10 x 10	\$425.00
1/2 PAGE	10 x 6.75	\$320.00
1/2 PAGE [V]	5 x 13.75	\$320.00
1/4 PAGE	5 x 6.75	\$178.00
1/6 PAGE	5 x 4	\$130.00
1/8 PAGE	5 x 3	\$110.00
1/12 PAGE	5 x 2	\$78.00
Business Card	3.5 x 2	\$50.00

Help Wanted/Classified ads

\$100 gives you 1-week in print and 30 days on-line (2 x 3.5 size ad)

Web Ads: Revolving Banners \$75/week

ColorAds: add 30%