

MINORITY REPORTER, INC

Headquarters: 506 W. Broad St, Rochester, NY 14608 • ph. 888.792.9303 • fx. 888.796.6292 • www.MinorityReporter.net



Our Purpose

Minority Reporter, Inc. is the regional model for empowering people of color through the use of multiple media formats.

Mission Statement:

Minority Reporter, Inc. is a family of publications and other media formats committed to fostering self awareness, building community and empowering people of color to reach their greatest potential. Further, Minority Reporter, Inc. seeks to present a balanced view of relevant issues, utilizing its resources to build bridges among diverse populations; taking them from information to understanding.

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 CNY Vision
- Artwork for La Voz due 24th of month prior

Publication Dates:

- MR published Saturdays
- CNY Vision published Fridays
- La Voz published 1st Friday of month

2010 RATES

MR	[w x h]	WEEKLY
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	\$75.00
Business Card	3.5 x 2	\$50.00

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

Web Advertising
Revolving Banners \$150/month