



ATLANTA DAILY WORLD

# Media Kit

# 2022

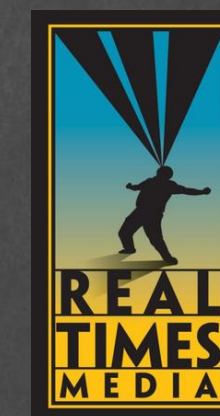


[www.AtlantaDailyWorld.com](http://www.AtlantaDailyWorld.com)



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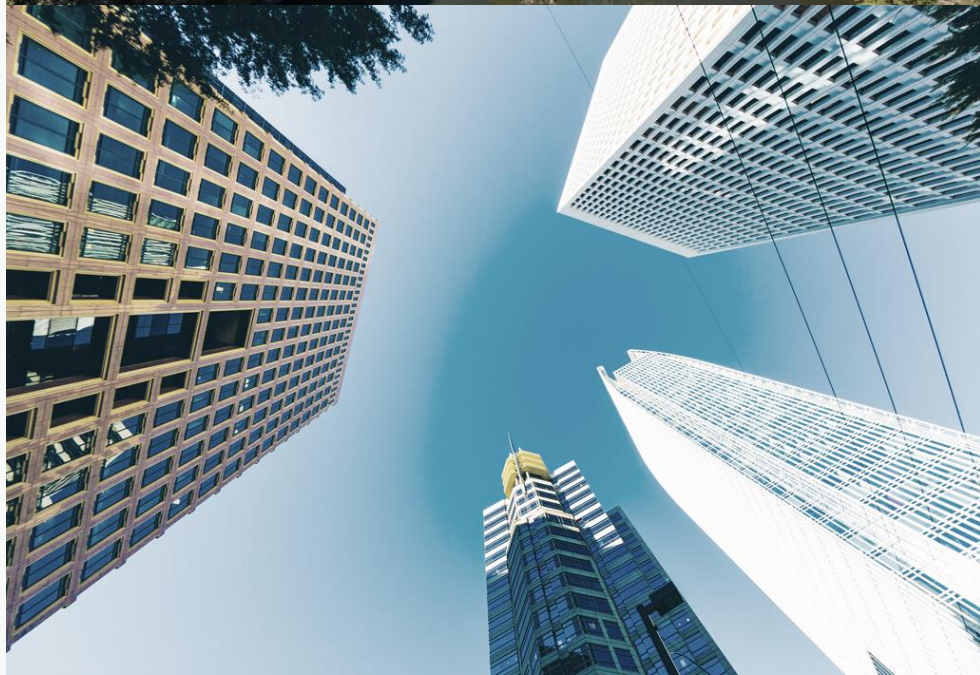
# About Us

AtlantaDailyWorld.com is one of the top sources of news and information for Black Atlanta. This next evolution allows us to create new digital opportunities for you to engage more deeply with this critical Metro Atlanta market. With a readership that spans the country, the site is also evolving as the nation's glimpse into what's new, what's news, and what's hot in Black Atlanta, enabling our customers to access a broader spectrum of the African American market.

The re-energized news and information platform features new contributors, and content but will also offer special, limited print editions centered on issues relevant to the black community.







# We Attract Eyeballs

Through various digital channels, readers in metropolitan Atlanta rely on the Atlanta Daily World to stay informed about issues that impact their lives. We take great pride in having access to the grassroots community as well as connections and established relationships with influencers and opinion leaders. We stay abreast of the pulse of the neighborhoods. Our readers trust us. They trust that The Atlanta Daily World will portray the good news and the bad in a fair and balanced manner.





ANNUAL HOUSEHOLD INCOME

Employed

- 52% Professional/Managerial
- 11% Upper Management
- 15% Self-Employed

Sex

- 55% Male
- 45% Female

Background

- 52% African American
- 3% Hispanic
- 1% Other

Median Household Income \$67,900

Median Age

28 years old

Age Range

21-45 years old

Marital Status

67% Single

33% Married

Education

71% College Graduates/Attended

10% Postgraduate

Demographics

- 90% African American Readers
- 38% Age 18 – 38
- 35% Age 35 – 56
- 27% Age 57 – 75
- 67% Single
- 33% Married
- 52 % Female Readers
- 48% Male Readers
- 56% College Educated
- 46% Professional/Managerial
- 13% Upper Management
- 18% Self-Employed
- 12.4% Blue Collar
- 38.2% White Collar
- 64% Homeowners
- 28.6% \$62,000+ Annually
- 36.2% \$41,700+ Annually

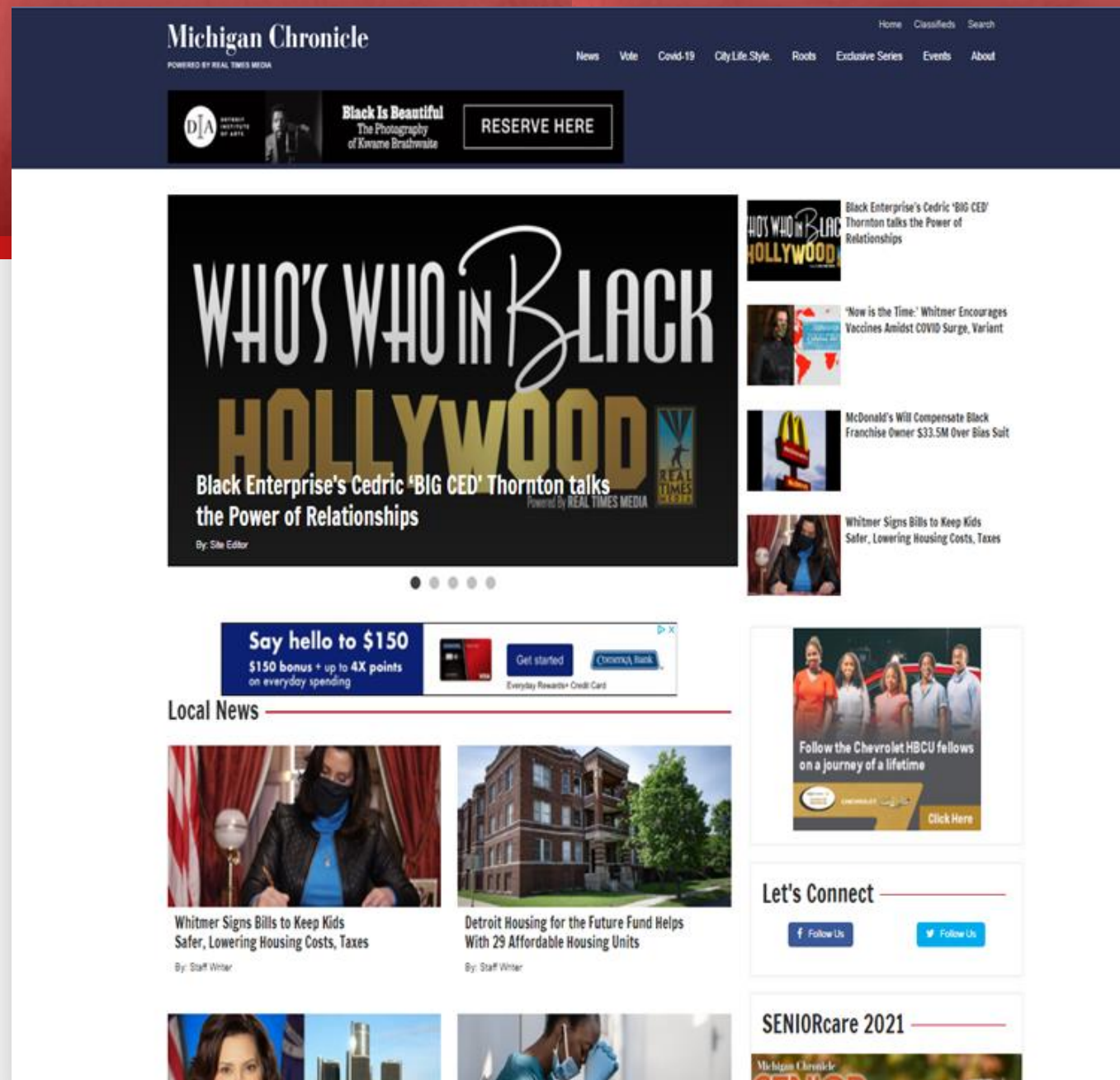




# WEBSITE, SOCIAL MEDIA, E-NEWS & EMAIL MARKETING



# DIGITAL: Website



Engage and target our audience via [chicagodefender.com](http://chicagodefender.com). We are the #1 African American website for culturally relevant content and information in Chicago. You can also engage our audience through our programmatic network of sites and mobile apps.





# SOCIAL MEDIA

ADVERTISING | POST

Let us promote your tailored messages across our social media platforms. Reach tens of thousands of followers with the click of a mouse. Advertise to our organic and sponsored audiences.

- ✓ \$600 per package of 3 sponsored posts (includes all Atlanta Daily World social media outlets)
- ✓ Cross-posted on social media platforms
- ✓ Programmed to reach your target demographic
- ✓ Scheduled for maximum reach
- ✓ Featured social media videos

## SPONSORED FACEBOOK/TWITTER/SOCIAL MEDIA POST

Provide a URL, as well as any tagged pages / hashtags you'd like mentioned or included in the post. Provide any geographic targeting you would like us to apply to the boost as well as your suggested wording for the post. Our writers have final say on said phrasing, so that the voice/tone is consistent with our properties. Your suggested images should be at least 800pix wide, bearing in mind that FB prevents art with more than 20% of text to run on news feeds.



- Facebook: 1200 x 630 pixels. Primary Text: 125 characters, Headline: 40 characters and Description: 30 characters
- Instagram: 1080 x 1080 pixels. Primary Text: 125 characters and Headline: 40 characters
  - Reels (type of video with higher visibility. Can only be 60 seconds) 1080 x 1920 pixels
- Twitter: 1600 x 900 pixels. Post copy - max 280 characters





# E-NEWS

ATLANTA DAILY WORLD DIGITAL DAILY

With the creation of the Atlanta Daily World Digital Daily, every morning our readers receive the news and information they're most interested in, summarized in their email. News stories cover what's hot and trending in politics, business, sports, technology and entertainment at the local and national level from a variety of sources. Advertisements, promotions, or content can also be included and delivered to over 4,000 email boxes every day. Ads and/or content can be linked back to your website landing pages, lead forms, or other sponsored content.

Leaderboard Ad (728 x 90) - \$700 per week

Ads can link back to our website, or sponsored content on the Atlanta Daily World website.





# EMAIL MARKETING

E - B L A S T

Let us distribute your tailored promotional offers, invitations and messaging to our curated database of 4,000 subscribers.

## EMAIL MARKETING

- Atlanta Daily World Digital Daily delivers to designated email boxes every morning;
- Timely and relevant editorial content that can only be told by the Atlanta Daily World;
- E-blast your promotions, offers, invitations, etc.;
- Your promotions and messages delivered to our registered users.

## Send Your Message To Our Audience

- \$750 per set of three (3) e-blasts (same creative)
- Includes series of three (3) social pushes to our Facebook, Twitter and Instagram followers
- Creative will be e-blasted within 3 full business days of receipt of appropriately sized artwork and payment

(600 x 800 pixels).

\*Ad served .jpeg. Nomination.







# DIGITAL: Branded Content

- Branded content uses the strength of storytelling to provide a valuable benefit to your brand, while increasing audience engagement with consumers.
- Use our Branded Content platform to attract consumers naturally and draw them closer to the brand.

## ACTIVE AGING



Enjoy an Active Holiday Season with These 5 Outings

[READ MORE](#)



Don't Give Up On Your Fitness Goals in the Winter With These Tips

[READ MORE](#)



8 Essential Ways to Have a Stress-Free Holiday Season

[READ MORE](#)

PRESENTED BY  Blue Cross Blue Cross of Georgia



Tackling Seasonal Mood Disorder

SPONSORED CONTENT

- Sponsorships can Include:
  - Six-to-twelve-month commitments
  - 100% Share Voice Collection &
  - Exclusive "Presented by" branding
  - 1x per month sponsor article integration (4th card)
  - Viewer Takeover:
    - 300x250 companion banner ad
    - (2) 300x250 in-article ads for ALL articles





# Engage And Grow Your Audience

LEAD GENERATION



Car Payments  
For a Year

January  
**\$6,600 Prize**



Home  
Improvement  
Giveaway

March  
**\$5,000 Prize**



Win Groceries  
For a Year

September  
**\$4,800 Prize**



Rent or  
Mortgage  
For a Year

November  
**\$15,000 Prize**

Contact us today for more details!



ATLANTA DAILY WORLD



# INTEGRATED

MARKETING SOLUTIONS

Utilizing our distribution platforms and those of our national and local partners and sister organizations, our marketing arm, RTM 360, can create an integrated marketing program for you.

Whether we use your creatives or brainstorm a new campaign, we have the expertise to:

- ✓ Strategize the big idea
- ✓ Design creative treatment
- ✓ Develop culturally relevant content
- ✓ Use our distribution channels to reach your target audiences

## Content Activation

- ✓ Our editorial team and content experts develop content that achieves multiple objectives including awareness, engagement, lead generation, and customer acquisition, providing valuable news, information, visuals and knowledge to a variety of audiences.

**Tap Into Our Marketing Expertise**



ATLANTA DAILY WORLD



# Digital Rates

ADVERTISING  
| ATLANTA DAILY WORLD . C O M

Ad Product	Dimensions	Click to URL	GIF/JPEG	Cost
Leaderboard	728 x 90 Desktop Only	Yes	50k	\$10+ CPM
Leaderboard	970 x 250 Desktop Only	Yes	50k	\$15+ CPM
Leaderboard	970 x 90 Desktop Only	Yes	50k	\$12+ CPM
Medium Rectangle	300 x 250 Desktop Only	Yes	50k	\$10+ CPM
Half-Page Ad	300 x 600 Desktop Only	Yes	50k	\$10+ CPM

## Digital Packages

### Small Business Package A - Call for pricing

- 2 Email Blasts (600x800)
- 5-day Website Ad (300x250)
  - Estimated reach – 10,000 impressions

### Small Business Package B - Call for pricing

- 3 Email Blasts (600x800)
- 7-Day Website Leaderboard Ad (728x90)
- Social Media amplification – 1 Custom post & promotion across FB, IG or TW
  - Estimated reach – 50,000 impressions

### Small Business Package C - Call for pricing

- 5 Email Blasts (600x800)
- 7-day Website leaderboard Ad (728x90)
- 14-Day Website sidebar Ad (300x250)
- Social Media amplification – 2 Custom posts & promotion across FB, IG, TW
  - Estimated reach – 125,000 impressions

### Small Business Package D - Call for pricing

- 5 Email Blasts (600x800)
- 14-day Website leaderboard Ad (728x90)
- 14-Day Website sidebar Ad (300x250)
- 14-day Digital Daily leaderboard Ad (728x90)
- Social Media amplification – 5 Custom posts & promotion across FB, IG, TW
  - Estimated reach – 200,000 impressions

### Small Business Package E - Call for pricing

- 5 Email Blasts (600x800)
- 45-day Website leaderboard Ad (728x90)
- 45-Day Website sidebar Ad (300x250)
- 30-day Website sidebar Ad (300x600)
- 30-day Digital Daily leaderboard Ad (728x90)
- Social Media amplification – 8 Custom posts & promotion across FB, IG, TW
  - Estimated reach – 500,000 impressions

We serve our ads through DFP for Small Business. For all sites, basic images ads should meet these specs: JPG / PNG / GIF format, 96 DPI, RGB Color, 1MB Max. Please also provide which URLs to link.







**Thank you!**