

The Madison Times

THE PAPER THAT'S MORE THAN BLACK AND WHITE

MEDIA KIT

Readership | Circulation | Advertising Rates | Special Calendar



Dynamics of a Changing Population

As the Madison-area population continues to become more diverse, advertising and marketing professionals need to understand the changing markets and major trends affecting their clients.

The Madison Times (TMT) allows clients to reach new markets and expand their customer base by targeting all of the growing market's under-represented demographics, including African American, Hispanic, Asian and teenage audiences. TMT takes advantage of the region's expanding growth in the minority populations.

Why Advertise With The Madison Times?

Distribution

As one of the oldest minority businesses in Madison, The Madison Times is greatly established within its community. Each week it is delivered to over 200 locations in Madison and surrounding areas.

Did You Know?

- Madison's minority population is 18 percent with increases following national trends
- The African American population grew 26.8 percent between 1990 and 2007 compared to 20.9 percent for the overall population
- The Hispanic/Latino population is estimated to grow 126.4 percent from 1990 to 2011.

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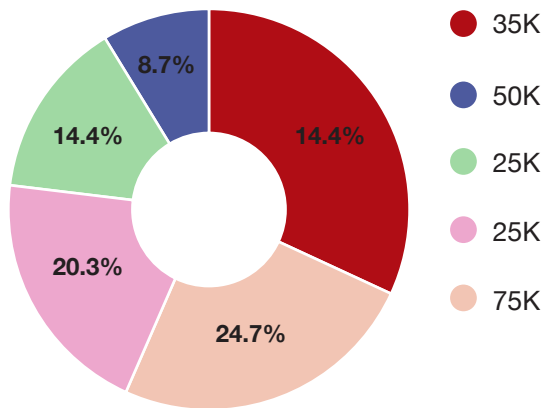
Readership

Source: The Media Audit

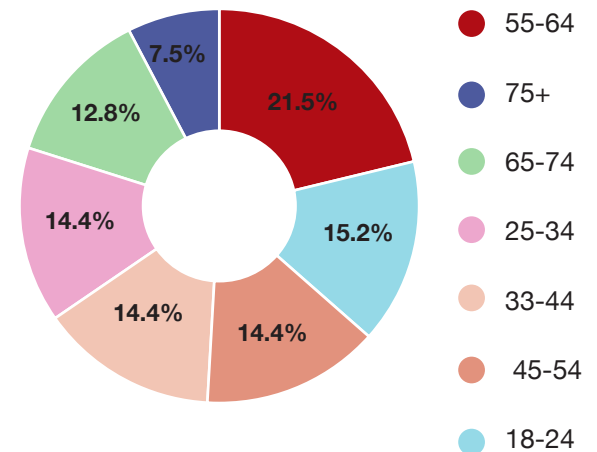
Audience

TMT knows whose reading. Over 17,000 people read TMT every week. Its journalistic excellence attracts a diverse audience; a majority from Madison's multicultural communities. African-American teens and young adults compile almost 30 percent of our readership – a growing population that spends 20 percent more per month than the average U.S. teen on items such as brand name clothing, video game hardware and casual/leisure shoes.

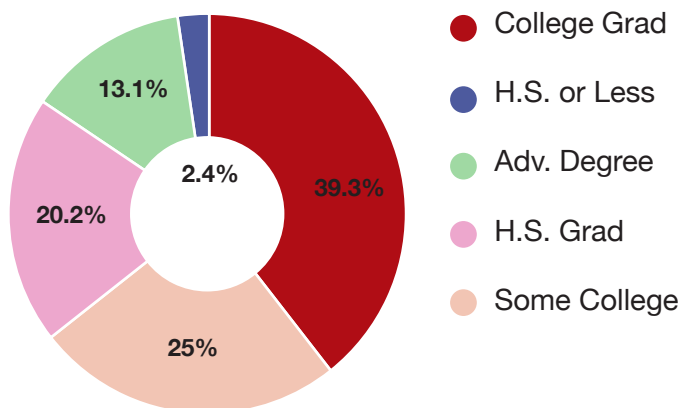
Annual Income



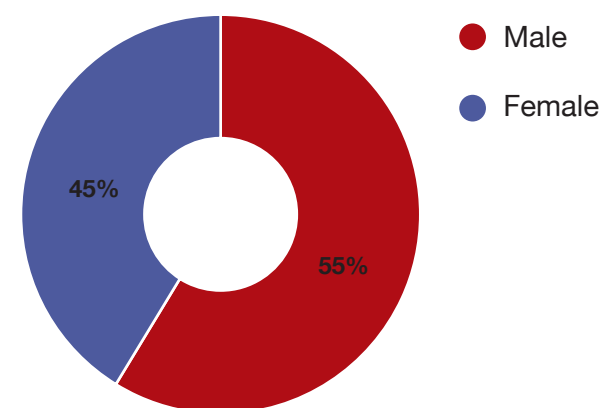
Age Analysis



Education Profile



Gender



Did You Know?

African Americans/Blacks are more likely than the average U.S. consumer to:

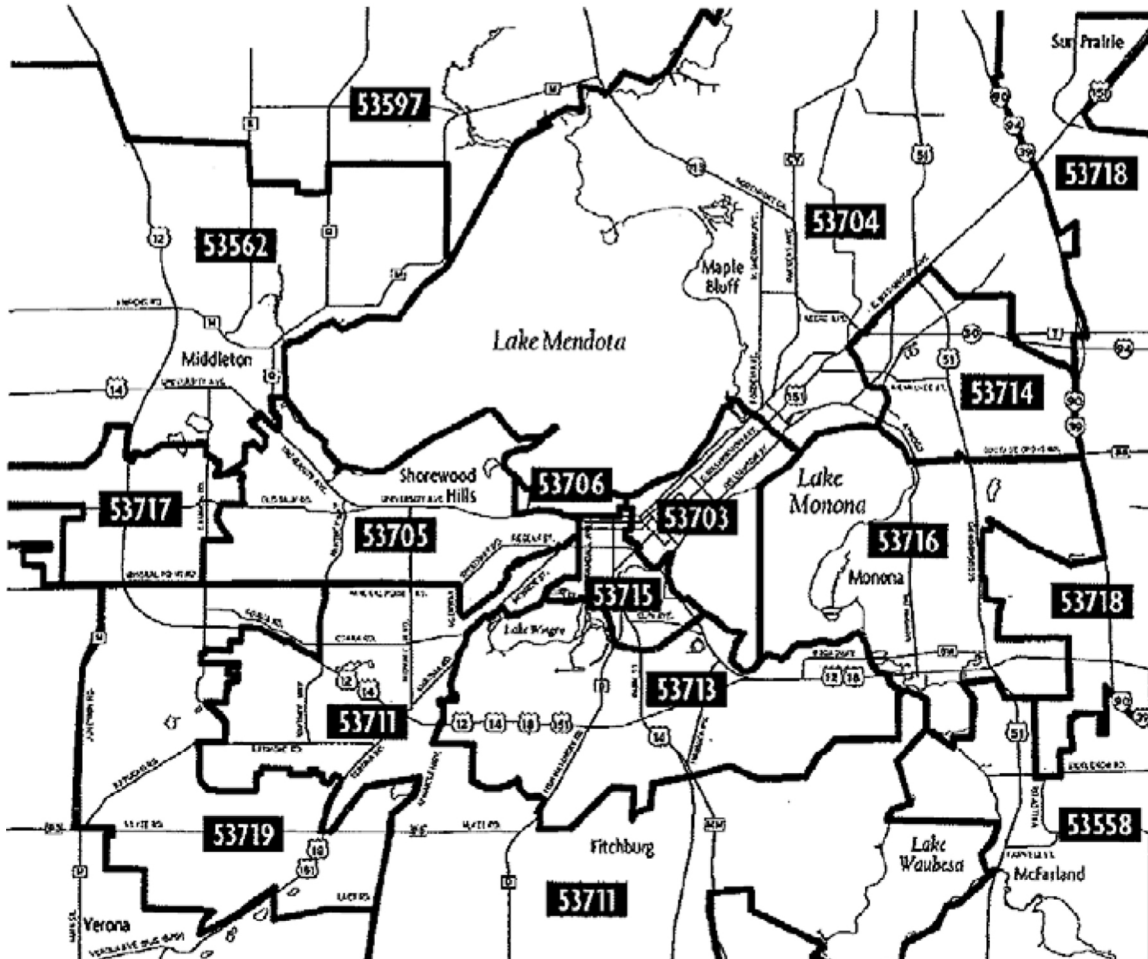
- Place a high premium on the status of owning tangible items
- Want to dress in the latest fashions in order to enhance appearance
- Spend more for what is perceived as “the best” — 64% vs. 51% of Caucasians
- Brand-loyal and rely upon certain brands to help make them informed purchase decisions.

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Circulation

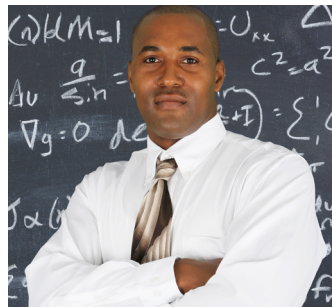
Source: The Media Audit

Circulation by Zip Code



53562	53705	53715
53590	53706	53716
53593	53711	53717
53703	53713	53719
53704	53714	

Readership: 24,000
Male Readers: 55%
Female Readers: 45%
Average Age: 18 – 49
Average Income: \$50,000 - \$75,000
African American: 65% (25% White/10% Other)



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Print Advertising Rates

Classified Open Rate:

\$19.50 per column inch

Local Open Retail Rate:

\$17.50 per column inch

Contract Rates:

Run 4 x	\$16.50
Run 13 x	\$15.75
Run 26 x	\$14.88
Run 52 x	\$13.80

Display Advertisements:

Full page	(5 x 15")	\$1,290.00
Junior page	(4 x 13" or 5 x 10.5")	\$890.00
Half page	(5 x 7.5")	\$650.00
Quarter page	(3 x 7"; 4 x 4.75")	\$369.00
Eighth page	(2 x 5")	\$175.00
Business Card	(2 x 2.5")	\$87.00
Mini	(1 x 2")	\$35.00

No Charge for design

Full Color: add 25% of ad cost

One Color: add 10% of ad cost

Inserts: \$45.00 per 1000 (minimum \$200)

Guaranteed Position: add 25% of ad cost

Local Agency Rate Retail:

Gross Rate:	\$20.40 per column inch
Net Rate:	\$17.35 per column inch

National Agency Rate Retail:

Gross Rate:	\$26.40 per column inch
Net Rate:	\$22.45 per column inch

DEADLINE: Noon on Tuesday of the week the paper is published.

Distribution: 6,000

Publishing date: Thursday

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Web Advertising Rates

920 x 100

600 x 70

300 x 70

WEB RATES & SPECS

(weekly)

Size	Price	Dimensions
Top Page Banner	\$350	920 x 100 pixels
Horizontal Banner	\$250	600 x 70 pixels
Half Banner	\$175	300 x 70 pixels
Vertical Banner	\$275	300 x 500 pixels

300 x 500

Contact info:

Sue at sales@madtimes.com
313 W Beltline Hwy Ste 132
Madison WI 53713
(608) 270-9470



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Ad Specifications



Full Page



Vertical Half Page



Horizontal Half Page

Columns	5 Columns x 16.5"	3 Columns x 16.5"	5 Columns x 8.25"
Dimensions	10.25" x 16.5"	5.125" x 16.5"	10.25" x 8.25"
Madison Times	\$1290.00	\$650.00	\$650.00
Milwaukee Courier	\$2275.50	\$1137.75	\$113.75
Combined	\$2920.00	\$1250.90	\$1250.90

**Additional \$150.00 per color cost incurred for color display advertising*



Quarter Page



2 x 8.25"



3 x 4.125"



2 x 4.125"

Columns	3 Columns x 8.25"	2 Columns x 8.25"	3 Columns x 4.125"	2 Columns x 4.125"
Dimensions	5.125" x 8.25"	3.8" x 8.25"	5.125" x 4.125"	3.8" x 4.125"
Madison Times	\$369.00	\$175.00	\$87.00	\$35.00
Milwaukee Courier	\$569.00	\$370.00	\$277.75	\$185.00
Combined	\$655.00	\$382.00	\$254.90	\$154.00

**While Display advertising is priced at \$18.50/column inch, Classifieds are priced at \$17.50/column inch*



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Special Calendar

Features

Coming Events | Op-Ed | Religion | Social
Family | Lifestyle | Sports | Youth
Education | Urban Business | Home Ownership

Special Editions

January: Remembering Dr. Martin Luther King Jr.

February: Celebrating Black History Month

March: The Black Press Salutes Diversity

June: Graduation, Juneteenth Day Celebration

July: African World Festival

August: Back To School

September: Health Care

October: Urban/Black Business Month

November & December: Holidays