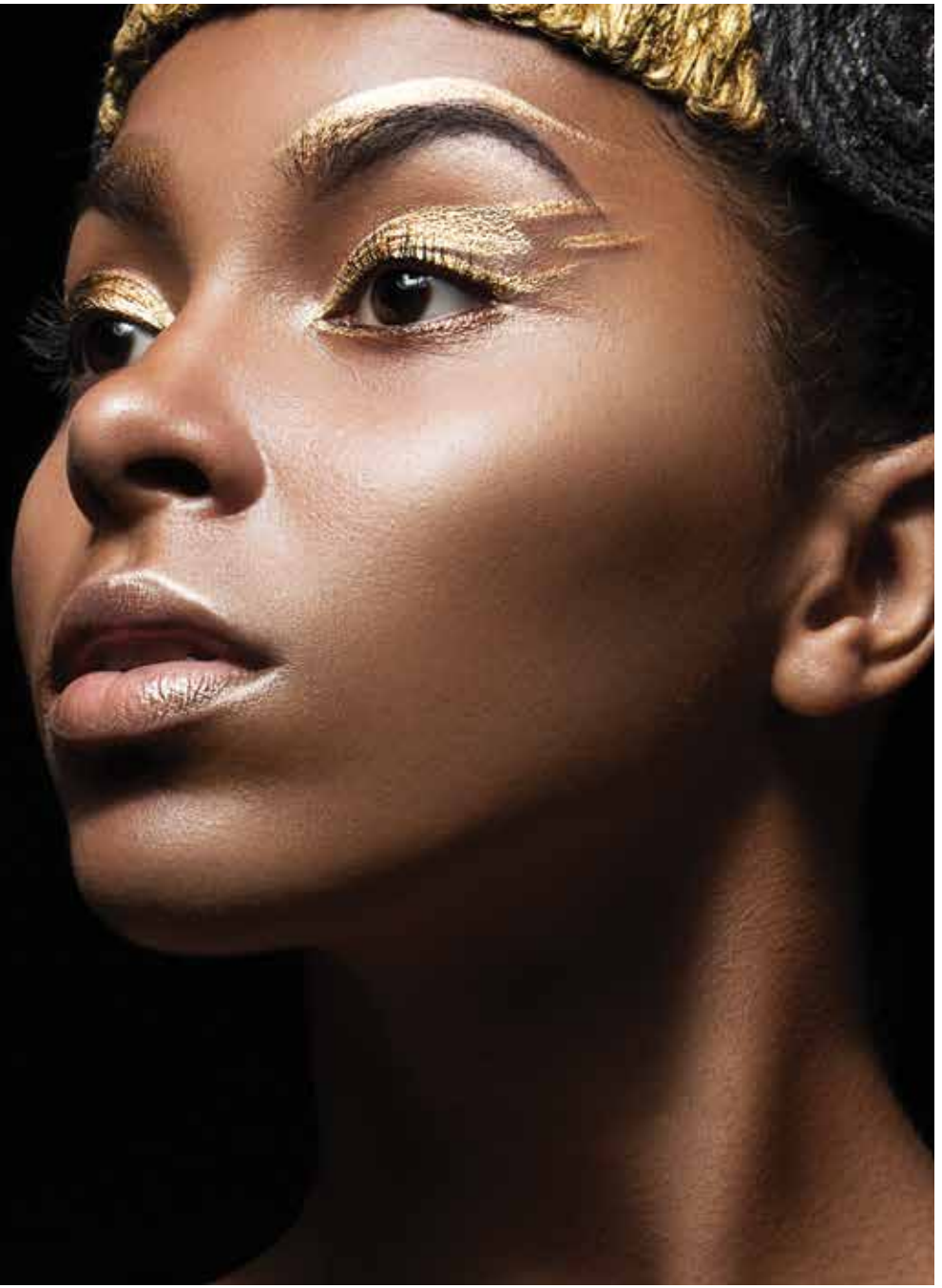
BLACK-pages.com

25th ANNIVERSARY

SPEND CONSCIOUSLY

Patronize Local Businesses That Desire,
Value & Appreciate Your Business



MEDIA KIT

What is THE BLACK *pages* &

IT'S A BUSINESS DIRECTORY!

IT'S A MAGAZINE!

...AND IT'S ONE ABSOLUTELY TERRIFIC ADVERTISING VEHICLE

THAT WORKS HARD FOR YOU FOR A FULL YEAR!

THE TRANSFORMATIONAL AGENDA MAGAZINE

you ask?

IT'S AN EMPOWERMENT GUIDE!

IT'S A CALL TO ACTION!

...AND IT'S ONE ABSOLUTELY TERRIFIC VEHICLE

FOR COMMUNITY TRANSFORMATION AND HEALING!

FIVE EDITIONS

Reach 80% of Metropolitan St. Louis' African American Community

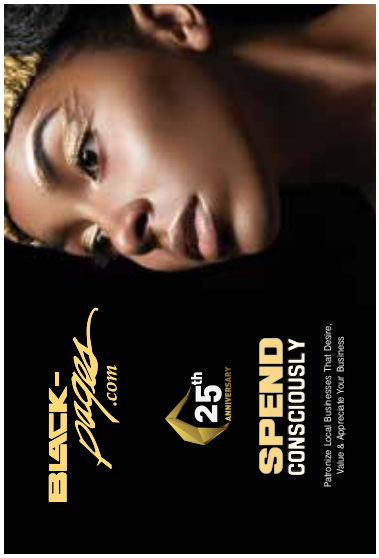
www.Black-Pages.com

100,000 COPY PRINT EDITION

FREE DISTRIBUTION
300+ LOCATIONS

SCHNUCKS, DIERBERGS, SHOP & SAVE, AND OVER 600 OTHER LOCATIONS.

Do you want to do MORE BUSINESS?



CLASSIC EDITION

(314) 531-7300

SEARCH EDITION

MOBILE EDITIONS

Download on the App Store

Get it on Google play

If so, there is an EASY WAY!

A Complete Marketing Strategy for a FULL YEAR

indubitably significant!

48.2% *of St. Louis City*

2010 U.S. Census for the City of St. Louis:

153,899	African Americans
165,395	White & Other Races
319,294	Total Population St. Louis City

29.5% *of St. Louis County*

The 2010 U.S. Census for St. Louis County:

292,694	African Americans
706,260	White & Other Races
998,954	Total Population St. Louis County

50% *North of Highway 64*

50% of all citizens living in St. Louis City and County, North of Highway 64, are African American.

2/3 *Live in County*

Two of every three African Americans live in St. Louis County.

2010 Census Data

indubitably worthy of direct communication!

African Americans are passionate about spending their shopping dollars with companies that desire, value and appreciate their business.

The Yankelovich Study

African Americans:

- Are more than twice as likely to **trust** African American media as they are to trust Mainstream media
- Want to be **directly appealed to** via the African American media
- Are **Passionate and Loyal** consumers of those that send a positive message to the African American community

The Yankelovich Study Descriptors:

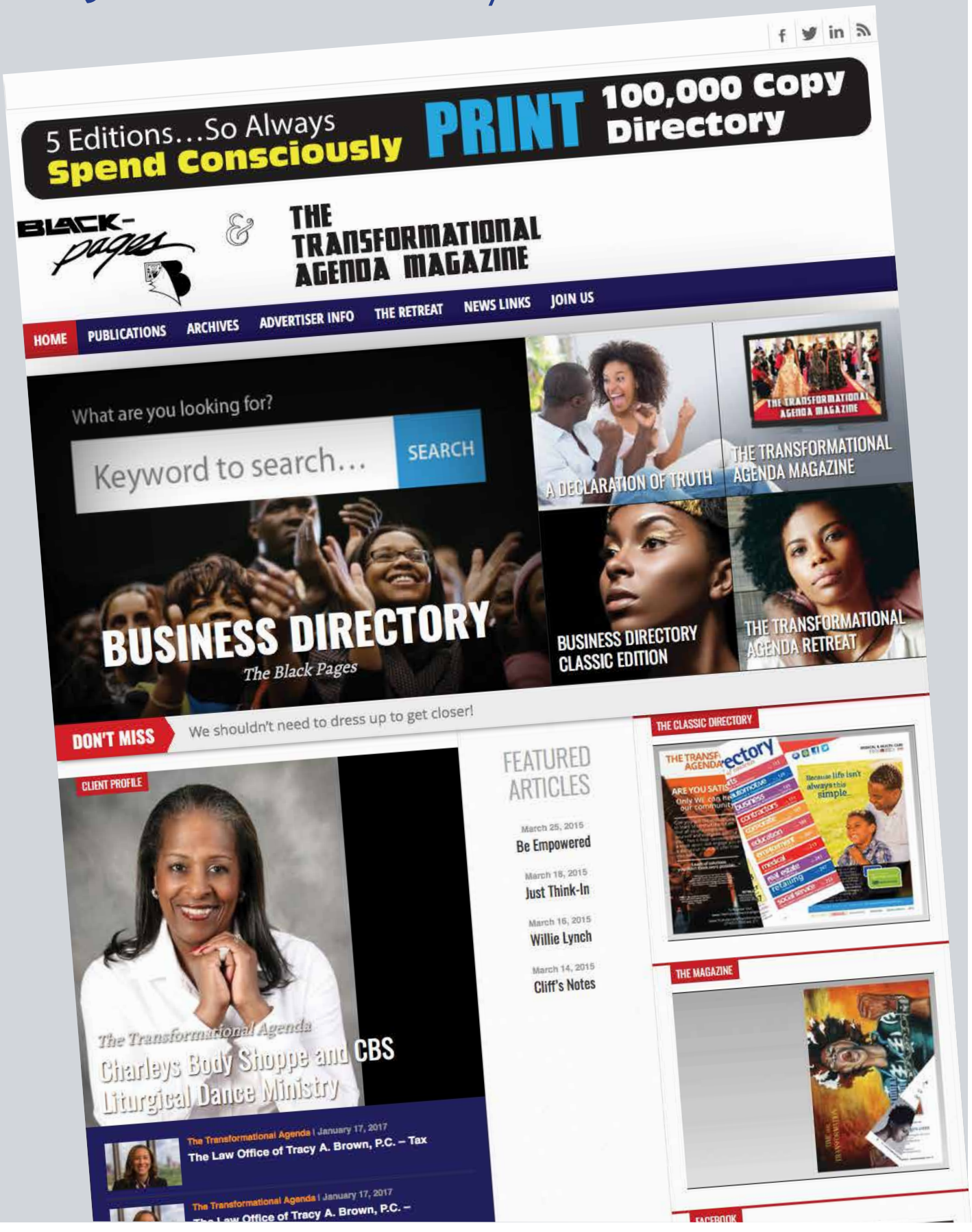
Accurate – a national sample of 3,400 respondents – segmented and sub-divided

Full picture – only study to include teens and adults 55+

Comprehensive – media consumption, attitudes, spending, future plans

Reliable – researched by top experts at Yankelovich

On Any Device...
Just a Click Away!



Thanks for Making It Happen –

We've strived from the beginning to make *The St. Louis Black Pages* and *The Transformational Agenda Magazine* a singularly unique publication. A business directory for local businesses to communicate directly with the African-American community, and an annual magazine that provokes positive thoughts and action.

It was probably difficult for some to envision this kind of hybrid "flip" publication – after all, who sits down and reads a traditional directory from cover to cover? Contrary to conventional wisdom, we not only imagined doing just that; we also saw readers taking the knowledge they'd gleaned from each edition, and acting on it to empower themselves, their families and the larger community.

Twenty-five annual editions later...ours is indubitably the nation's preeminent *Black Pages Business Directory* and *Transformational Agenda Magazine*; a publication that is anxiously awaited, meticulously read, extensively utilized and often collected.

We are most grateful for the support of our advertisers because without their support we would neither be able to print nor distribute 100,000 complementary copies annually nor provide the internet and mobile search engine editions. We are equally grateful to our readers for supporting our advertisers with their patronage because this support makes *The Transformational Agenda Magazine* and *Black Pages Business Directory* a win-win proposition for both the community and our advertisers.

HOWARD D. DENSON
Publisher & Editor

VICKIE M. DENSON
President & CEO

BLACK-pages & THE TRANSFORMATIONAL AGENDA MAGAZINE

Advertising Rates

Sizes	Rates
Line listing	$ 400.
1/16 Page	800.
1/8 Page	1,200.
1/4 Page	1,875.
1/2 Page	3,000.
3/4 Page	3,900.
Full Page	4,800.
Two Page	9,600.

Graphic Charges

Ad Size	Rate
1/16 Page or 1/8 Page	$ 50.
1/4 Page or 1/2 Page	100.
3/4 Page or Full Pages	200.

Process Color Charges

Ad Size	Rate
1/16 Page or 1/8 Page	$ 50.
1/4 Page or 1/2 Page	100.
3/4 Page or Full Pages	200.

Size Requirements

Width x Height	
1/16 Page Horizontal	2.75 x .875
1/8 Page Horizontal	2.75 x 1.875
1/4 Page Vertical	2.75 x 4
1/4 Page Horizontal	5.875 x 1.875
1/2 Page Vertical	2.75 x 8.25
1/2 Page Horizontal	5.875 x 4
3/4 Page Vertical	5.875 x 6.125
Full Page	5.875 x 8.25

RATES INCLUDE A FULL YEAR OF ALL EDITIONS:

- 100,000 **Print** Edition
- **Search Engine** Edition
- **iPhone** App
- **Android** App
- **Classic** Internet Edition

THE BLACK pages offers the opportunity to reach the vast majority of a major target market, for a full year, via a single annual purchase in a publication that is: Anxiously Awaited, Meticulously Read, Extensively Utilized and is Often Collected.

Saint Louis Black Pages

7750 Maryland Ave., #11553 Clayton, MO 63105

www.Black-Pages.com • 314-531-7300 • info@Black-Pages.com

ADVERTISING SPECIFICATIONS GUIDELINES

BLACK-pages & THE TRANSFORMATIONAL AGENDA MAGAZINE

PRODUCTION GUIDELINES

The following guidelines are designed to assist the advertisement designers in providing all ads in the best possible formats to ensure that they display as intended in the St. Louis Black Pages. If there are any specific questions not covered in this document, please feel free to contact us.

FOUR COLOR PROCESS

All advertisements must be in either grayscale or four-color. Please check to be sure that all four-color work is CMYK. We cannot accept advertisements submitted in RGB format.

ACCEPTABLE PROGRAMS

All camera-ready advertisements must be submitted digitally. Electronic files may be e-mailed, or submitted on CD-ROM, DVD, or Zip disks (100 or 250 MB Zip disks are acceptable) and mailed to the address at the bottom of the page. Recommended formats for ads are PDF or EPS. Camera-ready artwork cannot be accepted by fax. TIF are acceptable for camera-ready artwork and Photoshop files may be used if they have not been flattened (ie. if they are still in layered format).

PRODUCTION GUIDELINES:

ADOBE IN DESIGN

Include ALL external files, graphics, and fonts used in the document. (This should be taken care of when you Package/Collect for Output, but it is recommended to check that everything is there.) The collected folder should be archived (converted to .zip or .sit) before sending.

ADOBE ILLUSTRATOR

Include ALL external files, graphics, and fonts used in the document. Include a version with fonts intact and one with fonts converted to outlines. **DO NOT FLATTEN FILES**

APPLICATIONS THAT ARE ACCEPTABLE, BUT NOT PREFERABLE:

▸ ADOBE PHOTOSHOP

Use grayscale format for one-color advertisements only. Photos should be at least 200 dpi, but no greater than 300 dpi at the size they are to be used. Bitmap format should be a minimum of 600 dpi, but no greater than 1200 dpi. Ads should be submitted as TIF files.

DO NOT FLATTEN FILES.

▸ QUARKXPRESS 4.x, 5.x, 6.x, ADOBE INDESIGN

Include ALL external files, graphics, and fonts used in the document. (This should be taken care of when you Package/Collect for Output, but it is recommended to check that everything is there.) The collected folder should be archived (converted to .zip or .sit) before sending.

TEXT AND FONT RECOMMENDATIONS

When submitting any file, we require that all fonts used in the advertisement be included with submission, even if the type has been converted to outline. The preferred format for fonts is Type 1 as these produce the best output for the printer. TrueType fonts may be accepted, but don't always display or print correctly. Please provide only the fonts used in the creation of the advertisement. If you have Flight-Check or other similar pre-flight and collection software, it will collect the appropriate fonts for you. When submitting files in Adobe Illustrator we request that you submit 2 versions, one with the text converted to outline and one with the copy still in editable text format.

Whenever possible, always find and use the correct typeface (ie. regular, italic, bold, bold italic, etc.) as stylized text may not print correctly. In other words, if you need part of the copy in a bold face, do not simply bold the text from the style menu. Find and use a bold version of the font. This will ensure that your advertisement prints as expected.

THE FOLLOWING ARE **NOT** ACCEPTABLE:

- REVERSED text below 6 point San Serif or 10 point Serif
- OUTLINE or INLINE typefaces below 16 points
- FINELINE SCRIPT typefaces below 21 points
- STRETCHED or COMPRESSED text which is below 75% or above 120% of normal size

Your cooperation in following these guidelines will contribute greatly to making the production phase of the next edition of the St. Louis Black Pages go very smoothly. **Thank you**

BLACK PAGES BUSINESS DIRECTORY

SIZE REQUIREMENTS . . . . . width x height
1/16 horizontal . . . . . .2.75 x .875
1/8 horizontal . . . . . .2.75 x 1.875
1/4 vertical . . . . . 2.75 x 4
1/4 horizontal . . . . . .5.875 x 1.875
1/2 vertical . . . . . .2.75 x 8.25
1/2 horizontal . . . . . 5.875 x 4
3/4 vertical . . . . . .5.875 x 6.125
Full Page . . . . . 5.875 x 8.25

THE TRANSFORMATIONAL AGENDA MAGAZINE

SIZE REQUIREMENTS . . . . . width x height
1/4 vertical . . . . . 3 x 4.25
1/4 horizontal . . . . . 6 x 2
1/2 vertical . . . . . 3 x 9
1/2 horizontal . . . . . .6 x 4.25
3/4 vertical . . . . . 6 x 9
Full Page . . . . . .7 x 10.25
For Full Page Only, Add 1/4" Bleed to Ad Size

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