

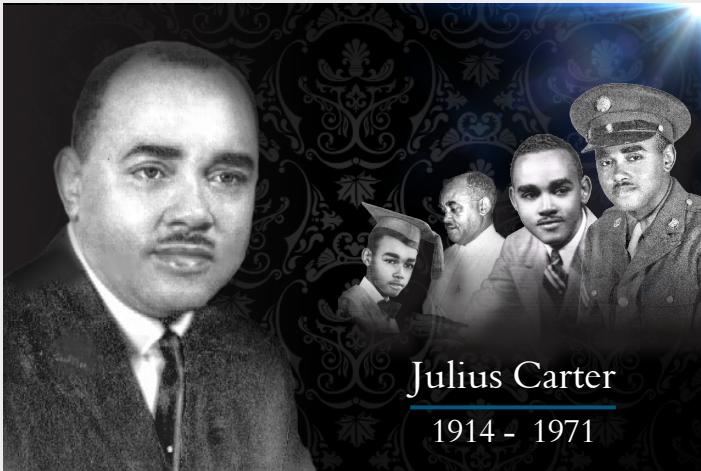


MEDIA KIT



History.

The Forward Times Family Tradition

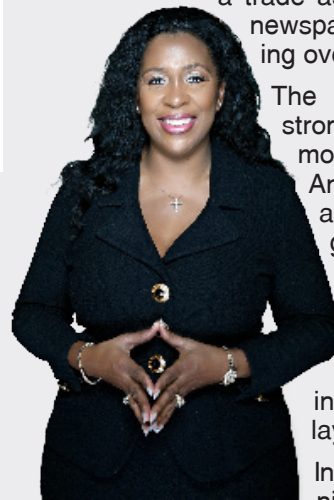


Julius Carter founded the Forward Times in 1960 as a means of uniting Black Houston in order to overcome the obstacles that were holding us in the shackles of second class citizenry. Mr. Carter passed away in 1971, after building the Forward Times into one of the major newspapers in Houston -- a weekly publication that went head to head with two dailies. The Forward Times had truly become the voice of hope for Black Houstonians.



Lenora "Doll" Carter fully understood the significance of her husband's desire to always keep his legacy in the family. "Doll" Carter was the CEO, Editor, and Publisher of the Forward Times for 39 years. Under her leadership the Forward Times grew to become the south's largest independently owned and published African American newspaper. Mrs. Carter served on numerous boards and held official positions in many organizations, including National Newspaper Publishers Association.

Karen Carter Richards serves as CEO and Publisher of The Forward Times, the South's largest Black owned and independently published newspaper. Karen has continued the iconic legacy of her parents and after thirty years of working in the family business in various administrative and managerial positions, she took over the helm and transitioned the business into one of the leading multimedia companies in the country. Karen serves as Chairman of the Board for the National Newspaper Publishers Association (Black Press of America); a trade association that consists of 215 newspapers across the country, reaching over 20 million people each week.



The Forward Times remains the strongest information vehicle and most trusted voice for African Americans in the city of Houston and throughout the southern region.

The Forward Times has been the recipient of various local and national awards for journalistic and digital excellence, including best graphic designs, layout, and editorial excellence.

In addition to being an award-winning and historic publication, The Forward Times boasts a paid and controlled circulation of roughly 65,000 and is one of the few publications that holds a second-class mailing permit that allows us to mail the newspapers directly into the homes of subscribers.

The Forward Times holds memberships in the National Newspaper Publishers Association, Texas Press Service, Texas Publishers Association, Texas Business Alliance, The National Association of Black Journalists and the Better Business Bureau.



I had promised myself that I would keep the paper going – at least until it reached it's fiftieth anniversary, no matter what, because in my heart I considered it a monument to him."

- Lenora "Doll" Carter

Market.

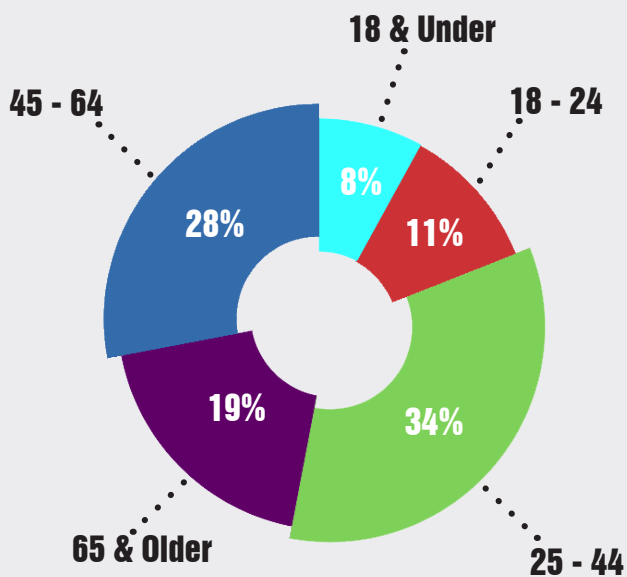
The Black Press is the heart, soul, and spirit of the Black Community.

Black consumers remain at the forefront of social trends and media consumption
- Nielsen: The African American Consumer Report

Black Newspapers represent the most powerful and persuasive means of reaching the African American consumer. The buying power of the African American community increased by 165% in the past seven years. This buying power currently stands at \$1.8 trillion.

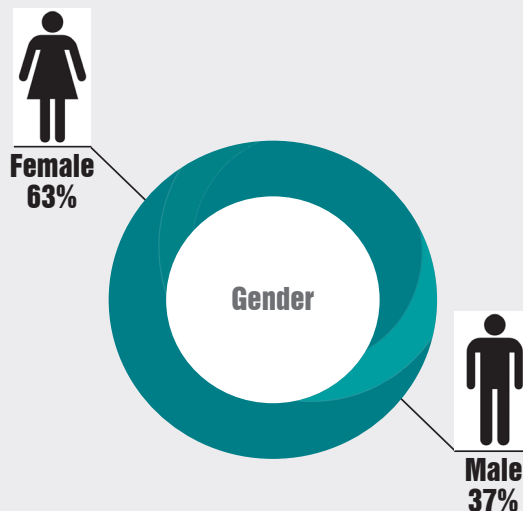
280K MONTHLY AUDIENCE

Print Edition, Website Visitor, Social Media Visitor, Newsletter Subscribers



PRINT & DIGITAL DEMOGRAPHICS

- Established: 1960
- Paid and Controlled Circulation: 65,230
- Frequency: Weekly
- Readership: 283,110
- Houston Population: 2,264,876
- Total Black Population: 22.59%
- Social Media: 17k+ Followers



Web.

Custom Digital Packages Available!

Custom bundles are designed to increase your company's visibility with our readers and help you take advantage of frequency and volume rates.

Online Services

Social Media Blast

Facebook and Instagram posting of your display ad
Cost: \$200/per post

Email Newsletters

Distribution of your display ad to the Forward Times Database
Cost: \$375/per newsletter

Social Reels

Event coverage and recap video — includes posting on Facebook and Instagram platforms
Cost: \$350

Send advertisements to advertising@forwardtimes.com

Advertisement Measurements

Type	Dimension	File Type	Cost
Head Banner	1050 x 110 pixels	JPEG, PDF	Cost: \$2,000/mo
Sidebar Web Button	250 x 250 pixels	JPEG, PDF	Cost: \$450/mo
Footer Banner	728 x 90 pixels	File Types: JPEG, PDF	Cost: \$1,500/mo

Find.

Detailed distribution zip code list is available upon request.



Churches, Community Centers and more!

Counties

ANGELINA • BRAZORIA • BRAZOS • FORT BEND
HARDEN • HARRIS • HOUSTON • JASPER
JEFFERSON • LAVACA • LIBERTY
MONTGOMERY • ORANGE
POLK • ROBINSON
WALKER • WALLER
WASHINGTON

Join.

PRINT EDITORIAL CALENDAR 2025

January

Martin Luther King Jr. Day

January 15 - 21, 2025

Material Deadline:

January 10, 2025

February

Valentine's Day

February 12 - 18, 2025

Material Deadline:

February 7, 2025

Black History Month

February 19 - 25, 2025

Material Deadline:

February 14, 2025

March

Women's History Month

March 5 - 11, 2025

Material Deadline:

February 28, 2025

**Black Press Week
(Celebrating 198 Years)**

March 12 - 18, 2025

Material Deadline:

March 7, 2025

April

National Pet Day

April 9 - 15, 2025

Material Deadline:

April 4, 2025

May

Mother's Day

May 7 - 13, 2025

Material Deadline:

May 2, 2025

June

Black Music Month

June 4 - 10, 2025

Material Deadline:

May 30, 2025

Pride

June 11 - 17, 2025

Material Deadline:

June 6, 2025

Juneteenth

June 18 - 24, 2025

Material Deadline:

June 13, 2025

July

**National Minority Mental Health
Awareness Month**

July 16 - 22, 2025

Material Deadline:

July 11, 2025

August

Back to School

August 6 - 12, 2025

Material Deadline:

August 1, 2025

*Tax Free Weekend:

August 8 - 10, 2025

October

Breast Cancer Awareness

October 8 - 14, 2025

Material Deadline:

October 3, 2025

November

Honoring Military Veterans

November 5 - 11, 2025

Material Deadline:

October 31, 2025

December

Celebrate Kwanzaa

December 17 - 23, 2025

Material Deadline:

December 12, 2025

* Issue themes subject to change.

Rates.

Broadsheet Mechanical Measurements

COLUMN WIDTH	INCHES
1 column	1.6944"
2 column	3.5556"
3 column	5.4167"
4 column	7.2778"
5 column	9.1389"
6 column	11"

Page Depth: 20.7 inches

Double Truck Mechanical Measurements

12 column = 22 inches x 20.7 inches in depth

Frequency Discount Rates

Size (Total inches)	USD (Per Column Inch)
250"	\$40.00
500"	\$38.00
750"	\$36.00
1,000"	\$34.00
1,250"	\$32.00
1,500"	\$30.00
2,500"	\$28.00

Classified and Display Rates (Per Column Inch)

Classified Ads	\$38.00
Display Ads	\$44.00

Display Rates

Size	
Full Page	124.2" \$5,464.80
Half Page	62.1" \$2,732.40
One -Third Page	42.4" \$1,865.60
Quarter Page	31.8" \$1,399.20
One - Eighth Page	15.9" \$699.60

Color Rate - Add \$600.00

**Space Reservation Friday @ 4:00 pm
Material Deadline Mondays @ 4:00 pm
Forward Times Distribution Day...Wednesday**

Advertising Rate Policy

- Forward Times reserves the right to correct any advertisement, to delete any objectionable words or phrases, or refuse any advertisement.
- Any dispute an advertiser may have with any invoice received shall contact Accounts Receivable within 30 days of the billing date.
- No charge for preferred positions are included in rates as set forth, consequently, Forward Times cannot guarantee positions on any specified pages or sections. However, every effort will be made to place advertising in line with the account's preference as possible.
- Advertisements in excess of 18.5 inches in depth in any column width will be billed as full column depth (20.8 inches per column). Billing is based on 20.8 inches per column and 124.8 inches per page.

Commissions and Terms of Payment

- Agency ads: 15% commission
- No cash discounts allowed
- Local display and classified rates are non-commissionable
- Political advertising must be paid for before insertion
- All charges are payable upon receipt of invoice
- Late charges are assessed on past due accounts
- Production work must be approved within 24 hours from the time of transmission to CLIENT to avoid delays in the proposed ad placement
- Cancellations must be received 24 hours before material deadline
- Advertiser is responsible for the full cost of reserved space if cancellation is received after material deadline or failure to provide advertising creative by material deadline

Sizes.

FULL PAGE
6 Cols. (11 in.) x 20.7 in.

JUNIOR PAGE
5 Cols. (9.1 in.) x 16.5 in.

THIRD PAGE
4 Cols. (7.27 in.) x 10.6 in.

QUARTER PAGE
3 Cols. (5.4 in.) x 10.6 in.

EIGHTH PAGE
3 Cols. (5.4 in.) x 5.3 in.

HALF PAGE (VERTICAL)
3 Cols. (5.4 in.) x 20.7 in.

HALF PAGE (HORIZONTAL)
6 Cols. (11 in.) x 10.35 in.

STRIP AD
6 Cols. (10.9 in.) x 2.675 in. \$706.20

DOUBLE TRUCK
12 Cols. (22 in.) x 20.7 in. \$10,929.60

HALF PAGE (FRONT) **BACK PAGE**
3 Cols. (5.4 in.) x 20.7 in. 6 Cols. (11 in.) x 20.7 in.

SPADEA WRAP
9 Cols. (16.4 in.) x 20.7 in. \$8,197.20

Call or email for pricing.

Pre-Printed Inserts	
4 Standard, 8 Tabloid	\$70 per M
6 Standard, 12 Tabloid	\$85 per M
8 Standard, 16 Tabloid	\$95 per M
10 Standard, 20 Tabloid	\$105 per M
12 Standard, 24 Tabloid	\$115 per M

Single Card Inserts.....\$55 per M

- No handling charges.
- A minimum of 10,000 acceptable.
- Must deliver to Forward Times seven days prior to insertion date.
- Card inserts on 70 lb. or heavier stock preferred.

Call or email for pricing.



The Julius & Lenora Carter Scholarship & Youth Foundation



The Julius and Lenora Carter Scholarship and Youth Foundation was established in September 2010. After the sudden passing of Lenora “Doll” Carter, Publisher and CEO of Forward Times Publishing Company, Inc. in 2010, the daughter of the founders, Karen Carter Richards, became the Publisher and CEO of the Forward Times, and took the initiative to establish the Foundation in her parents’ honor.

Julius Carter and his wife, Lenora, founded Forward Times Publishing Company in January 1960. During their tenure, the Carters privately assisted students who aspired to excel in the area of journalism. The Carters saw a need to positively influence the decline in interest when it came to vetting stories, qualifying subjects, and upholding journalism ethics by extending

more knowledge to students and providing a means to help them garner better education in the field of journalism.



In keeping with the legacy and history of the newspaper, Karen understood that the future of new media could be breached with the volumes of white noise reporting online. Currently, as part of the Carter legacy, the private assistance once personally handed out to a few students is now available to more students who are seeking to advance their careers in the field of journalism and digital communications through the Julius and Lenora Carter Scholarship and Youth Foundation, a 501(c)(3) company.

The Carter legacy will live on through the well-appointed works of the students who have benefited from both the scholarships offered and the Foundation itself. In keeping with the Foundation’s charter, it has partnered with local businesses and corporations to grant scholarships to qualified high school and university students that meet eligibility requirements.

The Foundation has granted more than \$30,000 in scholarships and helped numerous low and/or medium income high school seniors and college students, from both public and private schools within the Greater Houston Metropolitan area to continue their education. Additionally, the Foundation affords these students the unique opportunity for real world experience by providing an intern experience at Forward Times.

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Follow us on social media...



Search: [@forwardtimes](https://www.instagram.com/forwardtimes)

Memberships

National Newspaper Publishers Association • Texas Press Service
National Newspaper Publishers Association Foundation • National Association of Black Journalists • Greater Houston Black Chamber

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