

THE BLACKPRINT

An Exclusive Media Menu for Members of the Greater Houston Black Chamber — Powered by Forward Times



WHAT IT IS

In a time when DEI funding is under attack and media support for small businesses is waning, Forward Times — Houston's trusted Black-owned publication since 1960 — remains committed to innovation, access, and impact.

Introducing The BlackPrint — a premium yet accessible media offering designed exclusively for Chamber members. The BlackPrint helps amplify deserving Black-owned businesses through intentional, community-rooted visibility — in print, digital, and real-life.

WHY FORWARD TIMES?

- Founded in 1960 | 65+ years of trusted community storytelling
- 64,000+ paid print circulation
- Second-class mailing permit = direct-to-home/business delivery
- Distributed to top-tier grocery stores, community centers, churches
- 46,000+ unique monthly site visitors
- 20,000+ organic social media followers
- 14,000+ email subscribers

"If it's in the Forward Times, it's already in the community."

THE BLACKPRINT: A Step-by-Step Guide to Reaching Your Audience

The BlackPrint is your comprehensive roadmap to achieving impactful visibility through affordable à la carte options and carefully curated bundles. These packages can be customized to meet your business goals, helping you grow your brand — not just bigger, but stronger.



À LA CARTE SERVICES

Pick and choose exactly what you need — order individually or combine these items into your custom media plan.

PRINT

- **⅛ Page Display Ad** – \$125 (*value: \$699.60*)
 - » Specs: 5.4167 in. x 5.3 in.
- **¼ Page Display Ad** – \$225 (*value: \$1,399.20*)
 - » Specs: 5.4167 in. x 10.6 in.
- **½ Page Display Ad** – \$425 (*value: \$2,732.40*)
 - » Specs: 11 in. x 10.35 in.
- **Full Page Display Ad** – \$825 (*value: \$5,464.80*)
 - » Specs: 11 in. x 20.7 in.
- **Business Spotlight Write-Up (print)** – \$250 (*value: \$1,000.00*)

A feature article showcasing your business, spotlighting your products or services.
- **Print Event Coverage (write-up + photo)** – \$350 (*value: \$1,350.00*)

We cover your event and publish a write-up with professional photography.

DIGITAL

- **Single Social Media Post (cross-platform)** – \$50 (*value: \$200.00*)
 - » Boost your visibility with a post on Forward Times' social media platforms.
- **Website Feature Article** – \$275 (*value: \$1,000.00*)
 - » Feature your business on our website to reach an engaged online audience.
- **Email Blast Placement** – \$100 (*value: \$375.00*)
 - » Promote your business directly to our 14,000+ email subscribers.
- **Digital event coverage & Recap post** - \$350 (*value: \$700.00*)
 - » We cover your event and share a recap post across our digital platforms.



SIGNATURE BUNDLES

Handpicked packages combining maximum exposure with minimal lift — designed for businesses who want the most impact without the hassle. These curated bundles help streamline your marketing efforts, giving you powerful visibility across multiple platforms.

Bundle Name	What's Included	GHBC Rate
"The Foundation" <i>Best for businesses looking for an initial marketing push.</i>	¼ Page Print Ad + 1 Social Post + Email Placement	\$425 (value: \$1,974.20)
"The Buildout" <i>Perfect for businesses who want a comprehensive feature and social media exposure.</i>	Full Feature Article (Print + Web) + 2 Social Posts	\$725 (value: \$2,400.00)
"The Monument" <i>For businesses hosting events or looking for strong community engagement.</i>	Event Coverage (photo + write-up) + Recap Post + Email Blast	\$675 (value: \$2,425.00)
"The Master Plan" <i>Ideal for businesses that need strategic guidance and full-scale exposure.</i>	Strategy Session + Custom Cross-Platform Plan + Social, Print & Web Launch Feature	\$975 (value: \$3,550.00)

THE PURPOSE

The BlackPrint exists to empower Black-owned businesses through trusted visibility, meaningful storytelling, and community-rooted exposure. We believe in marketing that moves people — not just products.

READY TO MOVE FORWARD?

Have questions or want to get started? Contact us at Advertising@forwardtimes.com.

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