

*Lighting The Road To The Future*



[ladatanews.com](http://ladatanews.com)

# 2022 Media Kit

NATIONAL RATES

# Data News Weekly 2022



WELCOME

EDITORIAL

AWARDS

PARTNERSHIPS

RATE CARD

DIGITAL

DISTRIBUTION

WHY

## Dear Valued Advertiser:

Data News Weekly has been part of the New Orleans Community for many years, now celebrating over 50 years of service. It is a solid brand that has built a relationship as a credible voice in the community staying true to its motto as being “The People’s Paper.” It has a solid reputation as news you can use and has become an industry leader garnering national awards for it’s up to the minute coverage after Hurricane Katrina.



For its efforts, Data was awarded the “Excellence in Communications” Award in 2006 by New America Media. Being honored with “Ethnic Pulitzer” highlighting the hard work and commitment of our staff in telling the story of what occurred in our community. Data News Weekly was also honored as First Runner-Up with the prestigious Daimler Chrysler “Entrepreneur of the Year” Award in 2007.

Today, Data News Weekly is the largest African-American audited newspaper in New

Orleans. Data News Weekly is transitioning into new media and extending its brand leveraging across platforms to reach an audience outside of its already 75,000 per week who have come to rely on Data News Weekly as a comprehensive source of news gathering and reporting.

On our state-of-the-art website, [ladatanews.com](http://ladatanews.com), Data News Weekly is partnering with other media organizations to place Data into television and radio thus increasing its web presence. We feel a move in this direction will strengthen our relationship with both our readers and corporate partners. We have also created a weekly e-newsletter to keep our readers informed, along with a vigorous social media presence.

Data News Weekly is poised and positioned to continue going down the road we charted nearly eleven years ago, being the first paper to publish after Hurricane Katrina. Our mission is now as it has always been, to remain firm in our

commitment and investment to the New Orleans Community and its future. We are a company that is firmly rooted in the Crescent City and will be on the frontlines forging ahead as this great historical City continues to experience a renaissance, renewal and rebirth.

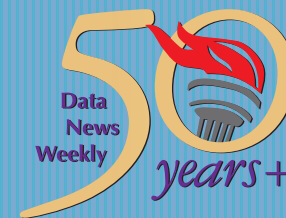
Please take time to view our media kit, audit report, and visit our website at [www.ladatanews.com](http://www.ladatanews.com) to sign up for our e-newsletter to stay informed. I am excited to hear from you; and I am looking forward to working with you. Please call (504) 821-7421 or email us at [datanewsad@bellsouth.net](mailto:datanewsad@bellsouth.net) for more rate or distribution information, and to place your ads. I thank you for your support, and together we can continue to make a difference.

Sincerely,

A handwritten signature in black ink, appearing to read 'Terry B. Jones'. The signature is fluid and cursive, with a long horizontal line extending to the right.

Terry B. Jones  
Publisher

# Data News Weekly 2022

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## Introducing Data News Weekly



### Be In the Know!

Data News Weekly has got you covered. We keep our finger on the pulse of the community with hard hitting stories, investigations, and exclusive interviews, keeping our readers informed and enlightened.

For 50 years, Data News Weekly has been at the forefront of what happens in the community. Each issue of Data carries the commitment to bringing details you won't find in the mainstream.

### Over 75,000 Readers Each Issue

Our reach is unmatched as we circulate Data in more communities than any other ethnic publication in Louisiana. With over 75,000 loyal readers, Data targets our readers like no other. Our readers look to Data for the information they need to make informed decisions

### Key Departments

**Cover Stories:** Top stories with a keen insight on what matters most to our readers, our cover stories are written with the commitment to get you the real story.

**National News:** How are the Nation's top stories connected to our community? Data searches the nation for pressing issues that are making headlines for African Americans.

**State & Local News:** From the city and across the state, Data is the place to read the news that impacts our readers' lives.

**Data Zone:** Is the place for entertainment news. Sports, music, film, theatre, our readers look to the Data Zone to know what is hot.

**Opinions:** Local and national columnists speak their minds in our Opinion section.

**Newsmaker:** What is on the minds of our readers? Find out in our Newsmaker section

Email editorial submissions or press releases to [datanewsweeklyad@gmail.com](mailto:datanewsweeklyad@gmail.com)

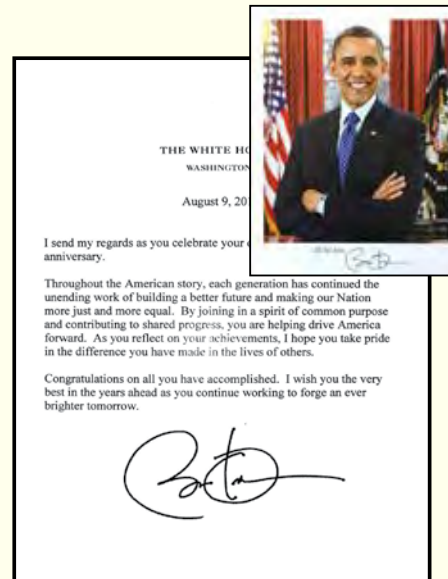
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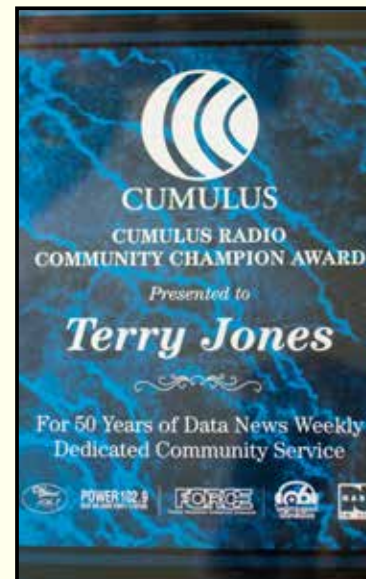
## Awards



**Asante Legends  
Award**



**Recognition from the  
Obama Administration**



**Cumulus Community  
Champion Award**



**Recognition from the  
The City of New Orleans**



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## Community Media Outreach

*A Media  
Collaboration*

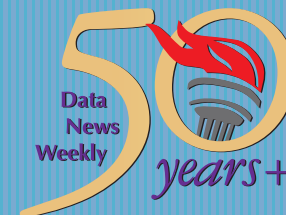


*A Coalition to  
Better Serve our  
Community*



*“Together We Can Make A Difference”*

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## ROP Advertising Rates

### \$74.12 per column inch, or

NET

Full Page	\$5188.23
Half Page	\$2594.20
Large 1/4 Page	\$1556.52
Mini 1/4 Page	\$1037.68

## Color Rates

Spot Color is \$150.00 per color -or - 4/color is \$500.00

\*Insertion orders for space reservation should be sent to the Data News Weekly no later than Wednesday the week prior to ad publication. Every effort will be made to position advertisements in the location most desired by the advertiser, however, specific positions are not guaranteed. All advertising materials must be received no later than Monday at 5pm eastern standard time. **Please fax insertion orders to (504) 821-7622.**

## Mechanicals

Full Page	5 col x 14" dimensions 10.5" x 14
Half Page	5 col x 7" dimensions 10.5" x 7
Large 1/4	3 col x 7" dimensions 6.25" x 7
Mini 1/4	2 col x 7" dimensions 4.5" x 7

Files should be high resolution PDF, JPEG or TIF images at 300 dpi. For technical questions please email [production@ladatanews.com](mailto:production@ladatanews.com).

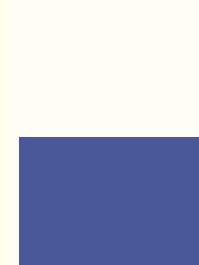
Ad materials must be submitted to [datanewsweeklyad@gmail.com](mailto:datanewsweeklyad@gmail.com) or sent on CD to:

**Data News Weekly 3501 Napoleon Avenue New Orleans, LA 70125 (504) 821-7421.**

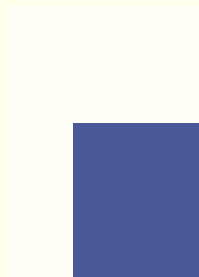
## AD SIZES



Full Page



Half Page



Large 1/4 Page



Mini 1/4 Page



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Data News Weekly's Digital media offers advertisers three formats to promote their products and services.

Our website [www.ladatanews.com](http://www.ladatanews.com)

Our E-Newsletter, Data Chatta

Our E-Blast

Our state-of-the-art website [ladatanews.com](http://ladatanews.com) is a high traffic vehicle that carries all of our latest and late breaking news items, as well as videos.

Data Chatta our E-Newsletter, which goes out just before our papers hit the news stands, is emailed to all of our thousands of subscribers as a teaser for the newspaper; and to drive traffic to the website. Banner ads on the E-Newsletter are \$600 per month.

Finally we offer the E-Blast at \$700 per run.

Files should be high resolution PDF, JPEG or TIF images at 300 dpi. For technical questions please email [production@ladatanews.com](mailto:production@ladatanews.com).

Ad materials must be submitted to [datanewsad@bellsouth.net](mailto:datanewsad@bellsouth.net) or sent on CD to:

**Data News Weekly 3501 Napoleon Avenue New Orleans, LA 70125 (504) 821-7421.**



## ONLINE WEB AD SIZES

### \*Leaderboard Banner Size

(w x h): 728 x 90

- \* File Format: JPG, GIF, SWF
- Resolution: 72 dpi
- Color Mode: RGB
- \$1,000 net

### \*Medium Square Rectangle:

\* Square Size (w x h): 300 x 250

- \* File Format: JPG, GIF, SWF
- Resolution: 72 dpi
- Color Mode: RGB
- \$1,000 net

### \* Mobile Banner Size

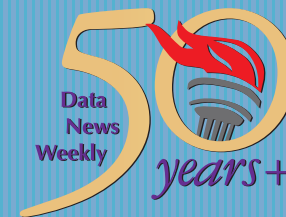
(w x h): 320 x 50

- \* File Format: JPG, GIF, SWF or text ad:
- \* Text Ad Headline: 7 words max\*
- \* Text Ad Body Copy: 50 words max\*
- \* Text Ad Image: 100x100 image  
(see Banner Ad Specs)

### Text Ad 3. Sponsored Link

- Text Ad Headline: 7 words max\*
- Text Ad Body Copy: 50 words max\*
- Text Ad Image (w x h): 100 x 100  
(See Banner Ad Specs)
- \$800 net

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## Distribution

**Data News Weekly** Now with 25,000 circulation and growing!

On September 19 2005, Data News Weekly became the first publication after Hurricane Katrina to resume printing and distributing, reaching out to our readers who had dispersed.

Now for over 50 years, Data is continuing our tradition of being the "People's Paper" by continuing our expanded distribution to Metairie, Gretna and Algiers (5,000) in addition to our regular New Orleans circulation (20,000). This expansion makes us the most widely distributed ethnic publication in Louisiana.

**Data News Weekly** is audited by Circulation Verification Council.  
For a copy of the audit go to <http://ladatanews.com/advertising/>

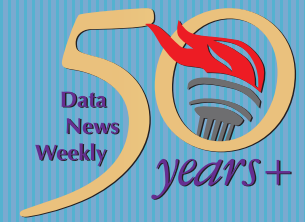


OUR DATA SPEAKS VOLUMES





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## Why make Data News Weekly your advertising partner?

- We are the only weekly newspaper that specifically targets the African-American community.
- We are the largest audited weekly circulation in the metro area.
- Data News Weekly is the #1 newspaper in community engagement and outreach.
- We have over 50 years of community trust.

MAKE A DIFFERENCE

CALL TODAY

(504) 821-7421



3501 NAPOLEON AVENUE  
NEW ORLEANS, LA 70125

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[LADATANews.com](http://LADATANews.com)