



NEW YORK Amsterdam News

2340 FREDERICK DOUGLASS BOULEVARD HARLEM NYC NY 10027

MEDIA KIT

FOUNDED IN 1909
RACIAL EQUITY | INTEGRITY | COMMUNITY

NEW YORK Amsterdam News

RACIAL EQUITY | INTEGRITY | COMMUNITY

AMERICA'S MOST INFLUENTIAL OLDEST CONTINUOUSLY PUBLISHED BLACK NEWSPAPER,¹ FOUNDED IN 1909. HEADQUARTERED IN THE NATION'S MOST POPULOUS CITY 8M AND SERVING THE COUNTRY'S LARGEST BLACK AND BROWN COMMUNITY 1.8 M.²

DISTRIBUTION:

TOTAL WEEKLY DISTRIBUTION

22,000⁷

AMSTERDAMNEWS.COM
MONTHLY WEB READERSHIP

**357,000
PAGE VIEWS⁴**

WEEKDAY E-NEWSLETTERS:
"EDITORIALLY BLACK", "POLITICS
NIOR", AND "ART & SOUL"

**20,300
DAILY READERS**

AMSTERDAMNEWS.COM
MONTHLY WEB READERSHIP

**153,000
UNIQUE READERS⁴**



The NY Amsterdam News newsroom circa 1930 at its former location U.S. National Historic Landmark and U.S. National Register of Historic Places at 2293 Seventh Ave, Harlem, NY. Since 1935 to present the Amsterdam News has been continuously published from the Historic NY Amsterdam News building at 2340 Frederick Douglass Blvd.

REACH & DEMOGRAPHICS:

AUDIENCE

AA/BLACK 98%

SEX

F 60% | M 40%⁵

PRINT MEDIAN AGE³

AGE 55³

WEB/SOCIAL MEDIA
MEDIAN AGE

AGE 45⁴

¹ ENCYCLOPEDIA BRITANNICA • ² U.S. CENSUS 2020 • ⁴ GOOGLE ANALYTICS • ⁵ AFRICAN-AMERICAN MEDIA TODAY 2019 DEMOCRACY FUND/OBSIDIAN COLLECTION • ⁷ 2024 VERIFIED CIRCULATION AUDITED BY AAM, NY AMSTERDAM NEWS A VERIFIED CIRCULATION PAPER SINCE 1935 • ⁸ WHY BLACK PRESS MATTERS NOW 2021 CUNY.EDU

WHY NY AMSTERDAM NEWS SHOULD BE AN IMPORTANT PART OF YOUR MEDIA MIX



Photo of the 1963 March on Washington from Saturday September 6, 1963 edition of The NY Amsterdam News.

ENHANCE YOUR BRAND

EXPAND YOUR REACH INTO THE BLACK AND BROWN COMMUNITIES THAT ARE RAPIDLY BECOMING THE NATION'S MAJORITY² WITH THE NATION'S MOST INFLUENTIAL PUBLICATION THAT SERVES THOSE COMMUNITIES.

ALIGN YOUR BRAND

IN THESE PIVOTAL TIMES, ENHANCE YOUR BRAND BY PARTNERING WITH NY AMSTERDAM NEWS — SHOWING YOUR SUPPORT FOR BLACK PRESS — FOR OVER 100 YEARS THE ESSENTIAL VOICE FOR RACIAL EQUITY IN OUR NATION.

HIGH PERFORMANCE INVESTMENT

A REFLECTION OF THE CRITICAL ROLE NY AMSTERDAM NEWS AND BLACK PRESS SERVES FOR ITS READERS — BLACK MEDIA OUTPERFORMS MAINSTREAM MEDIA 6X⁸

NY AMSTERDAM NEWS AT A GLANCE

VERIFIED CIRCULATION PAPER BY AAM, FOUNDED IN 1909

and proudly headquartered in the heart of Harlem, NYC, since 1935. Operating from the historic NY Amsterdam News Building at 2340 Frederick Douglass Boulevard, Harlem, NY 10027, our original location from 1909 to 1934 now stands as a National Landmark at 2293 Seventh Avenue, Harlem, NY 10036.

BLACK WOMAN OWNERSHIP

Minority owned and operated — Black woman Publisher and Editor-In-Chief Elinor R. Tatum at the helm for 28 years.

DEEPLY ENGAGED AND LOYAL READERSHIP

Print newsstand cost \$1.00 with complimentary Digital E-Edition
 Digital only E-Edition subscribers growing + complementary e-newsletter Editorially Black
 Complimentary access to web newspaper.

DIGITAL TRANSFORMATION

including new mobile enabled secure web newspaper projected to have additional 10% content over print
 weekday e-newsletter Editorially Black + rapidly growing social media.

INFLUENTIAL AND ROBUST

Local News reporting with National and International scope weekly tabloid print newspaper + Digital E-Edition + with web newspaper + weekday e-newsletter Editorially Black + growing social media — all covering NYC Metro local news plus national and international news that impacts the Black and brown community.

PARENT COMPANY

- » AmNews Corp includes
- » The NY Amsterdam News newspaper and digital platforms
- » The Amsterdam News Educational Foundation.

¹ ENCYCLOPEDIA BRITANNICA • ² U.S. CENSUS 2020 • ⁴ GOOGLE ANALYTICS • ⁵ AFRICAN-AMERICAN MEDIA TODAY 2019 DEMOCRACY FUND/OBSIDIAN COLLECTION • ⁷ 2024 VERIFIED CIRCULATION AUDITED BY AAM, NY AMSTERDAM NEWS A VERIFIED CIRCULATION PAPER SINCE 1935 •

⁸ WHY BLACK PRESS MATTERS NOW 2021 CUNY.EDU

NEW YORK Amsterdam News

RACIAL EQUITY | INTEGRITY | COMMUNITY

DISPLAY PRINT AD SPECIFICATIONS

FORMATS ACCEPTED:
PDF, TIFF, JPEG

FILE SIZE LIMIT:
25MB

The following formats are NOT accepted:

Microsoft Publisher files, Word, Powerpoint files, Excel files, GIF files, Low Resolution Tiff or Low Resolution JPEG files

BLACK & WHITE GUIDELINES

Screen ruling: 100 LPI

Recommended grayscale:
300 dpi, bitmap dpi 1200.

Logo Art: For best possible reproduction logos should be supplied as vector art.

Recommended Aim Points: Highlights 3%; Quarter tone 18%; Midtone 35%; Shadow 85%.

Dot gain: Expect a 30% dot gain in the mid-tone range. The file should reflect this amount of gain in the scan or adjusted with photo editing software.

Color formats: Are not accepted for black & white.

Unsharp masking: Sharpening should be applied to image cropped at print size for best visual effect.

COLOR GUIDELINES

Screen ruling: 100 LPI

Resolution: minimum 300 DPI at 100% Ad size

Midtones: Allow for 30% dot gain. Midtones should be open for newspaper stock.

Shadows: Limit Cyan, Magenta and Yellow to 90% at the shadow end. Halftone Black limit is 85%.

Color format: CMYK colors only. No RGB, Lab color, PMS or extra channels. No 4-color black. When using black in color ads,

it is preferable to set the values to C 0% M 0% Y 0% K 100% avoiding a 4-color/rich black color combination.

Total ink coverage: Should not exceed 240%.

Logo Art: For best possible reproduction logos should be supplied as vector art.

Unsharp masking: Sharpening should be applied to image cropped at print size for best visual effect.

FONTS

Must be embedded. Only Type 1, 3 and CID fonts are acceptable. No True Type or Multiple Master fonts.

Minimum type sizes:
10 point for single color reverse type use 10 point also.

12 point when reversing text out of four color. A sans serif font is recommended, to avoid the text filling in on the press. Color text should also be sans serif. No 4-color black type.

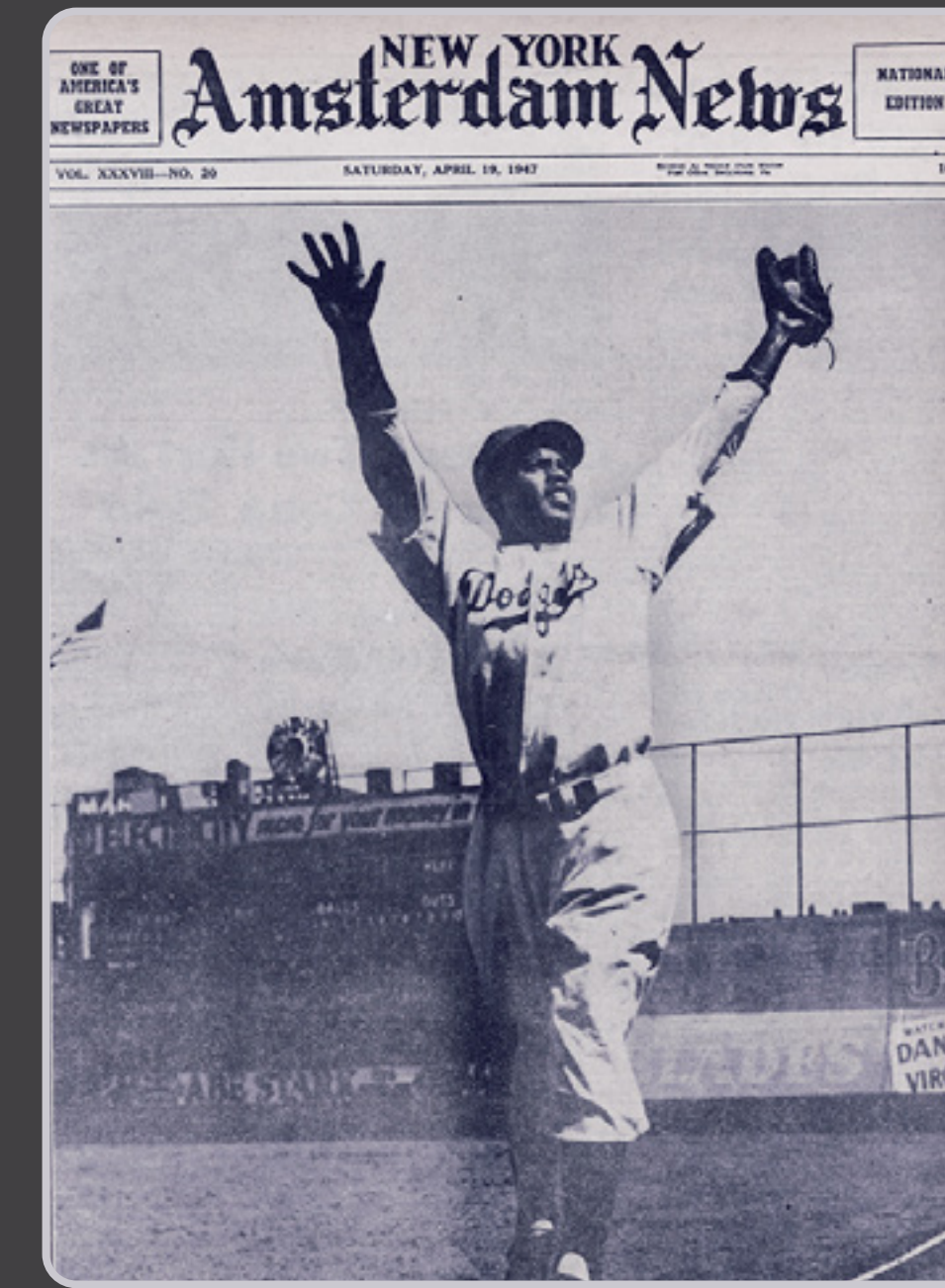
RULES

Minimum rule weights:

2 point for black on white,
2 point for reverse out of black.

2 points is recommended for any rules made of or reversing out of, more than one color.

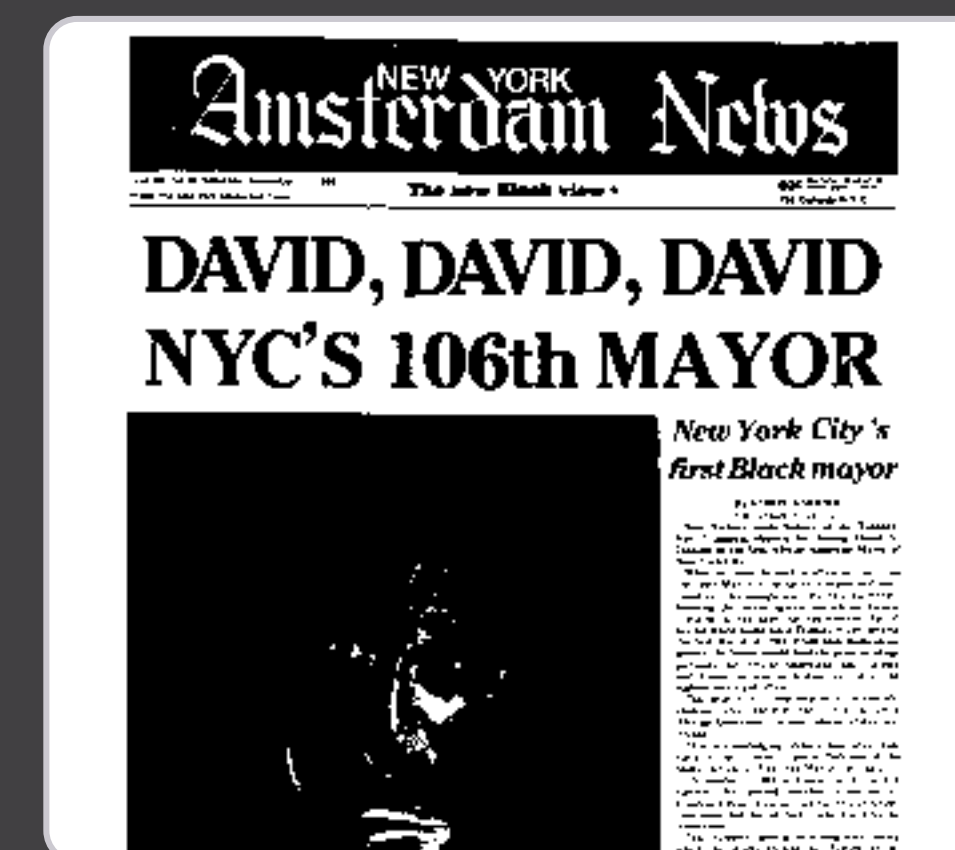
NY AMSTERDAM NEWS THROUGHOUT THE DECADES



Front cover of April 1947 issue with Jackie Robinson as first African-American to play in the major league baseball.



Front cover of Jan. 1972 issue Shirley Anita St. Hill Chisholm, the first woman and African-American to seek the Democratic nomination for President of the United States.



Special Editions

Top: Back cover of Jan. 2009 Special Inaugural Issue. MLK: The Dreamer, Obama: The Dream. Bottom: Front cover of Nov. 2008 Obama U.S. President Win

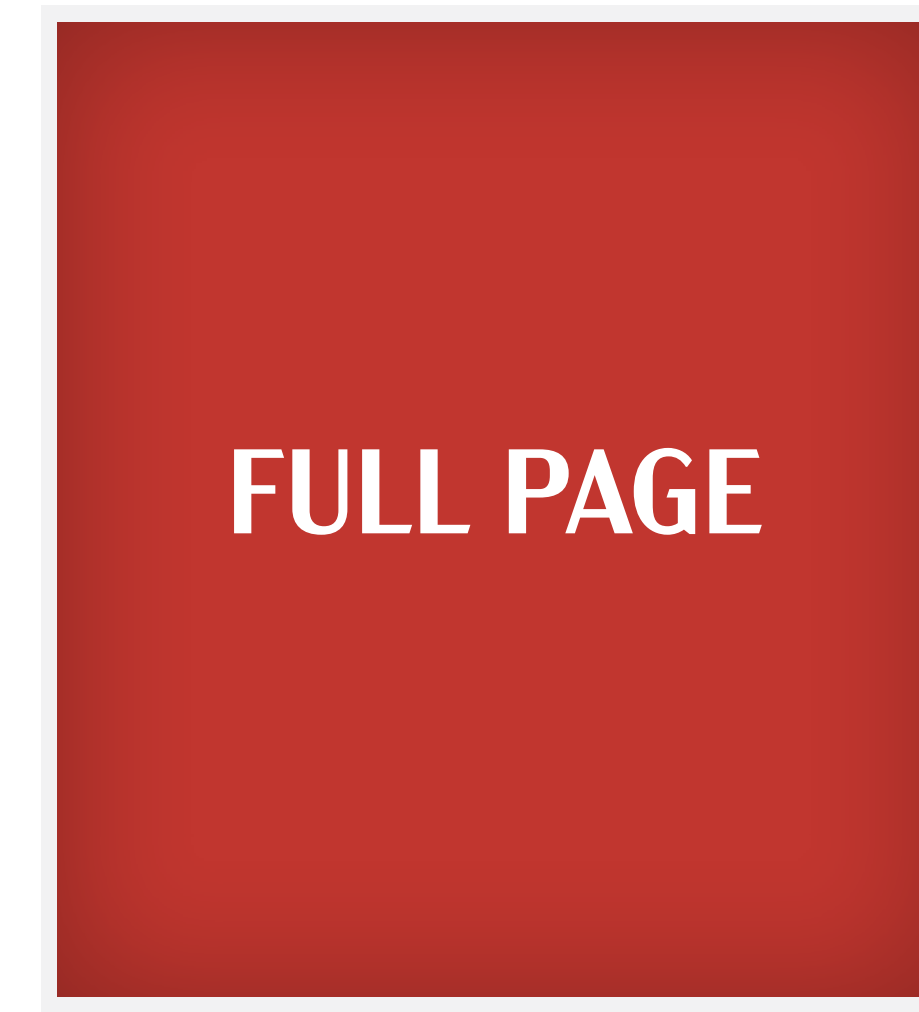


Above from left to right: HER-STORIC: Kamala Harris's - Biden's 2020 VP Pick, ADAMS' BIG WIN, and HERSTORY: First Black woman named NYPD commissioner.

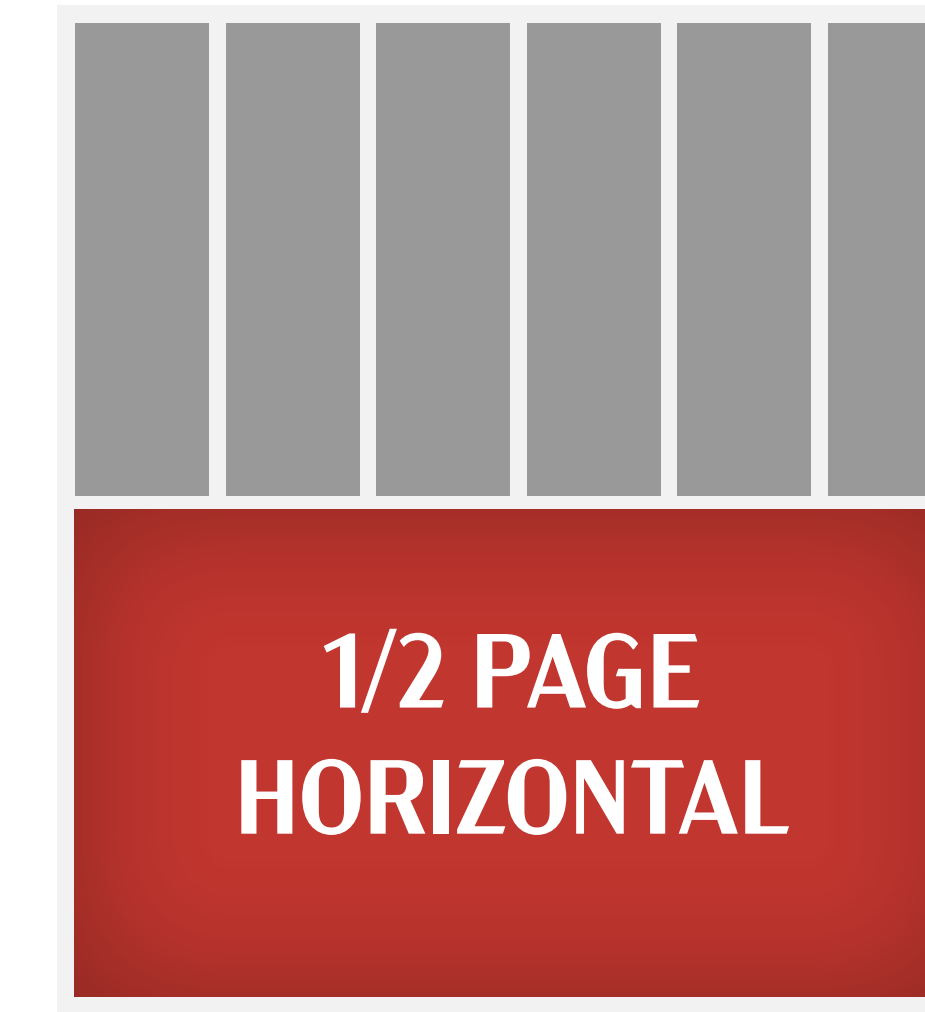
Far left: Nov. 1989 cover of David Dinkins winning and becoming the first Black Mayor of New York City

DISPLAY PRINT AD SPECIFICATIONS

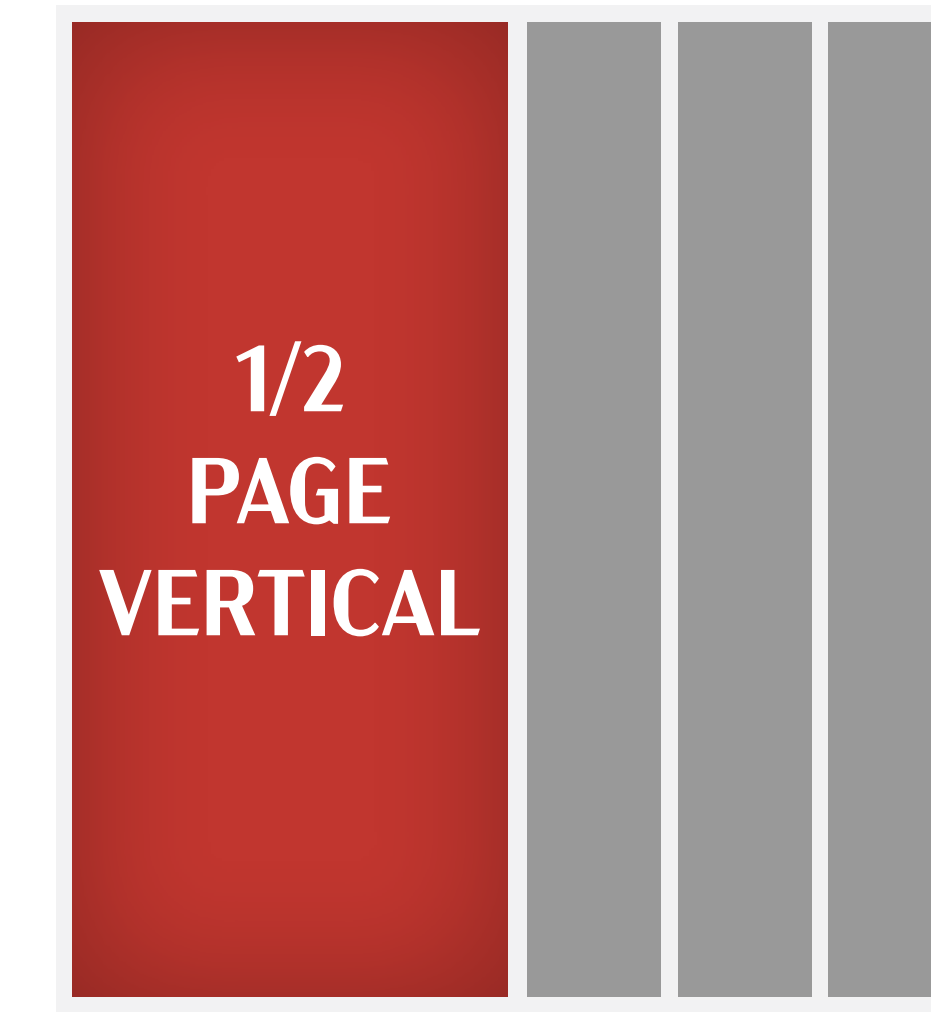
FULL PAGE:	10.00" W X 10.75" D
1/2 HORIZONTAL:	10.00" W X 5.3125" D
1/2 VERTICAL:	4.9375" W X 10.75" D
JUNIOR PAGE:	6.625" W X 10.75" D
1/3 HORIZONTAL:	10.00" W X 3.5" D
1/4 PAGE:	4.9375" W X 5.3125" D
1/6 PAGE:	3.25" W X 5.3125" D
1/8 PAGE:	4.9375" W X 2.625" D
FRONT BANNER (STRIP):	10.00" W X 1.25" D



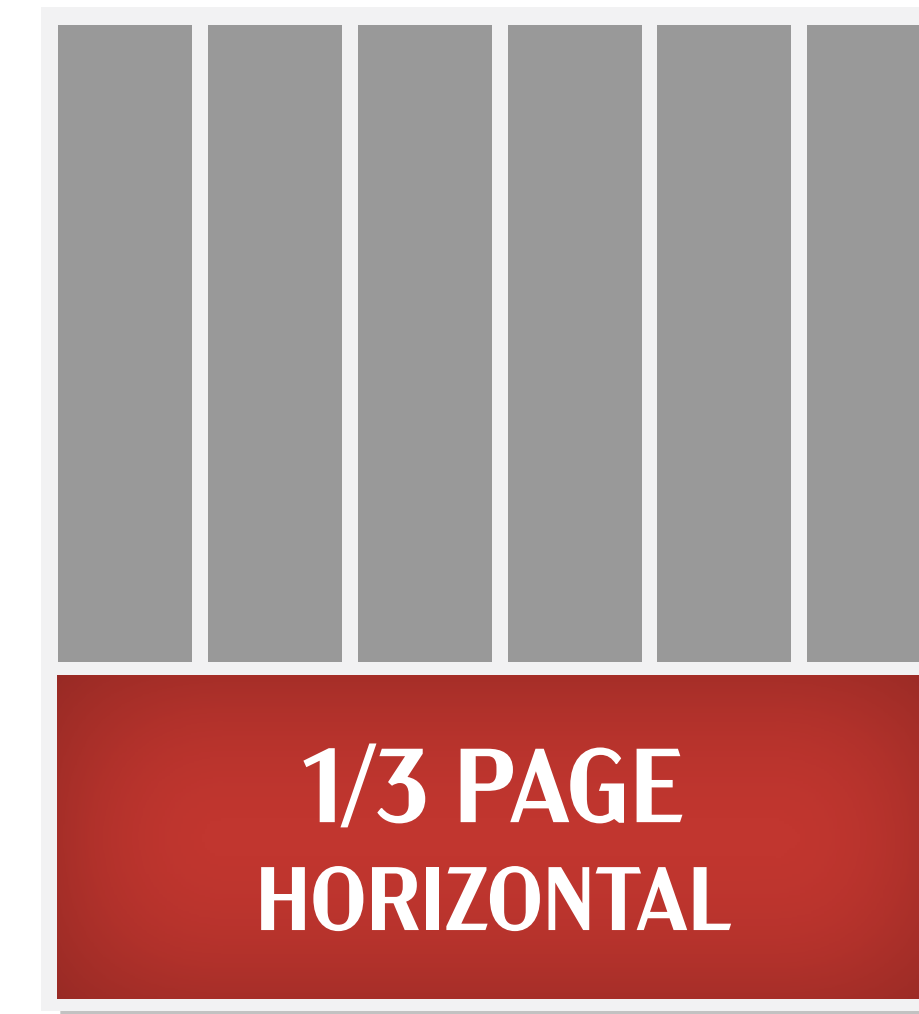
FULL PAGE:
 10.00" W X 10.75" D



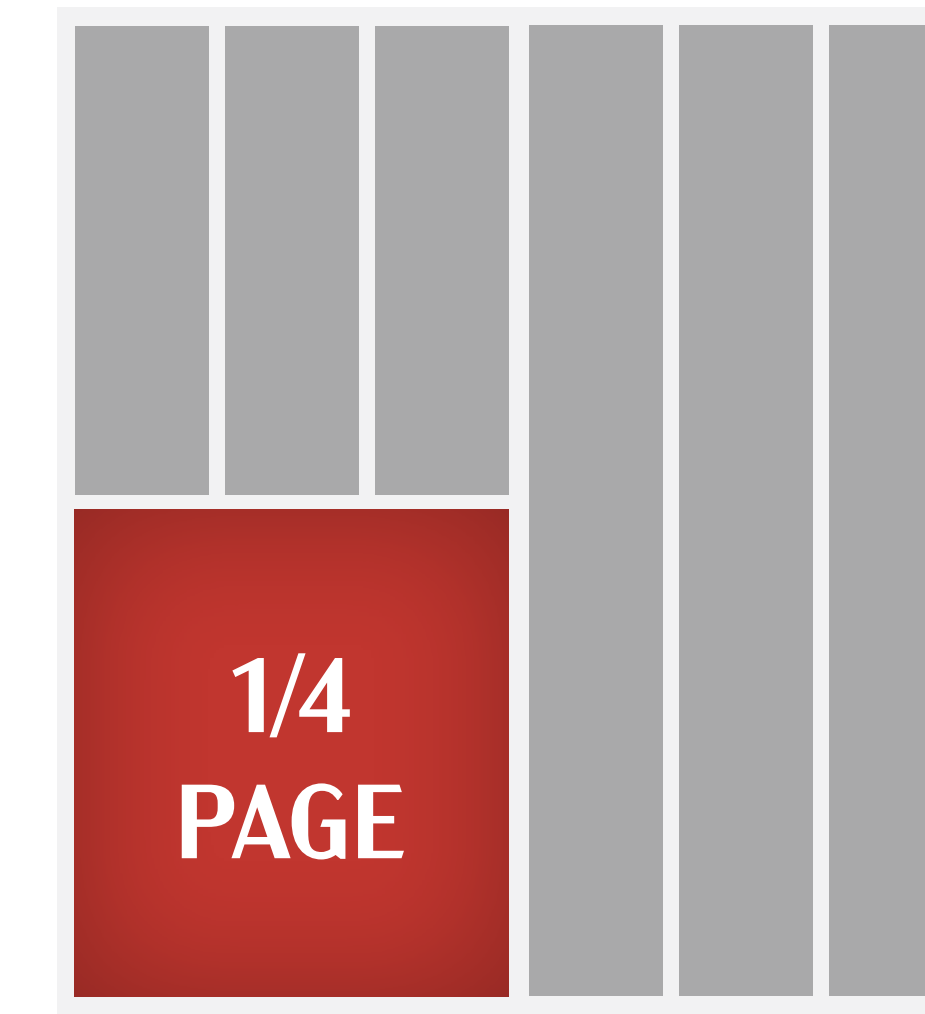
HALF HORIZONTAL:
 10.00" W X 5.3125" D



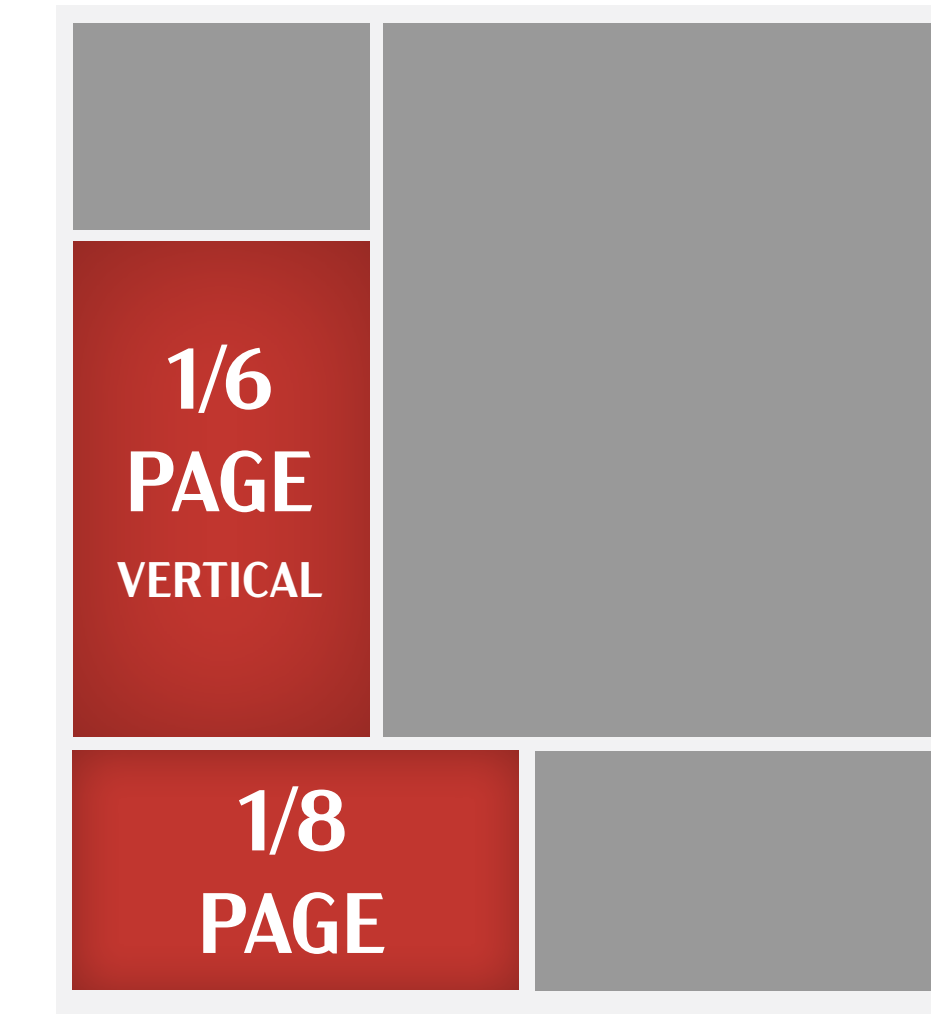
HALF VERTICAL:
 4.9375" W X 10.75" D



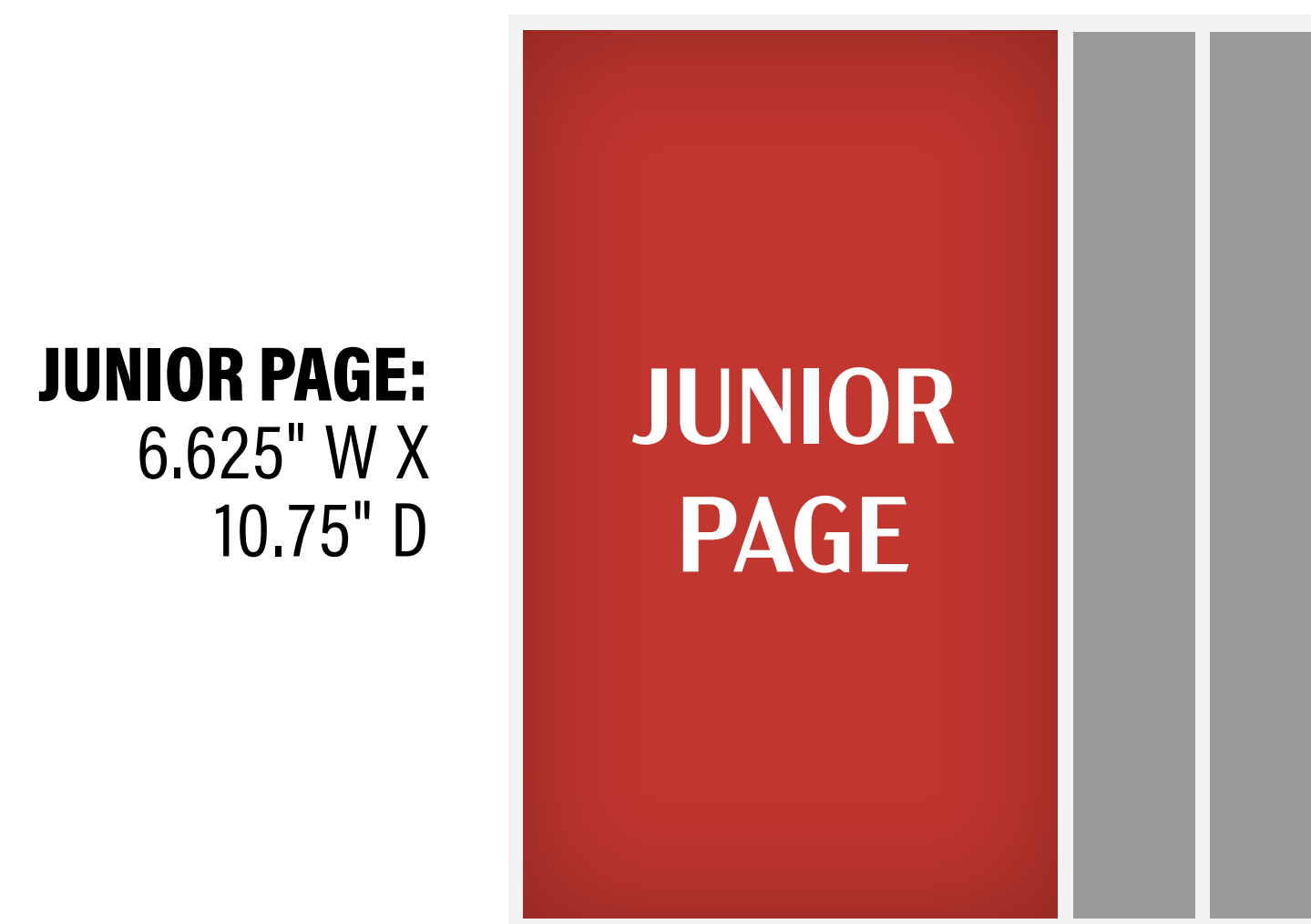
THIRD HORIZONTAL:
 10.00" W X 3.5" D



QUARTER PAGE:
 4.9375" W X 5.3125" D



SIXTH PAGE: 3.25" W X 5.3125" D
EIGHT PAGE: 4.9375" W X 2.625" D



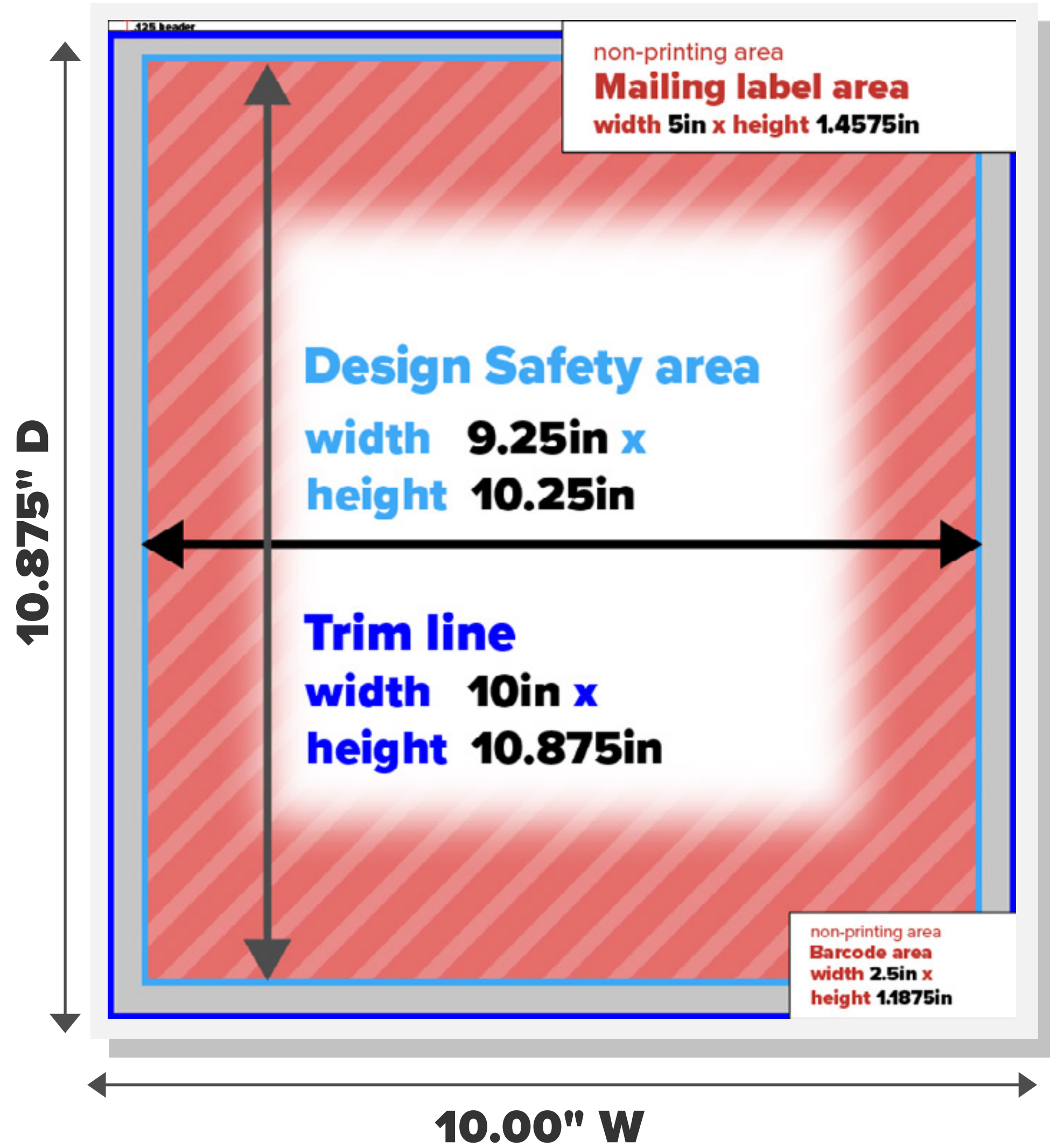
JUNIOR PAGE:
 6.625" W X
 10.75" D



FRONT PAGE BANNER/ (STRIP AD):
 10.00" W X 1.25" D

PREMIUM PRINT AD SIZES AND SPECS

BACK PAGE AD SPECS



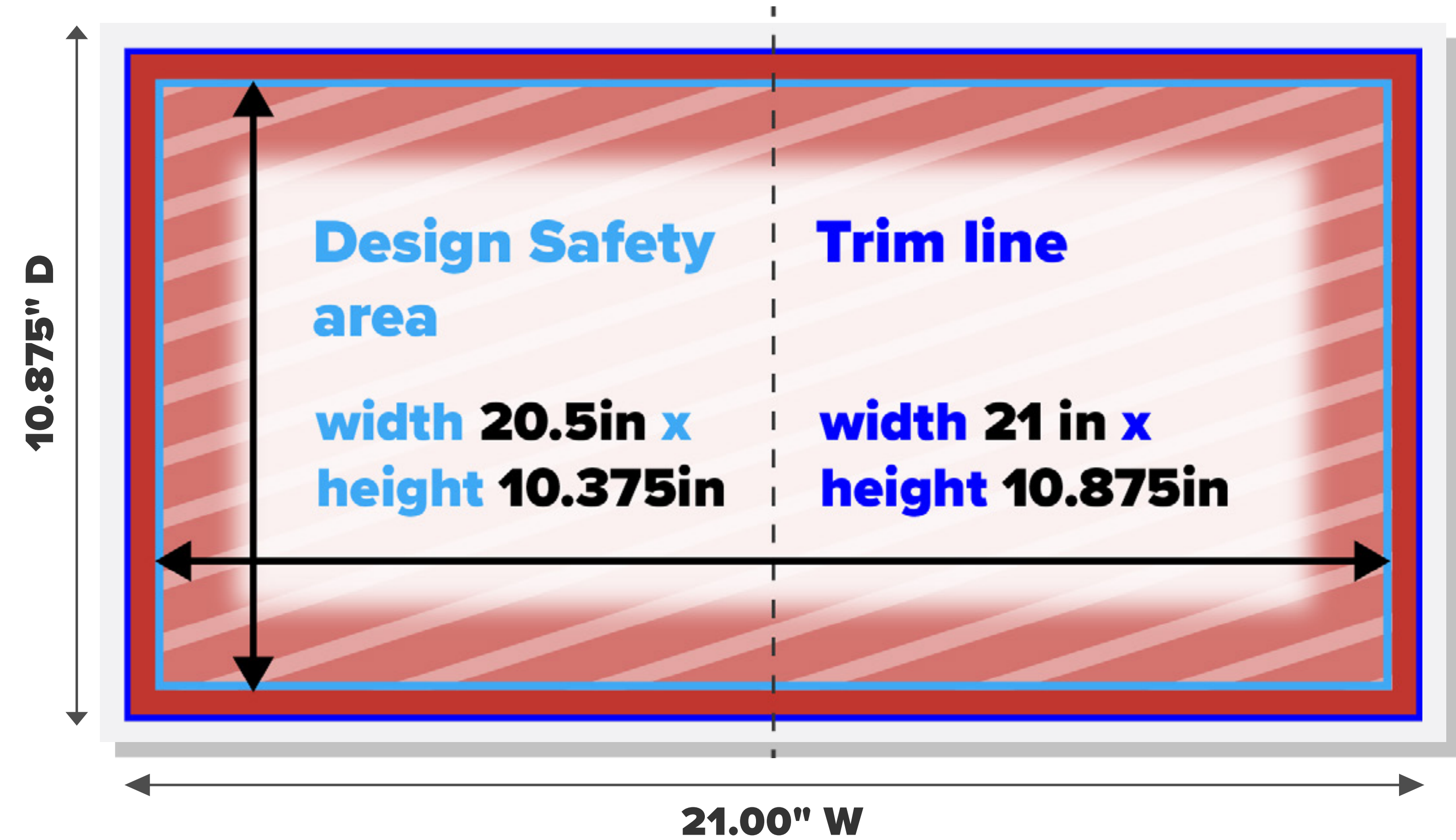
FULL BACK PAGE PRINT AD DIMENSIONS (TRIM LINE)
 10.00" W X 10.875" D

DESIGN SAFETY AREA DIMENSIONS
 9.25" W X 10.25" D

NON-PRINTING AREA: MAILING LABEL AREA
 5" W X 1.4575" D

NON-PRINTING AREA: BARCODE AREA
 2.5" W X 1.875" D

CENTER FOLD SPREAD & WRAP AD SPECS



DESIGN SAFETY AREA DIMENSION
 20.5" W X 10.375" D

CENTER FOLD SPREAD DIMENSIONS (TRIM LINE)
 21.00" W X 10.875" D

NEW YORK Amsterdam News

RACIAL EQUITY | INTEGRITY | COMMUNITY

DIGITAL AD SPECIFICATIONS

YOUR THREE DIGITAL ADVERTISING PROGRAMS:

PREMIUM — RUN OF SITE — WIDE RANGE

PREMIUM AD LOCATION AND ROTATED THROUGHOUT THE WEBSITE HOMEPAGE AND SUBPAGES.

PREMIUM — BRANDED CONTENT

PREMIUM BRANDED CONTENT WITH DEDICATED SUBPAGE ON SITEMAP. YOU HAVE CONTROL OF CONTENT FOR YOUR SUBPAGE.

TARGETED-PAGE SPECIFIC

PERFECT FOR YOU TARGETED PROGRAM OR AUDIENCE.

THE THREE DIGITAL AD SIZES:

LEADERBOARD / BANNER: 728 PIXELS X 90 PIXELS

MEDIUM RECTANGLE: 300 PIXELS X 250 PIXELS

NARROW SKYSCRAPER: 160 PIXELS X 600 PIXELS

LEADERBOARD & BANNER:

A. leaderboard / B. banner 728 pixels x 90 pixels

MEDIUM RECTANGLE:

C. medium rectangle 300 pixels x 250 pixels

NARROW SKYSCRAPER:

D. narrow skyscraper 160 pixels x 600 pixels

DESKTOP VIEW OF

NEW YORK Amsterdam News

RACIAL EQUITY | INTEGRITY | COMMUNITY

EDITORIALLY BLACK WEEKDAY E-NEWSLETTER

NY Amsterdam News' curated "Editorially Black" weekday e-newsletter builds trust and educates our expanding audience. Readers trust us and choose to opt-in to receive "Editorially Black" as a company in touch with the community, mission with racial equity, and century-old established integrity. Email newsletter features weekly exclusivity to its advertisers who's ads have a bigger spotlight due to the bite-sized news stories plus the added credibility.

AMSTERDAMNEWS.COM READER BEHAVIOR

AMNEWS E-NEWSLETTER READERS
TAKE ACTION **1600% HIGHER**
OF THE NATIONAL AVERAGE ¹

AMNEWS E-NEWSLETTER READERS'
OPEN RATES AS HIGH AS 70%
WHICH IS **DOUBLE THE NATIONAL AVERAGE** ²

¹ Newspaper Data Dashboard, Amsterdamnews.com; January 1, 2024 To December 31, 2024; [Newspack.com](https://www.newspack.com)

² <https://blackmediareport.journalism.cuny.edu>, CUNY

TWO AD SIZES FOR EMAIL NEWSLETTER:

A. leaderboard / **B.** banner **728 pixels x 90 pixels**

FILE TYPES SUPPORTED: **GIF, JPG, AND PNG**
MAX FILE SIZE: **150KB**

C. medium rectangle
300 pixel
X
250 pixel



NEW YORK Amsterdam News

RACIAL EQUITY | INTEGRITY | COMMUNITY

POLITICS NOIR NEWSLETTER by Amsterdam News

"Every week our Politics Noir newsletter delivers the information you need to know about how politics is impacting Black and Brown communities. From Gracie Mansion and City Hall to Albany and the Capitol, our newsletter roundup keeps you up to date on our original coverage of policy, legislation and the movers and shakers who shape our government."

— Executive Editor Damaso Reyes

AMSTERDAMNEWS.COM READER BEHAVIOR

AMNEWS E-NEWSLETTER READERS TAKE ACTION **1600% HIGHER** OF THE NATIONAL AVERAGE ¹

AMNEWS E-NEWSLETTER READERS' OPEN RATES AS HIGH AS **70%** WHICH IS DOUBLE THE NATIONAL AVERAGE ²

¹ Newspaper Data Dashboard, Amsterdamnews.com; January 1, 2024 To December 31, 2024; [Newspack.com](https://www.newspack.com)

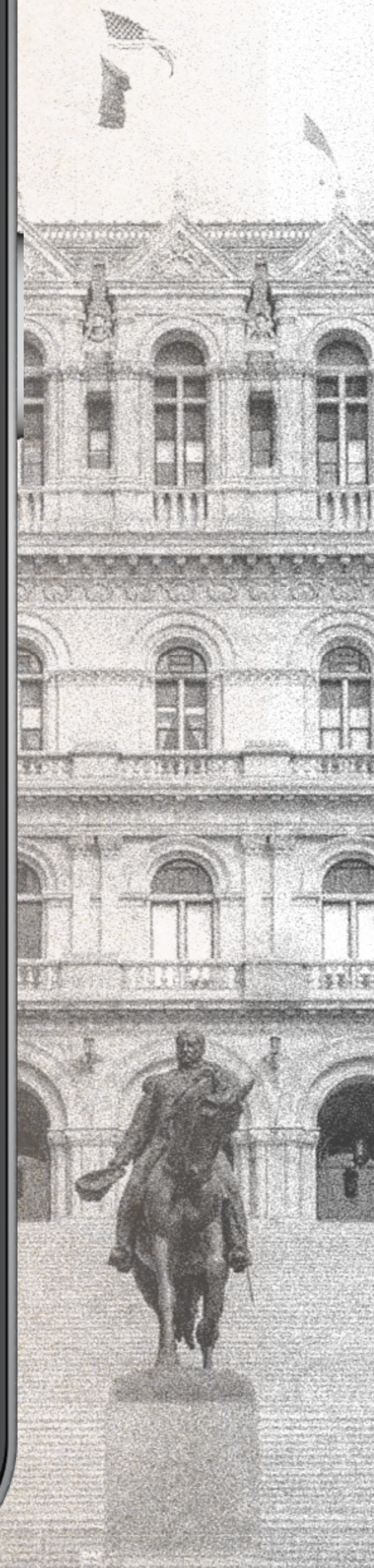
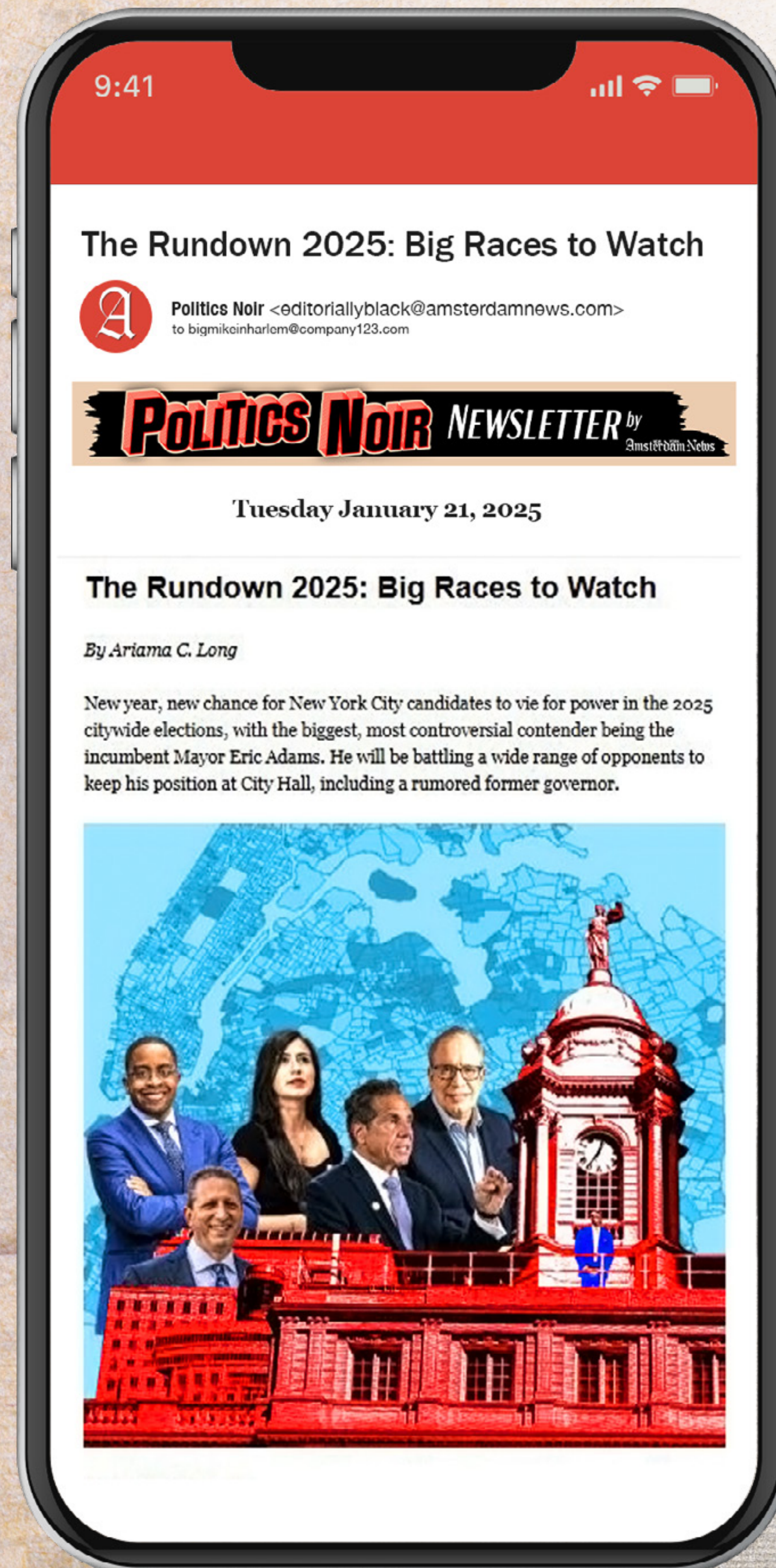
² <https://blackmediareport.journalism.cuny.edu>, CUNY

TWO AD SIZES FOR EMAIL NEWSLETTER:

A. leaderboard / B. banner **728 pixels x 90 pixels**

FILE TYPES SUPPORTED: **GIF, JPG, AND PNG**
MAX FILE SIZE: **150KB**

C. medium rectangle
300 pixel
X
250 pixel



NEW YORK Amsterdam News

RACIAL EQUITY | INTEGRITY | COMMUNITY

ART + SOUL

ARTS AND ENTERTAINMENT E-NEWSLETTER

"From Count Basie to Beyoncé, Elizabeth Catlett to Kehinde Wiley, James Baldwin to Octavia Butler, the New York Amsterdam News has been committed to *providing arts and events coverage of its beloved Harlem and beyond since 1909*. We are thrilled and honored to extend this coverage forward into the 21st century, with our Art + Soul newsletter."

— Managing Editor Kristin Fayne-Mulroy

AMSTERDAMNEWS.COM READER BEHAVIOR

AMNEWS E-NEWSLETTER READERS
TAKE ACTION **1600% HIGHER**
OF THE NATIONAL AVERAGE ¹

AMNEWS E-NEWSLETTER READERS'
OPEN RATES AS HIGH AS 70%
WHICH IS DOUBLE THE NATIONAL AVERAGE ²

¹ Newspaper Data Dashboard, Amsterdamnews.com; January 1, 2024 To December 31, 2024; [Newspack.com](https://www.newspack.com)

² <https://blackmediareport.journalism.cuny.edu>, CUNY

TWO AD SIZES FOR EMAIL NEWSLETTER:

A. leaderboard / **B.** banner **728 pixels x 90 pixels**

FILE TYPES SUPPORTED: GIF, JPG, AND PNG
MAX FILE SIZE: 150KB

C. medium rectangle
300 pixel
X
250 pixel

9:41



'Wicked' film adaptation is charming



Art + Soul <editoriallyblack@amsterdamnews.com>
to Behindthecurtains@company123.com



Friday November 29, 2024



'Wicked' film adaptation is charming and fanciful



Art & Soul Editor, Kristin Fayne-Mulroy

This week's highlights: Cynthia Erivo is bewitching in "Wicked," a spellbinding, powerful reimagining of the book and musical ... Our jazz column spotlights upcoming shows from innovative musical explorers Harish Raghavan and Jason Moran; and gives a roundup of the recent star-studded funk tribute held at NJPAC ... Whether or not you observe the holiday itself, Friendsgiving can (and should) be celebrated any day, not just on Thursday ... MacArthur Fellow