

TELEGRAM NEWSPAPER

History of the Telegram

The Telegram Newspaper was founded in 1944 and has been in continuous publication since that time. The late J. C. Wall, who passed away in July 1997, published it for over 50 years. Following J. C. Wall's death, the Telegram continued to live on through the efforts of Mr. Ben Wade until May 2006.

In June 2006, the **Telegram** was purchased by Gina C. Wilson and has experienced exponential growth since that time. The Telegram's content has doubled in size and its distribution has increased from three cities to now being distributed in over 13 cities.

Gina C. Wilson and the Telegram staff has built relationships with local nonprofit organizations, community groups, city governments and local schools and universities to participate as Career Day Speakers, purchase school supplies and equipment, volunteer at Meals on Wheels and at local Food Pantries, host Food Drives and made donations to Goodfellows and a local Farmer's Market. They also partnered with Downriver Delta CDC to maintain a community garden.

The new look, content and diversified coverage of the news and events has helped to make the Telegram Newspaper the newspaper of choice for many in the Downriver community. At a time when many newspapers are having a difficult time, the Telegram Newspaper continues to experience a sense of growth. With the launch of the website www.telegramnews.net, loyal readers across the country can opt to read the entire Telegram Newspaper online or receive a newspaper in the mail with a year's subscription. In 2010, home delivery was instituted in our distribution area which has increased readership and brought back the 'Paper Boy'.

The Telegram Newspaper received the Community Award from The Men's Club of River Rouge in 2008 and the Image Award for the city of Inkster in 2009, and certificate of recognition from Downriver Delta CDC

Page 4B THE TELEGRAM NEWSPAPER WEEK OF DECEMBER 30 - JANUARY 5, 2011

GIVING CIRCLE

Marathon Petroleum - Adopts Families for the Holidays

By Gina C. Wilson



Employees of Marathon Petroleum in Southwest Detroit completed their second Annual Adopt A Family Campaign. Their partnership with Volunteers of America identified families that had special wishes for this Christmas season. From the list Marathon community development department selected families that reside in Southeast Detroit, Ecorse, Melvindale and River Rouge and distributed the wish lists to various departments at Marathon.

The employees then purchased the items on the families wish list. This year they selected nineteen families.

Candice Muse, Community Relations stated that Marathon enjoys doing things for the people in the areas surrounding our facility. We know that there is a need during this holiday season. Our

Parents and children were very happy as they walked out of the basement with their framed pictures with Santa and goodie bags. It was a nice day and we had a good turnout for the program. Friends of the River Rouge stayed busy and they took about 175 pictures.

We would like to thank friends of River Rouge, Clair Roberts, Margie Michel D. Biedler for helping line out of their busy schedule and sponsoring the wonderful children's program. Pictures with Santa is a great memory for these children and will be kept forever.

Picture with Santa at public library



Kids enjoy an afternoon of Christmas fun and pictures with Santa.

Christmas program. Picture with Santa was Saturday, December 3rd. The Christmas program was sponsored by Friends of River Rouge and started at 10:00a.m. The dedicated parents, do not give around when it comes to the children's program. As the families walked into the library they were asked to sign in and wait for their turn. While the families were waiting children played busy making the paper chains, making snow globes, etc. As soon as families with children were called to the library to have pictures with Santa, kids had good time checking out their favorite inflatables ever.

SAVE THE DATE

The Telegram Newspaper presents

Educating, Counseling, and Testing for HIV

Educating and Services is the great way to start the new year.

KNOW YOUR STATUS!!!

Friday, January 14
10:00 am until 3:00 pm

Telegram Business Center
10748 W. Jefferson Ave
River Rouge, MI 48218

RSVP Preferred but not Required: 313-928-2955

Partnering with:
Wayne County Department of Public Health
City of Detroit's Department of Health and Wellness Programs.
PEN Enrichment Community Center



THE TELEGRAM
Informing • Educating • Empowering • Uplifting
10748 W. Jefferson Ave.
River Rouge, MI 48218
Phone (313) 928-2955 Fax: (313) 928-3014
Email: telegram@telegramnews.net
Website: www.telegramnews.net
Gina C. Wilson Publisher
Dorothy Wall Publisher Emeritus
Serving the Downriver Community for 65 years.
Distributing in: Dearborn Heights, Detroit, Ecorse, Lincoln Park, Melvindale, Inkster, River Rouge, Romulus, Taylor, Wayne, Westland, Wyandotte

Why Advertise with the Telegram

Advertising with the Telegram Newspaper is the most cost effective way to reach the residents of Detroit and the Downriver communities in South Eastern Michigan. Each week people turn to the Telegram for news that matters to their community and national news that keep them empowered. With a choice of print, online, inserts and email blast sponsorships the TELEGRAM provides several ways to reach decision makers as they determine how they will utilize their time, their finances and what role they will play in the personal growth of their family members.



TELEGRAM

10748 W. Jefferson P. O. Box 29085
 River Rouge, MI 48218
 Phone (313) 928-2955 FAX (313) 928-3014
 E-mail telegram@telegramnews.net
 Website—www.telegramnews.net



Empowering and Educating Detroit and the Downriver Communities Through Information

The Telegram Newspaper provides news and information important to Detroit and the Downriver community and delivers consumers to our advertisers products and services.

The Telegram's professional sales and support staff are ready to provide expert assistance in developing campaigns that can deliver your message in a multitude of ways in order to captivate and motivate our readership's interest in your products and services. Our marketing campaigns include:

- * Print Advertising
- * Web Advertising
- *Free Standing Inserts
- * Email Blast Sponsorship
- *Social Media

Specialty Advertising

CHURCH DIRECTORY
 DOWNRIVER BUSINESS DIRECTORY
 WELCOME TO THE NEIGHBORHOOD

DINING DIRECTORY
 IN THE MIXX—ENTERTAINMENT
 EDUCATIONALLY SPEAKING

Specialty Sections

Opinion
 Classified/Help For the Unemployed
 Church Directory
 Sports Scores and Highlights
 Here's to Good Health (bi-monthly)
 In the Mixx-Entertainment (bi-monthly)
 Downriver Drivetime
 Educationally Speaking (bi-monthly)
 Hair & Beauty (bimonthly)
 Its Your Money (monthly)
 Family Matters (monthly)
 Community Events
 Dining Directory (bi-monthly)
 Senior News

Monthly Promotions

January – Happy New Year/
 Martin Luther King Jr. Day
 Middle Eastern Heritage Awareness Month
 February – Black History Month/ Valentines Day
 March – Good Neighbor/Women's History Month
 April – Armed Services Month./European American
 Heritage Month
 May – Memorial Day/Mother's Day
 Asian-Pacific American Heritage Month
 June – Graduation/Father's Day
 July - Independence Day
 August – Back to School
 September – Labor Day/Hispanic Heritage Month
 October – Customer Appreciation Day/Breast Cancer Awareness
 November – Thanksgiving/Native American Month
 December – Christmas

Distribution locations at numerous: **Gas Stations** **Convenience Stores** **Businesses**
City Halls **Community Centers** **Churches**

A complete list can be found on our website www.telegramnews.net and with new sites added regularly.

The TELEGRAM is a multicultural newspaper serving the community.

www.telegramnews.net -website telegram@telegramnews.net—email



TELEGRAM NEWSPAPER

Providing News and Information for you and your Family

2012 ADVERTISING INFORMATION

CIRCULATION: 14,000 – Subscriptions and News Stand, 175,000 — Online/month
Readership - 36,000 readers serving Ecorse, River Rouge, Southwest
Detroit, Delray, Dearborn Heights, Melvindale, Lincoln Park, Taylor, Romulus,
Inkster, Wayne, Westland and Wyandotte

COST: 50¢ per issue

DISPLAY ADVERTISING OPEN LINE:

CLASSIFIED ADVERTISING:

LEGAL ADS:

ONLINE ADVERTISING: Banner Ad— Rectangle Ad—
Button Ad— Classified Ad—

COLOR CHARGES: \$100 PER COLOR; PROCESS (4 – COLOR) \$200 (full page ad)

LAYOUT CHARGE: 10% of Ad Cost with a \$5 minimum

PHOTOGRAPHY: \$15.00 with a \$10.00 minimum

MECHANICAL REQUIREMENTS: Width of Column 11 ½ Picas; Column Length 16 inches,
Five Columns Per Page; Page type Space, 10 ½ x 16 inches; Halftones 65 line Screen

FREE STANDING INSERTS: Non-commissionable rates – one sheet - 8 ½ x 11 or \$45/M;
4-page tabloid \$50/M or 6-8 page tabloid \$55/M. (Discounts for frequency)
Must be received one week prior to scheduled delivery.

POLITICAL ADVERTISING: Political Advertising is billed at the National Rate and
must be Pre-paid.

TERMS OF PAYMENT: Total amount is due and payable within 30 days following publication
for credit approved advertisers. For non-credit approved advertisers, the entire
amount is due prior to publication date.

Delinquent accounts shall be turned over for collection to an attorney when
conventional methods fail. If necessary, the Telegram Newspaper will resort to court
action to enforce this contract.

We accept payments by: MasterCard/Visa, American Express, checks, money order & cash

TERMS AND CONDITIONS: In the event the Telegram Newspaper makes an error in
production or reproduction of an advertisement, the Telegram Newspaper reserves
the right to re-run a corrected advertisement or adjust the charge made to the
account of the advertiser to reflect such error.

Space Reservation –

Copy Deadline –

Press Day –

Publication Day –

Thursday

Friday by 4:00pm

Wednesday

Thursday

Thanks for your interest in our community newspaper.

TELEGRAM NEWSPAPER

2012 LOCAL ADVERTISING RATES

Telegram Newspaper is printed weekly and publishes on Thursday

Deadline: Friday at 4:00 pm

Classified Ads

1 columns 2.0" x 1.0"

Open Rate (1 Time) \$**16** weekly
 4 Times \$**14** weekly
 3—6 month contract \$**13** weekly

Help Wanted Classified

Open Rate (1 Time)

 \$**8.50**
 weekly

Business Card Package

2 columns 4.0" x 2.0"

Open Rate (1 Time) \$**44** weekly
 4 Times \$**40** week
 3—6 month contract \$**32** week

1/8 Page Package

2 columns 4.0" x 5.0"

Open Rate (1 Time) \$**110** weekly
 4 Times \$**100** week
 3—6 month contract \$**80** week

Services

1 columns 2.0" x 5.0"

Open Rate (1 Time)

 \$**20** weekly

1/4 Page Package

2 columns 4.0" x 10.0"

Open Rate (1 Time) \$**220** weekly
 4 Times \$**200** week
 3—6 month contract \$**180** week

1/2 Page Package

5 columns 10.0" x 8.0"

Open Rate (1 Time) \$**440** weekly
 4 Times \$**400** week
 3—6 month contract \$**320** week

4 Times \$
 18 week

3—6 month contract
 \$**15**
 week

Full Page Package

5 columns 10.0" x 16.0"

Open Rate (1 Time) \$**880** weekly
 4 Times \$**800** week
 3—6 month contract \$**640** week

WEB ADVERTISING

Banner Ad-\$75/month - Rectangle Ad-\$50/month Button Ad-\$25/month - Link to Website -\$10/month

Package A Month Contract

Print Ad
 Web Ad/w link

Package B Month contract

Print Ad
 Web Ad w/link
 Free Standing Inserts

Package C Month contract

Print Ad
 Web Ad w/link
 Free Standing Inserts
 E-mail Blast Sponsor

Package commitments of 13 Times or more include a business highlight

Demographics of Readers

Income Less than \$20K—12% 20K—35K 47% 35K—50K 12% Over \$50K—29%
 Race African American—62% Caucasian—31% Hispanic—5% Other - 2%
 Age Under 18—12% 18-24 15% 25-44 13% 45—64 29% Over 65—31%

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2012 NATIONAL ADVERTISING RATES

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 4 Times \$14 weekly
 3—6 month contract \$13 weekly

Help Wanted Classified

Open Rate (1 Time)

 \$8.50 weekly

Business Card Package

2 columns 4.0" x 2.0"

Open Rate (1 Time) \$100 weekly
 4 Times \$94 week
 3—6 month contract \$88 week

1/8 Page Package

2 columns 4.0" x 5.0"

Open Rate (1 Time) \$250 weekly
 4 Times \$235 week
 3—6 month contract \$200 week

Services

1 columns 2.0" x 5.0"

Open Rate (1 Time)

 \$20 weekly

1/4 Page Package

2 columns 4.0" x 10.0"

Open Rate (1 Time) \$500 weekly
 4 Times \$450 week
 3—6 month contract \$440 week

1/2 Page Package

5 columns 10.0" x 8.0"

Open Rate (1 Time) \$1000 weekly
 4 Times \$940 week
 3—6 month contract \$880 week

4 Times \$18 week

3—6 month contract \$15 week

Full Page Package

5 columns 10.0" x 16.0"

Open Rate (1 Time) \$2000 weekly
 4 Times \$1880 week
 3—6 month contract \$1760 week

WEB ADVERTISING

Banner Ad-\$300/month - Rectangle Ad-\$200/month Button Ad-\$100/month - Link to Website -\$20/month

Package A Month Contract

Print Ad
Web Ad/w link

Package B Month contract

Print Ad
Web Ad w/link
Free Standing Inserts

Package C Month contract

Print Ad
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E-mail Blast Sponsor

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