

TELEGRAM NEWSPAPER

Serving Detroit & the Downriver Community since 1944

INFORMING | EDUCATING | EMPOWERING | UPLIFTING

Distributing in Metropolitan Detroit and Downriver Communities

DEARBORN,
DEARBORN HEIGHTS,
DELRAY, DETROIT,
ECORSE, GARDEN
CITY, HAMTRACK,
HIGHLAND PARK,
INKSTER, LINCOLN
PARK, MELVINDALE,
RIVER ROUGE,
ROMULUS, TAYLOR,
WAYNE, WESTLAND
AND WYANDOTTE



Gina C. Steward
Publisher
June 2006 - Present

Ben Wade
Publisher
July 1997 - June 2006

JC Wall
Founder
August 1944 - July 1997

CELEBRATING OUR
ANNIVERSARY



79th

2023 Media Kit
Telegram News
Providing
Positive News
to the
People

10455 W. JEFFERSON AVE.
29085
ECORSE, MI 48229

Phone: 313.928.2955
FAX: 313.928.3014

E-mail: telegram@telegramnews.net

Website: www.telegramnews.net

  Telegramnews

TELEGRAM NEWSPAPER

Celebrating 79 years of providing news you can use

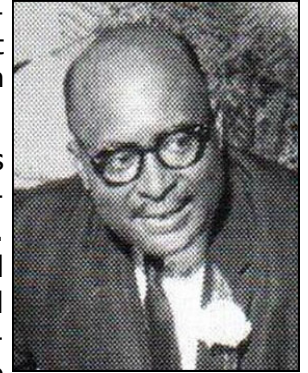
History of the Telegram

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.



Gina Wilson Steward & Ben Wade
Current and Past Publisher

In June 2006, the **Telegram's** reins was passed to Gina C. Wilson and it has experienced exponential growth since that time. The Telegram's distribution area has increased from three cities to now being distributed through-out Wayne County including the Metropolitan Detroit area with a focus on the Downriver Communities.



J.C. Wall—Founder

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 Wayne County community. The Telegram Newspaper continues to experience

a sense of growth as it gains new readers each week. It's website, **www.telegramnews.net**, and social media is where loyal readers across the country can opt to read the Telegram online and visit the advertisers' websites. Readers can follow the Telegram News on Facebook and Twitter @telegramnews and on Instagram @telegramnewspaper. Readers and businesses can also receive a newspaper at your home or business with a subscription.

The Telegram staff participates as Career Day Speakers, purchase school supplies and equipment, volunteer with various organizations and groups and make numerous donations to local groups. The Telegram also provides volunteer, community service and work experience opportunities for youth and community residents.



Gina Wilson Steward and support staff at the NNPA Convention in New Orleans

The Telegram Newspaper has received several awards & recognitions. Some include: The Community Award from The Men's Club of River Rouge, the Image Award for the City of Inkster, the Media Award from Wayne County ARC and certificates of recognition from Downriver Delta CDC, NAACP, Wayne Metro Walk for Warmth, 100 Black Funeral Directors, Feed Da Streetz and many other awards from community groups.

Gina Steward was named Publisher of the Year for 2014 from Michigan Publishers Auxiliary, Mentor of the Year from University Of Michigan Dearborn in 2015, the 2021 Community Health Champion by Western Wayne Family Health Center, Woman of the Year in 2022 by the Inkster Chapter of Zeta Phi Beta and the Kyle Stack Leadership Award from the Southern Wayne County Regional Chamber of Commerce.

The Telegram was Nationally recognized by NNPA in 2015 and received the Community Leadership Award in 2016 from the River Rouge Community Network Program and the Media Award from the Charles Wright Museum of African American History in 2016.

Why Advertise with the Telegram

Advertising with the Telegram Newspaper is the most cost effective way to reach the residents of Metropolitan Detroit and the Downriver communities of South Eastern Michigan. Each week people turn to the Telegram for news that matter to their family, community, state and nation. The TELEGRAM provides several ways to reach your target market with choices of print, online, inserts, social media and email blast sponsorships.

TELEGRAM NEWSPAPER

Empowering and Educating Detroit and the Downriver Communities Through Information

About Us

The Telegram Newspaper is a multicultural community newspaper that is distributed weekly in Wayne County throughout Metropolitan Detroit with a focus on the Downriver communities. The goal of the Telegram is to connect citizens within the region by publishing information that Educate, Enlighten, Uplift and Empower its readers and deliver consumers to our advertisers' products and services. The Telegram continues to be unique in its approach to be a newspaper that the entire community turns to for local, state and national information.

The Telegram Newspaper has been African American owned since 1944 when it was established.



Publisher Gina Wilson Steward (center) with reporters Clifton Kirkman, Xavier Jones, Renee Summers and Kellee Jordan out for a strategy dinner.

The Role of the Telegram

- * Gives its readers an opportunity to have a voice. It allows voices, large and small to be heard on issues important to the community
- * Assists local businesses in expanding and succeeding in the communities in which they serve. Its multi-media advertising platform includes print, online, email blasts, free standing inserts and social media.
- * Provides information on Health, Beauty, Finances, Sports, Entertainment, Current Events, Automotive, Education, Senior News, Civil Rights and Religion that empowers the readers into action.

The **staff** at the **Telegram** is committed to providing excellent customer service for reporting the news and determining personalized advertising campaigns for the businesses in the area to help them reach their goals.

Community Service

The leadership of the **Telegram Newspaper** develops partnerships with local schools, businesses, non-profit organizations and city governments. They also participate in volunteer opportunities and provide media sponsorships for community events. Some of their national and state business partners include: AARP, DTE, Wal-Mart, GM, Comfort Inn, US Steel, Ford, Marathon, MI Lottery, MSHDA, MET, MDOT, Detroit Institute of Arts and Comcast. The Telegram is a member in several Chamber of Commerce organizations, the National Newspaper Publishers Association, the Michigan Publishers Auxiliary, Michigan Press Association and a Life Member of the NAACP. The Telegram is the paper of record for several municipalities, city housing authorities and school districts.

The Telegram is helping to prepare the next generation of media personnel by establishing **Internship programs** with local colleges & high schools. They expose youth to newspapers through the Newspapers in Education Program and Write Steps Internship Program. Colleges include Wayne State University, Baker College, University of Michigan—Dearborn and Bethune Cookman University. Some of the School Districts include Westwood, Ecorse, River Rouge, University Preparatory and Wayne Westland.

Subscriptions to homes or businesses are available at the following prices:

US Mail: 1 year - \$65.00 , 26 weeks - \$40.00, **Home Delivery** * 1-year-\$30.00 26 weeks \$20.00



TELEGRAM NEWS

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Ecorse, MI 48229

Phone (313) 928-2955 Direct (313) 949-3133 FAX (313) 928-3014

E-mail telegram@telegramnews.net

Website—www.telegramnews.net



Telegramnews



telegramnewspaper

*Empowering and Educating Metropolitan 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 readers' interest in your products and services. Our marketing campaigns include:

*Print Advertising

*Web Advertising

*Free Standing Inserts

*Email Blast Sponsorship

*Social Media Alerts

Specialty Advertising

CHURCH DIRECTORY

SMALL BUSINESS DIRECTORY

WELCOME TO THE NEIGHBORHOOD

DINING DIRECTORY

TELETAINTMENT

EDUCATIONALLY SPEAKING

Specialty Sections

Opinion

Classified/Help Wanted

Church Directory

Sports Scores and Highlights

Here's to Good Health

Teletainment

Library News

Educationally Speaking

Hair & Beauty

Financially Speaking

Family Matters

Community Events

Dining Directory

Senior News

Spotlight on Local Talent

Monthly Promotions

January

Happy New Year/Martin Luther King Jr. Day

Middle Eastern Heritage Awareness Month

February

Black History Month/ Valentine's 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 Month/Breast Cancer Awareness

November

Thanksgiving/Native American Month

December

Christmas/ HIV Awareness

Distributing at many locations:

Gas Stations Convenience Stores Businesses City Halls Community Centers Churches

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

The TELEGRAM is a multicultural newspaper serving the community.

TELEGRAM

***SERVING METROPOLITAN DETROIT AND THE DOWNRIVER COMMUNITY SINCE 1944 ***

The TELEGRAM NEWSPAPER is Wayne County's source for news and information, reaching over 50,000 readers and consumers in print and online weekly



The Telegram is a multi-cultural community newspaper that is distributed weekly throughout Wayne County Michigan. The Telegram is distributed via home delivery, mail delivery, convenience stores, gas stations and city halls.



**P. O. Box #29085
Ecorse, MI 48229**

313-928-2955 (phone)

313-928-3014 (fax)

telegram@telegramnews.net (email)

www.telegramnews.net (website)



**THE TELEGRAM IS
EVERYWHERE!**

DISPLAY - National Retail Rates

Telegram Newspaper– Tabloid

Mechanical Specification

Max Print Area: 10.5" wide x 16" deep

Max Column Inches: 80"

Net rate per column Inch = \$26.00

Typical Sizes:

	Column	Depth	Cost
Full Page	5 x 16"	deep = 80"	total \$2080
½ Page	5 x 8"	deep = 40"	total \$1040
¼ Page	2 x 10"	deep = 20"	total \$ 520
1/8 Page	2 x 5"	deep = 10"	total \$ 260
Business Card	2 x 2"	deep = 4"	total \$ 104

DISPLAY - Local Retail Rates

Telegram Newspaper– Tabloid

Mechanical Specification

Max Print Area: 10.5" wide x 16" deep

Max Column Inches: 80"

Net rate per column Inch = \$12.00

Typical Sizes:

	Column	Depth	Cost
Full Page	5 x 16"	deep = 80"	total \$ 960
½ Page	5 x 8"	deep = 40"	total \$ 480
¼ Page	2 x 10"	deep = 20"	total \$ 240
1/8 Page	2 x 5"	deep = 10"	total \$ 120
Business Card	2 x 2"	deep = 4"	total \$ 48

Discounts for frequency

Classified / Legal Rates

Telegram Newspaper – Tabloid

Mechanical Specifications for

Classified /Legal ads

Max Print Area: 10.5" wide x 16" deep

Max Column Inches: 96

Items for Sale (under \$3,000)	\$ 8.50	net rate per column inch
Help Wanted	\$10.00	net rate per column inch
Classified ads (all other)	\$17.00	net rate per column inch
Legal ads	\$20.00	net rate per column inch

Advertorials - \$100 for minimum of 300 words

Color Rates

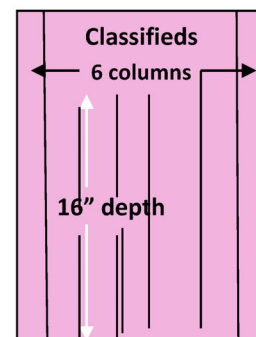
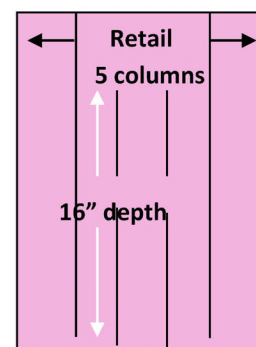
\$100 per color; \$400 Process (4-color) – Full page

Insertion of Preprints* - minimum of 3000

1-8 pages 8 x 10.5 Local - \$40.00 M National – \$50 M

8 - 16 pages Local - \$45.00 M National – \$55 M

*Call for prices on higher page counts



TELEGRAM

***SERVING METROPOLITAN DETROIT AND THE DOWNRIVER COMMUNITY SINCE 1944 ***



TELEGRAM NEWSPAPER CIRCULATION AREA

ONLINE RATES

BANNER AD - \$500.00 /MONTH

BUTTON AD— \$ 300.00 /MONTH

Formats If you have not sent files to us before, please send in electronic files in the following formats, PDF, TIFF or JPEG. Colors inside PDF files must be set in CMYK. Files sent as TIFF, JPEG must be at least 1200 dpi. Photos or halftone graphics should be at least 200 dpi.

Deadlines Space reservations must be received by 4pm on the Thursday before publication. Ad copy and content for ad must arrive by 4pm on Friday before publication. Approval or changes for created ads must be received by noon on Monday before publication. Classified ad copy and content for ad creative must arrive by 5pm on Monday before publication. Files can be received via e-mail or by CD. Inserts must arrive the Friday before publication date.

Print

The Telegram Newspaper is published weekly on Thursday. Call for home/business delivery. To subscribe: 313-928-2955

Internet

Online Retail and Classified Advertising are available on the Telegram Newspaper website www.telegramnews.net. Please see "online Rates" section for details.

Terms

VISA, MasterCard, and American Express are accepted. Credit applications are available for qualifying customers. Political ads must be prepaid.

Acceptance of Advertising

The TELEGRAM NEWSPAPER reserves the right to reject, edit, revise and properly classify all advertising submitted for publication. The publisher also reserves the right to cancel any advertisement at anytime. All advertising is subject to credit approval

Demographics of Readers

Income	Less than \$20K—17%	20K—35K 47%	35K—50K 12%	Over \$50K—24%
Race	African American—62%	Caucasian—26%	Hispanic—8%	Other - 4%
Age	Under 18—12%	18-44 27%	45—64 31%	Over 65—30%

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www.telegramnews.net—website telegramnews—FaceBook & Twitter telegram newspaper—Instagram



SERVING DETROIT AND THE DOWNRIVER COMMUNITIES SINCE 1944

Like us or follow us on FACEBOOK and TWITTER @ telegramnews