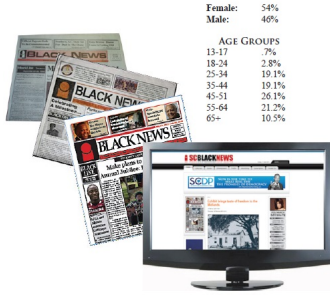


## Demographics [WWW.SBLACKNEWS.COM](http://WWW.SBLACKNEWS.COM)



Female: 54%  
Male: 46%

AGE GROUPS  
13-17 7%  
18-24 2.8%  
25-34 19.1%  
35-44 19.1%  
45-51 26.1%  
55-64 21.2%  
65+ 10.5%

## Banner, Skyscraper & Right square (Rates)

**Tier One** - Ads under this tier appear on every page of our website - published and archived. Our Home page enjoys over **50,000** per week, with visitors viewing an average of 8 pages. Get over a quarter million views a month for less than a penny per view!

	PER	MONTHLY	3 MONTHS	12 MONTHS
Right Skyscraper Ad	144 x 360	400	360	240
Top Banner Ad	840 x 144	375	340	325
Bottom Banner Ad	840 x 144	345	320	305
Right Square Ad	144 x 144	275	240	225

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**Tier Two** - Ads under this tier appear on the Home page of our website. Our Home page enjoys over **50,000** views per week. Add \$175 to have your ad appear on Main Section pages as well. (Sports, Editorial, Culture, Classified etc.)

	PER	MONTHLY	3 MONTHS	12 MONTHS
Right Skyscraper Ad	144 x 360	325	300	285
Top Banner Ad	840 x 144	300	285	260
Bottom Banner Ad	840 x 144	275	240	225
Right Square Ad	144 x 144	245	220	205

# Advertising Rates

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**Tier Three** - Ads under this tier appear on the Targeted Main Section pages of our website. Target your specific demographic with ads that appeal to your clientele. Add \$175 to have your ad appear on Main Section pages as well. (Sports, Editorial, Culture, Education)

	144	216	240	256
Right Skyscraper Ad	144 x 360	216	240	256
Top Banner Ad	840 x 144	240	220	200
Bottom Banner Ad	840 x 144	220	200	240
Right Square Ad	144 x 144	180	160	140

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Combined Readership: 70,000

**Advertising Rates: Display Ad - \$25.00 / Classified - \$16.00**

Publisher reserves the right to substitute type requested if not available.

- Electronic Tear Sheets are furnished to all accounts
- Position may be guaranteed with annual contract or at 25% additional cost, when available
- Photography and graphic aid will be provided, at charge, at the request of advertiser
- Maximum 15% Agency Commission

### **Mechanical Requirements:**

- Full Page – 6 Columns (10.625"W x 20.625"H)
- Half Page – 6 Columns (10.625"W x 10.34"H)
- Quarter Page – 3 Columns (5.25" W x 10.34"H)

### **Column Sizes – Width**

- 1 Column – 1.67"
- 2 Columns – 3.46"
- 3 Columns – 5'25"
- 4 Columns – 7.04"
- 5 Columns – 8.83"
- 6 Columns – 10.625"

Email high resolution .pdf to [scbnews@aol.com](mailto:scbnews@aol.com)

### **Deadlines:**

Advertising - Friday; 1 week before publication  
Editorial - Monday; 1 week before publication