Milwaukee Times Weekly Newspaper

"Journalistic Excellence, Service, Integrity and Objectivity Always"

Local Advertising Rates

Effective January 2025 - December 2025



THE HISTORY OF THE MILWAUKEE TIMES

The Milwaukee Times Weekly Newspaper was established in October of 1981. Originally call "The Christian Times," the paper focused on the vibrant faith community here in Milwaukee. The paper was founded by journalist the late Nathan Conyers, former nurse and community leader the late Louvenia Johnson, and local business man the late Luther Golden. Within its first year of publication, the paper grew in appeal to cover more general community news and was renamed The Milwaukee Times Weekly Newspaper. The Christian Times remains as a standing feature section to this day.

On June 1, 1992, *The Milwaukee Times Weekly Newspaper* and *EconoPrint Copying, Typesetting and Printing Centers* entered in to a partnership agreement. On that day, *The Milwaukee Times Weekly Newspaper* also moved into its new offices at 2214-2216 N. Dr. Martin Luther King, Jr. Drive. In June 1999, the *Milwaukee Times* was able to purchase its own location and moved to 1936-38 N. Dr. Martin Luther King Drive. Eventually the Times would drop the *EconoPrint* name and become the *Milwaukee Times Printing and Publishing, Co*.

In March of 2020 the COVID-19 pandemic struck the world and Milwaukee went into lock down. As an essential service, due to the fact it was a media and printing outlet, *the Milwaukee Times* was allowed to continue business in the community. Refocusing our efforts on providing both entertainment and information for our readership to help guide them through this difficult world crisis.

In August 2021, the Conyers family sold the *Milwaukee Times* to local business man and faith leader the Rev. Harold D. Turner, Sr., starting a new era for publication. *The Times* would move once more to 2238 N. Dr. Martin Luther King, Jr. in order to be more centrally located in the Bronzeville business district.

Over the years the Milwaukee Times has weathered many changes. But one thing always remained, our commit to our readership and our community to bring them quality and honest news and information both locally and from around the world.

The Milwaukee Times Weekly Newspaper

2238 North Dr. Martin Luther, King, Jr., Drive • Milwaukee, WI 53212 (414) 263-5088 • miltimes@gmail.com • https://milwaukeetimesnews.com

Member: National Newspaper Publishers Association

Certified Minority Business Enterprise by the State of Wisconsin

ISSUE FEATURES



EVERY WEEK:

<u>Local & National News</u> - The most current news stories of the week from right here in Milwaukee as well as the world.

<u>Perspectives</u> - Our Perspectives section brings you thought provoking editorials from two talented local writers. *Being Frank* by Frank James looks at black culture and how it fits into modern American society. Every other week we feature activist Marian Wright Edelman's *ChildWatch* column as she looks at issues facing our children.

<u>The Christian Times</u> - This weekly section provides news and events happening in the church community. This section also features the largest listing of local churches in all of Wisconsin.

<u>Education</u> - Our weekly Education section features the latest news as it relates to local schools and education.

Health & Fitness - This section includes information on health and fitness that pertains specifically to the African American community. We offer tips on prevention and lifestyle improvements so that our readers will live healthier and happier lives. We more than welcome local health agencies to submit articles or features for this section.

<u>Announcements/Classified</u> - Do you have an upcoming event, an apartment to rent, something to sell, a shout-out, or a job opening? Than contact us about placing a classified or announcement. We have the most competitive rates of any of Milwaukee's local newspapers, big or small.

SEMI-WEEKLY FEATURES:

<u>Wealth Building</u> - Every 1st and 4th week, this section assists our readers in reaching their financial goals, from planning for their retirement to saving for their children's education; with in-depth advice articles from the top money experts.

<u>Senior Living</u> - Being over 60 these days is not the end, it's just the start of a new beginning. Seniors are living longer, healthier and more active lives. And our Senor Living section offers articles on helping maintain that lifestyle, so seniors can make the most out of their golden years.

<u>Art & Entertainment</u> - Our Arts & Entertainment section is more than just reviews of current movies. Our "Art 101" series spotlights the cultural contribution of African Americans to film, art, music, and theater.

<u>Meal Times</u> - Satisfy your culinary curiosity with new and exciting recipes. Learn cooking tips and tricks to improve your culinary skills.

RETAIL RATE POLICY

- Retail advertising rates apply to a retail business, organization or association doing business in Southeastern Wisconsin.
- Position requests will be honored as makeup permits. No section or page position can be guaranteed unless advertiser agrees to pay a 30% premium above cost for placement of said advertisement. No orders accepted on a position-or-omit basis.
- Adjustment of errors will be made only for area of ad involved and in proportion to lack of service to the advertiser. Advertising placed on a no-proof basis is done at the advertiser's risk. Any claim for adjustment must be made within 14 days of publication.
- No advertising that reflects negatively upon another advertiser will be accepted.
- All advertising and paid articles are accepted, subject to the approval of the Publisher or Director of Advertising.
- The advertiser agrees to indemnify and hold the newspaper harmless for any claims stemming from the publication of copy submitted by the advertiser. This includes, but is not limited to, claims for libel, invasion of privacy, plagiarism, copyright infringement and trademark infringement. The newspaper will not be liable for failure to publish any advertisement.
- Rates can be revised within 30 days written notice.

10 REASONS TO ADVERTISE WITH THE MILWAUKEE TIMES

- We have the largest circulation among minority-owned newspapers in Milwaukee reaching into the African American church community.
- We are the only minority-owned Blue Chip community newspaper in Wisconsin.
- We have a loyal readership that responds to advertisers with dollars.
- We offer balanced coverage of local, regional, national and international news and features every week.
- We publish several focus issues annually that highlight positive aspects of life in the African American community.
- Our target audience is professional; male and female; college-educated; upwardly mobile, and influential.
- Our publication offers a reader-friendly format with articles sectioned by interest including news and editorials, arts and entertainment, education, travel and leisure, health and fitness, personal and business finance, food, religion and spirituality, and sports.
- We feature original content written by local contributors "Counseling Corner" and "Being Frank," as well as op-ed pieces on hot topics of interest and exclusive interviews with local and national news makers.
- We offer marketing packages with rates to meet any promotional budget and objective.
- We are an "Essential Business" that never once closed during the pandemic.

ABOUT THE MILWAUKEE TIMES

- Circulation: Regional ROP 10,000
- Member of *The National Newspaper Publishers Association*
- Audited by Community Newspaper Verification Services
- Certified Minority Business Enterprise By *The State Of Wisconsin*
- Published by The HT Group, LLC.
- Located at 2238 North Dr. Martin Luther King, Jr. Drive, Milwaukee, WI 53212. • Office: (414) 263-5088 • Fax: (414) 263-4445 • Emails: miltimes@gmail.com or miltimesadvertising@gmail.com • Website: milwaukeetimesnews.com



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Business: 414-405-5722 • tony@farmertony.com

RATES FOR B&W PRINT RUNS

Size	x1 Run	x2 Runs (w/5% off)	x4 Runs (w/10% off)	x6 runs (w/15% off)	x12 runs (w/20% off)
Full Page Ad 80 col. sq. inch. (9%" x 15¾")	\$1,260	\$2,394	\$4,536	\$6,426	\$12,096
1/2 Page Ad 40 col. sq. inch. (9%" x 8" or 5%" x 10")	\$630	\$1,197	\$2,268	\$3,213	\$6,048
¹ / ₄ Page Ad 20 col. sq. inch. (7%" x 5" or 5% x 7")	\$315	\$598.50	\$1,134	\$1,606.50	\$ 3,024
1/8 Page Ad 10 col. sq. inch. (3%" x 5")	\$157.50	\$299.25	\$567	\$803.25	\$1,512
1/16 Page Ad (Business Card) 5 col. sq. inch. (3%" x 2½")	\$78.75	\$149.62	\$283.50	\$401.62	\$756
Inside Banner Ad 15 col. sq. inch. (9%" x 3")	\$236.25	\$448.87	\$850.50	\$1,204.87	\$2,835

ADDITIONAL INFORMATION

- Black & White Rate is \$15.75 and Color Rate is \$18.25 per square column inch.
- All rates listed are NET!
- All sizes are approximate dimensions.
- Ad Files may be submitted to our office via email or dropped off on disk. Acceptable file formats include PDF, PNG, TIFF, JPEG, XML.
- We also accept files from Microsoft Word, Publisher, Power Point, Adobe Indesign, Adobe Photoshop or Adobe Illustrator.
- There is a **\$50 Design Fee** for ad design.
- Art files should be submitted on Monday by Noon the week they are set to run!

RATES FOR COLOR PRINT RUNS

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Size	x1 Run	x2 Runs (w/10% off)	x4 Runs (w/15% off)	x6 runs (w/20% off)	x12 runs (w/25% off)
Full Page Ad 80 col. sq. inch. (9%" x 15¾")	\$1,460	\$2,628	\$4,964	\$6,048	\$11,340
1/2 Page Ad 40 col. sq. inch. (9%" x 8" or 5%" x 10")	\$730	\$1,314	\$2,482	\$3,504	\$6,570
¹ / ₄ Page Ad 20 col. sq. inch. (7%" x 5" or 5% x 7")	\$365	\$657	\$1,241	\$1,752	\$3,285
% Page Ad 10 col. sq. inch. (3%" x 5")	\$182.50	\$328.50	\$620.50	\$876	\$1,642.50
1/16 Page Ad (Business Card) 5 col. sq. inch. (3%" x 2½")	\$91.25	\$164.25	\$310.25	\$438	\$821.25
Font Page Banner Ad 15 col. sq. inch. (9%" x 3")	\$1,500	\$2,700	\$5,100	\$7,200	\$13,500
Inside Banner Ad 15 col. sq. inch. (9%" x 3")	\$273.75	\$771.75	\$1,457.75	\$2,058	\$3,858.75

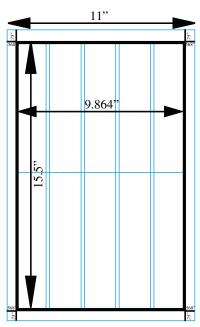
CLASSIFIED RATES

Business Card Size (3\%" x 2\\\2")	\$50 flat rate
1/8 Page Size	\$100 flat rate
Display Classified	\$15 per square column inch.

PRINT SPECS

AD DIMENSIONS

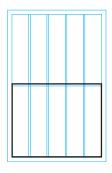
DISPLAY



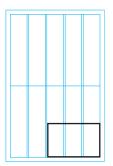
FULL PAGE AD 5 COL X 15.5" (9.864" X 15.5")

80 COL SQUARE **INCHES**

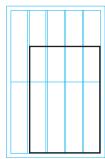
Columns	Inches	Picas	
1	1 7/8"	11	
2	3 7/8"	23	
3	5 7/8"	35	
4	7 7/8"	47	
5	9 7/8"	59	



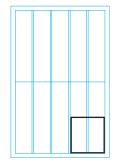
HALF PAGE HORIZONTAL 5 COL X 8" (9.864" X 8") 40 COL SQUARE INCHES



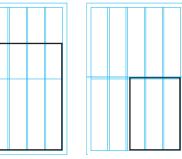
QUARTER PAGE HORIZONTAL 4 COL X 5" (7.864" X 5") 20 COL SQUARE INCHES



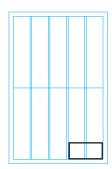
HALF PAGE VERTICAL 4 COL X 10.5" (7.864" X 10.5") 40 COL SQUARE INCHES



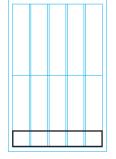
EIGHTH PAGE AD 2 COL X 5" (3.864" X 5") 10 COL SQUARE INCHES



QUARTER PAGE VERTICAL 3 COL X 7" (5.864" X 7") 20 COL SQUARE INCHES



SIXTEENTH PAGE AD BUSINESS CARD SIZE 2 COL X 2.5" (3.864" X 2.5") 5 COL SQUARE INCHES



BANNER HORIZONTAL 5 COL X 3" (9.864" X 3") 15 COL SQUARE INCHES

CHURCH RATES

MINISTRY LISTINGS	CLASSIFIED RATE FOR CHURCHES*
Single Size Listing (1.9634" x 2.8046"):	Business Card Size (3 %" x 2 ½")\$25
Weekly\$5.00	
Monthly\$20.00	DISPLAY RATE FOR CHURCHES*
Yearly\$260.00	Full Page\$800(B&W)/\$900(Color)
D 11 C: 1: (2.0355 2.55(5)	Half Page\$400(B&W)/\$500(Color)
Double Size Listing (3.9275" x 2.7767"): Weekly\$10.00	Quarter Page\$200(B&W)/\$300(Color)
Monthly\$40.00	Eighth Page\$50(B&W)/\$100(Color) *Only churches listed in our "Ministry
Yearly	Section" qualify for church advertising
Tearry	discounts.
MICOELI ANEOLIC D	ATEC & DICCOUNTC
MIGGELLANEUUG N	ATES & DISCOUNTS
Articles*:	Full Story\$90
Self-prepared\$100	(800 words & 1-2 photo)
(includes 1 photo)	Product/Event Reviews::
Times prepared\$200	Full Story
(includes 1-2 photos)	(800 words & 1-2 photo)
•	* *
Death Notices/Obituaries*:	Discounts:
2 col. x 6" Display\$75 (180 words & 1 photo)	Non-Profit Rate
(180 words & 1 photo)	Supplement Discounts Please See Flier
Full Obituary\$150	Added Values:
(800 words & 1-2 photo)	• Free optional article and photo with paid ad
	• Free ad placement in web edition
Engagement/Wedding/Birth	Optional placement on web page with article
Announcements*: 2 col. x 6" Display	or on front page with additional charge
(180 words & 1 photo)	
(200 0.000 0 1 p.1000)	
Graduation/Honor Student	* There is no additional charge for color, as color
Announcements*:	placement cannot be guaranteed. Color place-
2 col. x 6" Display	ment is first come, first served.
(180 words & 1 photo)	

DIGITAL RATES

Web Ads Only:

Banner for 4 weeks(728 x 90 px.)	. \$450
Box Ad for 4 weeks (300 x 300 px.)	
Column Ad for 4 weeks (160 x x600 px.)	. \$250
Additional Weeks\$50 per	
-	

Print & Web Ads Combined*:

Full pg. web ad	\$100 per week
½ pg. web ad	\$50 per week
½ pg. web ad	\$25 per week
½ pg. web ad	\$15 per week

^{*} Listed prices are in an additional charge to listed print prices.

WEB AD SIZES*

*Not Exact Size

Box Ad: 300 pixels wide x 300 pixels tall

\$350 for 4 weeks

Multiple ad

spots available.

IMPORTANT INFO:

Unique Visitors: **2,000**Page Views: **30,000 per month**Avg. time spent on site: **31 mins.**Pages viewed per visit: **1.3**

DUE DATES:

Ad Reservations:

Two weeks prior to run date. **Copy/Links:**

One week prior to run date.

Multiple ad spots

available.

Column Ad:

160 px. wide

X

600 px.

\$250 for 4 weeks

Banner Ad:

728 pixels wide x 90 pixels tall

\$450 for 4 weeks *Multiple ad spots available.*

DISTRIBUTION SITES

BANKS

BMO Harris Bank Building 2745 N. Dr. MLK, Jr. Dr

CHURCHES

Antioch M.B.C. 2033 W. Congress

Bethesda Baptist Church 2909 N Teutonia Ave.

Calvary Baptist Church 2932 N Teutonia Ave.

Canaan M.B.C. 2975 N. 11th Street

Christian Fellowship Community Church 2176 N. 39th St.

Community Baptist Church of Greater Milwaukee 2249 N. Sherman Blvd.

Damascus M.B.C. 2447 N. 27th St.

Evergreen M.B.C. 1138 W. Center Street

Greater Galilee M.B.C. 2432 N. Teutonia Ave.

Greater Mt. Zion M.B.C. 2479 N. Sherman Blvd.

Holy Temple M.B.C. 4245 North 60th St.

King Solomon M.B.C. 2375 N. Vel Phillips Ave.

Metropolitan MBC 1345 W. Burleigh St

Mt. Zion MBC 2207 N. 2nd St.

Monumental MBC 2407 W. North Ave.

New Covenant MBC 2315 N. 38th St.

New Hope MBC 2433 W. Roosevelt Dr.

Pilgrim Rest Church 3456 N. 38th St.

St. John's United Baptist Church 2439 W. Hopkins St.

St. Mark's AME Church 1616 W. Atkinson

Trinity MBC 2829 N. Teutonia Ave.

Way of the Cross MBC 1401 W. Hadley St.

Zion Hill MBC 1825 West Hampton Ave.

CLINICS

Milwaukee Health Services, Inc. (MLK Heritage Health Center) 2555 N. Dr. MLK, Jr. Dr.

Dr. McIver's Foot Clinic 8532 W. Capitol Dr.

DRUG STORES

Carter Drug Store 2400 W. Burleigh St. Walgreens on King Drive 2826 N. Dr. MLK, Jr. Dr.

FOOD STORES

Davis Food and Liquor 3625 N. MLK Drive

Metro Market (Downtown) 1123 N. Van Buren St.

Metro Market (Shorewood) 4075 N. Oakland Ave.

Galst Foods (Capitol Dr.)
4030 N. Teutonia Ave.

Galst Foods (Wauwatosa) 1622 W. North Ave.

Pick 'n Save Silver (Spring Drive) 1735 W. Silver Spring Dr.

Pick 'n Save (Midtown) 5700 W Capitol Dr.

Pick' n Save (35th & North)
2355 N. 35th St.

Pick 'n Save (North & Humboldt)
1100 E. Garfield Ave.

RESTAURANTS

Coffee Makes You Black 2803 N. Teutonia Ave.

Sam's Jazz Café 3338 N. Dr. MLK, Jr. Dr.

OTHER LOCATIONS

Milwaukee County Courthouse 901 N. 9th St.

Milwaukee City Hall 200 E. Wells St.

St. Anne's Intergenerational Center (Bucyrus Campus) 2450 W. North Ave.

WGLB Christian Radio 7835 W. Burleigh St.

Weekly Newspaper Offices 2238 N. Dr. MLK, Jr. Dr.

Milwaukee Times

TARGET DISTRIBUTION AREAS BY ZIP CODES

Milwaukee Area:
53202 53203 53204 53205
53206 53207 53208
53209 53210 53211 53212
53213 53214 53215
53216 53217 53218 53222
53223 53224 53225
53226 53233



January 2025 - Supplement Schedule* - December 2025

*Supplement dates are subject to change!

IANUARY 2025

January3

New Year, New You! Those We Have Lost (pt. 3)

January 16

MLK Celebration (pt.1) Glaucoma Awareness Month **January 23**

MLK Celebration (pt. 2)

January 20

Wedding Planning Guide

FEBRUARY 2025

February 6

World Cancer Day Black History Month (pt. 1) February 13

Valentine's' Day Black History Month (pt. 2) American Heart Month

February 20

World Day of Social Justice Black History Month (pt. 3)

February 27

Black History Month (pt. 4)

MARCH 2025

March 6

Women's History Month (pt.1)

March 13

Women's History Month (pt.2) Home Buvers' Guide

March 20

International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade Women's History Month (pt. 3)

March 27

Women's History Month (pt. 4)

APRIL 2025

April 3

Pastor's Appreciation Issue

Youth Homelessness Matters Day Recognition

April 17

Easter Celebration Earth Day Recognition

April 24

World DNA Day

MilwaukeeTimes





MAY 2025

May 1

Adoption and Foster Care Special I

May 8

Mother's Day

Stroke Awareness Month

May 15

High School and College Graduates Recognition (pt. 1)

May 22

Older American's Month Appreciation

High School and College Graduates Recognition (pt. 2)

IUNE 2025

June 5

National Caribbean American Heritage Month

Recognition

June 12

LGBTQ+/Pride Month

Recognition Father's Day

June 19

Juneteenth Day & Father's Day

June 26

Black Music Month Recognition

JULY 2025

July 3

Insurance Needs Special (I)

College Showcase (pt.1)

July 17

Milwaukee Recreation Guide College Showcase (pt.2)

July 24

Day Care Showcase

AUGUST 2025

August 7

Back-to-School (pt. 1)

August 8

Back-to-School (pt. 2)

August 14

International Day for the Remembrance of the Slave Trade and its Abolition Back-to-School (pt. 3)

August 21

Black Business Appreciation Month Recognition Back-to-School (pt. 4)

August 28

Back-to-School (pt. 5)

SEPTEMBER 2025

September 4

World Suicide Prevention Day

September 11

September Sickle Cell Awareness

September 18

Home Buyers' Guide

September 25

Child Health Day

OCTOBER 2025

October 2

World Mental Health Day Recognition

October 9

Bullying Prevention Month & Domestic Violence Awareness Month Recognition

October 16

Breast Cancer Awareness Month

October 23

Adoption and Foster Care Special II

NOVEMBER 2025

November 6

Car/Vehicle Buying Guide (pt. 1)

November 17

World Diabetes Day

Abolition of Slavery

November 20

Car/Vehicle Buying Guide

November 27

Thanksgiving Issue & Holiday Shopping Guide (pt. 1) World AIDS Day International Day for the



DECEMBER 2025

December 4

Universal Human Rights Month Recognition

December 11

Insurance Needs Special (II) December 18

Christmas Issue, Those We Have Lost (pt. 1)

December 25

Happy News Year's, Those We Have Lost (pt. 2)

