

January 2025 - Supplement Schedule* - December 2025

*Supplement dates are subject to change.

JANUARY 2025

January 3
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 Buyers' 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
April 10
Youth Homelessness Matters Day
Recognition
April 17
Easter Celebration
Earth Day Recognition
April 24
World DNA Day

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)

JUNE 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)
July 10
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 Re-
membrance 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
November 20
Car/Vehicle Buying Guide
November 27
Thanksgiving Issue & Holiday
Shopping Guide (pt. 1)
World AIDS Day
International Day for the
Abolition of Slavery

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)

The Milwaukee Times

Weekly Newspaper

"Journalistic Excellence, Service, Integrity and Objectivity Always"

Small Business Owner Advertising Rates Effective January 2025 - December 2025



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The Milwaukee Times

Weekly Newspaper

WEEKLY FEATURES

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

Perspectives - 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.

The Christian Times - 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.

Education - 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.

Announcements/Classified - 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.

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

MECHANICALS

FULL Page.....\$864
 97/8 x 153/4 inches

HALF Page.....\$432
 9 7/8 x 8 inches or 7 7/8 x 10 inches

QUARTER Page.....\$216
 7 7/8 x 5 inches or 5 7/8 x 7 inches

EIGHTH Page.....\$108
 3 7/8 x 5 inches

BUSINESS Card.....\$54
 37/8 x 21/2 inches

COLOR RATES.....\$100(additional)

CLASSIFIED Rates

Net Rate: \$12.96 per column inch

ALL RATES ARE NET.

ADDED VALUE:

- Free article with paid ad
- Free Placement on Website
- Free Inclusion in Digital Version

AD SUBMISSIONS:

Advertisements may be submitted to our office via e-mailed or dropped off on disk. Acceptable file formats include PDF, TIFF, JPEG, PNG, or XML. We also accept files from Microsoft Word, Publisher, and Power Point, Adobe Indesign, Adobe Photoshop, or Adobe Illustrator.

CIRCULATION

Regional ROP - 10,000 weekly

***As of June 1, 2024 all rates will be assessed a 7.8% sales tax, unless tax-exempt**

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 is 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 with a written notice.

ROP Local Contract Rates

Consistency makes advertising more productive. A weekly agreement for 52 weeks could save 24% off the open rate.

Preprint Distribution Rates

Cost per thousand: \$75.00
 Minimum Quantity: 10,000
 Reservation: 7 days in advance of insertion date.