

The Milwaukee Times

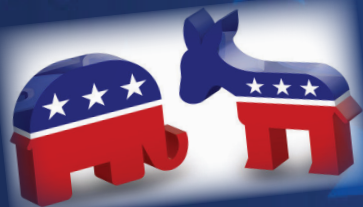
Weekly Newspaper

"Journalistic Excellence, Service, Integrity and Objectivity Always"

Political Advertising Rates

Effective March 2026 - December 2026

Covering Milwaukee's
African American
Community for more
than 40 Years!



The Milwaukee Times Newspaper and Political Advertising Rates
Vol. 43 • No. 48 • Thurs., Oct. 31, 2024 • Week: Nov. 04, 2024 • All Rights Reserved • Serving The Milwaukee Area • 114

Fellowship Open celebrates with Brewers and Bucks citywide



The Fellowship Open, one of the nation's premier corporate and community charity golf events for 40 consecutive years, announced its 2024 lineup of participants. Milwaukee Brewers General Manager Jason Heyward, Milwaukee Bucks General Manager Wes Unseld, and Milwaukee Bucks Assistant Coach "Doc" Rivers will be among the participants. The event is set for November 14-15, 2024, at the Ritz-Carlton Golf Club in Milwaukee. The Milwaukee Times will be covering the event.

Versit on King presents 'Remember Who You Are' luncheon



Milwaukee's African American community is celebrating the life and legacy of Dr. Martin Luther King Jr. with a luncheon titled "Remember Who You Are." The event is being presented by Versit on King and will take place on November 14, 2024, at the Ritz-Carlton Golf Club. The luncheon will feature a keynote address by Dr. King's son, Martin Luther King III, and a performance by the Milwaukee African American choir.

With the help of people across the African Diaspora, the Milwaukee Times is working to ensure that the community is fully informed about the event. The newspaper is also providing information about the event to its readers through its website and social media channels.



Greater Milwaukee Urban League hosts 'Stroll to the Polls 2024'



Columbia Savings & Loan Association celebrates 100 year anniversary



On Thursday, October 10, 2024, Columbia Savings & Loan Association celebrated its 100th anniversary. The event was held at the Ritz-Carlton Golf Club and featured a luncheon with speakers and a performance by the Milwaukee African American choir. The association is proud of its long history of serving the community and is looking forward to continuing its mission for another 100 years.



2238 N. Dr. Martin Luther King, Jr. Drive • Milwaukee, WI 53212
(414) 263-5088 • Fax: (414) 263-4445 • miltimesadvertising@gmail.com
Serving Southeastern Wisconsin Since 1981

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:



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? Then 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:

Wealth Building - 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.

Senior Living - 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 Senior Living section offers articles on helping maintain that lifestyle, so seniors can make the most out of their golden years.

Art & Entertainment - 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.

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

RETAIL RATE POLICY

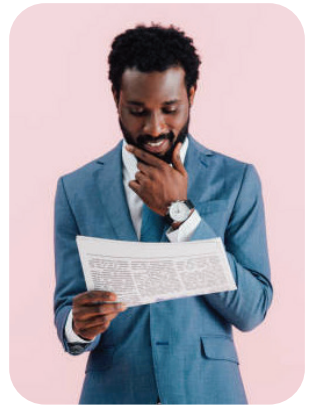
- Retail advertising rates apply to a retail business, organization or association doing business in Southeastern Wisconsin.
- Position requests will be honored as makeup permits. No section or page position can be guaranteed unless advertiser agrees to pay a 30% premium above cost for placement of said 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: milwaukeeetimesnews.com



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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 ⁷ / ₈ " x 15 ³ / ₄ ")	\$1,760	\$3,344	\$6,336	\$8,976	\$15,840
½ Page Ad 40 col. sq. inch. (9 ⁷ / ₈ " x 8" or 5 ⁷ / ₈ " x 10")	\$880	\$1,672	\$3,168	\$4,488	\$7,920
¼ Page Ad 20 col. sq. inch. (7 ⁷ / ₈ " x 5" or 5 ⁷ / ₈ x 7")	\$440	\$836	\$1,584	\$2,244	\$3,960
⅛ Page Ad 10 col. sq. inch. (3 ⁷ / ₈ " x 5")	\$220	\$418	\$792	\$1,122	\$1,980
1/16 Page Ad (Business Card) 5 col. sq. inch. (3 ⁷ / ₈ " x 2½")	\$110	\$209	\$396	\$561	\$990
Inside Banner Ad 15 col. sq. inch. (9 ⁷ / ₈ " x 3")	\$330	\$627	\$1,188	\$1,683	\$2,970

ADDITIONAL INFORMATION

***As of Jan. 1, 2025 all rates will be assessed a 7.9% sales tax, unless tax-exempt.**

- Black & White Rate is \$22.00 and Color Rate is \$25.00 per square column inch.
- All rates listed are NET!
- 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

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 $\frac{7}{8}$ " x 15 $\frac{3}{4}$ ")	\$2,000	\$3,600	\$6,800	\$2,400	\$16,800
½ Page Ad 40 col. sq. inch. (9 $\frac{7}{8}$ " x 8" or 5 $\frac{7}{8}$ " x 10")	\$1,000	\$1,800	\$3,400	\$4,800	\$8,400
¼ Page Ad 20 col. sq. inch. (7 $\frac{7}{8}$ " x 5" or 5 $\frac{7}{8}$ x 7")	\$500	\$900	\$1,700	\$2,400	\$4,200
⅛ Page Ad 10 col. sq. inch. (3 $\frac{7}{8}$ " x 5")	\$250	\$450	\$850	\$1,200	\$2,100
1/16 Page Ad (Business Card) 5 col. sq. inch. (3 $\frac{7}{8}$ " x 2 $\frac{1}{2}$ ")	\$125	\$225	\$425	\$600	\$1,050
Font Page Banner Ad 15 col. sq. inch. (9 $\frac{7}{8}$ " x 3")	\$2,500	\$4,500	\$8,500	\$12,000	\$21,000
Inside Banner Ad 15 col. sq. inch. (9 $\frac{7}{8}$ " x 3")	\$375	\$675	\$1,275	\$1,800	\$3,150

CLASSIFIED RATES

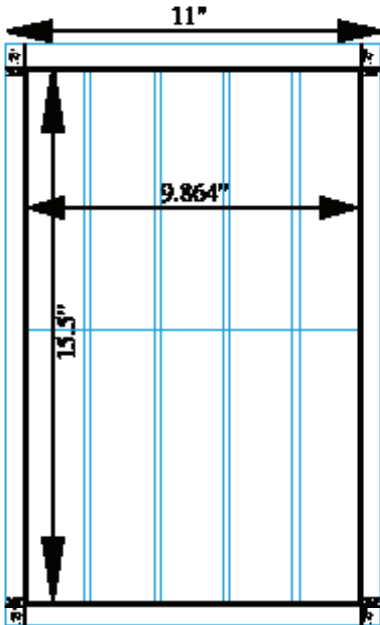
Business Card Size (3 $\frac{7}{8}$ " x 2 $\frac{1}{2}$ ")..... \$50 flat rate

1/8 Page Size\$100 flat rate

Display Classified..... \$15 per square column inch.

PRINT SPECS

AD DIMENSIONS

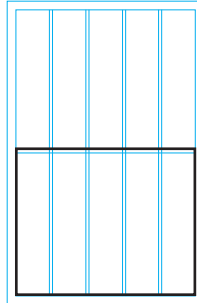


FULL PAGE AD
5 COL X 15.5"
(9.864" X 15.5")

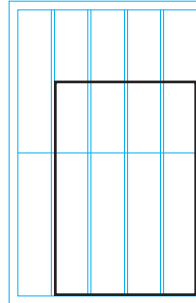
80 COL SQUARE
INCHES

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

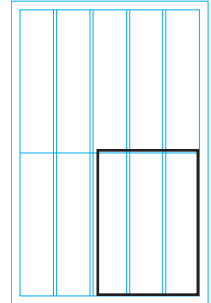
DISPLAY



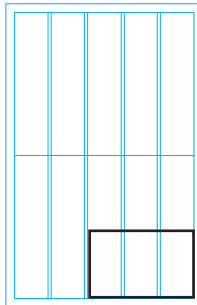
HALF PAGE HORIZONTAL
5 COL X 8"
(9.864" X 8")
40 COL SQUARE INCHES



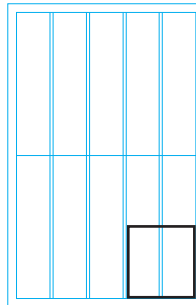
HALF PAGE VERTICAL
4 COL X 10.5"
(7.864" X 10.5")
40 COL SQUARE INCHES



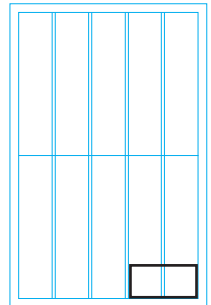
QUARTER PAGE VERTICAL
3 COL X 7"
(5.864" X 7")
20 COL SQUARE INCHES



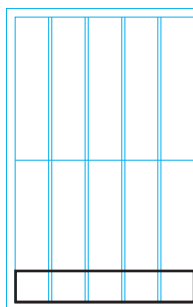
QUARTER PAGE
HORIZONTAL
4 COL X 5"
(7.864" X 5")
20 COL SQUARE INCHES



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

Single Size Listing (1.9634" x 2.8046"):

Weekly.....	\$5.00
Monthly.....	\$20.00
Yearly.....	\$260.00

Double Size Listing (3.9275" x 2.7767"):

Weekly.....	\$10.00
Monthly.....	\$40.00
Yearly.....	\$520.00

CLASSIFIED RATE FOR CHURCHES*

Business Card Size (3 7/8" x 2 1/2").....	\$25
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DISPLAY RATE FOR CHURCHES*

Full Page.....	\$900(B&W)/\$1,000(Color)
Half Page.....	\$500(B&W)/\$600(Color)
Quarter Page.....	\$250(B&W)/\$300(Color)
Eighth Page.....	\$100(B&W)/\$200(Color)

**Only churches listed in our "Ministry Section" qualify for church advertising discounts.*

MISCELLANEOUS RATES & DISCOUNTS

Articles*:

Self-prepared.....	\$100
<i>(includes 1 photo)</i>	

Times prepared.....	\$200
<i>(includes 1-2 photos)</i>	

Death Notices/Obituaries*:

2 col. x 6" Display.....	\$75
<i>(180 words & 1 photo)</i>	

Full Obituary.....	\$100
<i>(800 words & 1-2 photo)</i>	

Engagement/Wedding/Birth Announcements*:

2 col. x 6" Display.....	\$75
<i>(180 words & 1 photo)</i>	

Graduation/Honor Student Announcements*:

2 col. x 6" Display.....	\$50
<i>(180 words & 1 photo)</i>	

Full Story.....	\$90
<i>(800 words & 1-2 photo)</i>	

Product/Event Reviews::

Full Story.....	\$150
<i>(800 words & 1-2 photo)</i>	

Discounts:

Non-Profit Rate.....	10% off
Supplement Discounts.....	<i>Please See Flier</i>

Added Values:

- Free optional article and photo with paid ad
- Free ad placement in web edition
- Optional placement on web page with article or on front page with additional charge

** There is no additional charge for color, as color placement cannot be guaranteed. Color placement is first come, first served.*

DIGITAL RATES

Web Ads Only:

Banner for 4 weeks(728 x 90 px.)..... \$450
Box Ad for 4 weeks (300 x 300 px.)..... \$350
Column Ad for 4 weeks (160 x x600 px.)..... \$250
Additional Weeks..... \$50 per week

Print & Web Ads Combined*:

Full pg. web ad..... \$100 per week
½ pg. web ad..... \$50 per week
¼ pg. web ad..... \$25 per week
⅛ pg. web ad..... \$15 per week

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

IMPORTANT INFO:

Unique Visitors: **2,000**
Page Views: **3,500**
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.

Column

Ad:

160 px.
wide
x
600 px.
tall

**\$250 for 4
weeks**
*Multiple
ad
spots
available.*

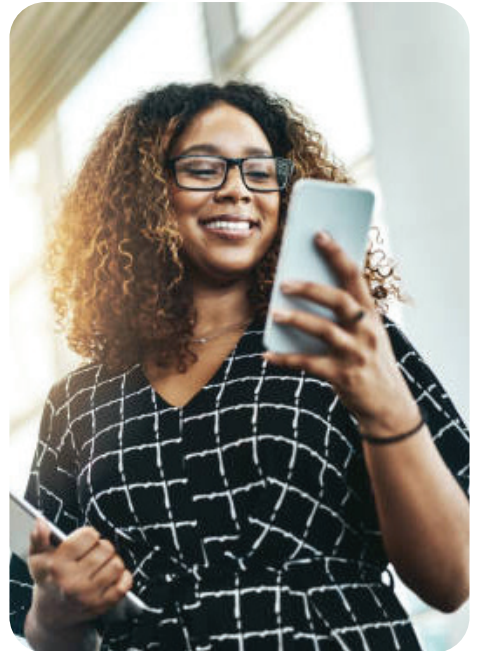
WEB AD SIZES*

**Not Exact Size*

Box Ad:

**300 pixels wide
x 300 pixels tall**

\$350 for 4 weeks
*Multiple ad
spots available.*



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

Fountain of Hope Church
2753 N. Teutonia Ave.

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
(Shorewood)**
4075 N. Oakland Ave.

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

Galst Foods (Wauwatosa)
1622 W. North Ave.

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.

**Milwaukee Times
Weekly Newspaper
Offices**
2238 N. Dr. MLK, Jr. Dr.

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 2026 - Supplement Schedule* - December 2026

*Supplement dates are subject to change!

JANUARY 2026

January 1

New Year, New You!
Those We Have Lost

January 15

MLK Celebration (pt.1)
Glaucoma Awareness Month

January 22

MLK Celebration (pt. 2)

January 29

Wedding Planning Guide

FEBRUARY 2026

February 5

World Cancer Day
Black History Month (pt. 1)

February 12

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

February 19

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

February 26

Black History Month (pt. 4)

MARCH 2026

March 5

Women's History Month (pt.1)

March 12

Women's History Month (pt.2)

Home Buyers' Guide

March 19

International Day of Remem-
brance of the Victims of Slavery
and the Transatlantic Slave Trade

Women's History Month (pt. 3)

March 26

Women's History Month (pt. 4)

APRIL 2026

April 1

Easter Celebration
Pastor's Appreciation Issue

April 9

Youth Homelessness Matters Day
Recognition

April 16

Earth Day Recognition

April 30

Adoption and Foster
Care Special I



MAY 2026

May 7

Mother's Day
Stroke Awareness Month

May 14

High School and College
Graduates Recognition (pt. 1)

May 21

Older American's Month
Appreciation

High School and College
Graduates Recognition (pt. 2)

JUNE 2026

June 4

National Caribbean
American Heritage Month
Recognition

June 11

LGBTQ+/Pride Month
Recognition

June 18

Father's Day
June 18

June 25

Black Music Month
Recognition

JULY 2026

July 2

Insurance Needs Special (I)

July 9

College Showcase (pt.1)

July 16

Milwaukee Recreation Guide
College Showcase (pt.2)

July 23

Day Care Showcase

July 30

Back-to-School (pt. 1)

AUGUST 2026

August 6

Back-to-School (pt. 2)

August 13

International Day for the
Remembrance of the Slave
Trade and its Abolition

Back-to-School (pt. 3)

August 20

Black Business Appreciation
Month Recognition

Back-to-School (pt. 4)

August 27

Back-to-School (pt. 5)

SEPTEMBER 2026

September 3

World Suicide Prevention
Day

September 10

September Sickle Cell
Awareness

September 17

Home Buyers' Guide

September 24

Child Health Day

OCTOBER 2026

October 1

World Mental Health Day
Recognition

October 8

Bullying Prevention Month &
Domestic Violence Awareness
Month Recognition

October 15

Breast Cancer Awareness
Month

October 22

Adoption and Foster Care
Special II

NOVEMBER 2026

November 5

Car/Vehicle Buying Guide (pt. 1)

November 12

World Diabetes Day

November 19

Car/Vehicle Buying Guide

November 26

Thanksgiving Issue & Holiday
Shopping Guide (pt. 1)

World AIDS Day

International Day for the
Abolition of Slavery



DECEMBER 2026

December 3

Universal Human Rights Month
Recognition

December 10

Insurance Needs Special (II)

December 24

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

December 31

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