

January 2025 - Supplement Schedule* - December 2025

*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 Remembrance 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
Father's Day
June 18
Juneteenth Day
Father's Day
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 News Year's,

The Milwaukee Times

Weekly Newspaper

"Journalistic Excellence, Service, Integrity and Objectivity Always"

Small Business Owner Advertising Rates

Effective

March 2026 - December 2026



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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.

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.

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.....\$880
97/8 x 153/4 inches

HALF Page.....\$440
9 7/8 x 8 inches *or* 7 7/8 x 10 inches

QUARTER Page.....\$220
7 7/8 x 5 inches *or* 5 7/8 x 7 inches

EIGHTH Page.....\$110
3 7/8 x 5 inches

BUSINESS Card.....\$55
37/8 x 21/2 inches

COLOR RATES.....*Price included*

RATE

Net Rate: \$11.00 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 Jan. 1, 2025 all rates will be assessed a 7.9% 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.