

**A Snapshot Of The Most Respected African
American Newsweekly in Dallas**



North Dallas
Gazette



North Dallas' Weekly Newspaper....Your Paper....Your Opportunity!

THE PUBLICATION

Over 17 years in the Community

North Dallas Gazette is one of the largest and most widely read community newspapers in Dallas and Collin Counties.

North Dallas Gazette is distributed free at over 400 commercial outlets and strategically placed newspaper racks.

Twenty percent (20%) of North Dallas Gazette circulation is paid subscriptions.

North Dallas Gazette is an award winning publication. The initial newspaper, the Minority Opportunity News was founded in 1991 and merged with the North Dallas Gazette in 2000.

Thus the publication's management has substantial experience serving the African American population in Dallas and Collin Counties with expanded distribution in the the cities of Allen, Carrollton, Denton, Garland, Lewisville, McKinney, Mesquite, North Dallas, Plano, Richardson, Rowlett and the Colony.

North Dallas Gazette news coverage of economic, political and social issues as well as the publication's community minded editorial focus are tailored to the needs, interests and aspirations of African American and minority media consumers in Dallas and Collin County and surrounding communities.

Special Issues 2008

January

Dr. Martin Luther King Jr. Birthday

February

Black History Month, Garland's NAACP Banquet,

March

Get Your Tax Act Together

April

Minority Cancer Awareness

May

Cinco De Mayo, Mother's Day

June

Juneteenth, Black Music Month, Father's Day, Weddings Announcements

July

Independence Day Celebrations

August

Back To School, Visions Women Expo and Viva-Dallas

September

Education, Plano Community Forum's Anniversary Banquet, Hispanic Heritage Month, Plano Balloon Festival

October

New Car Preview, Minority Business Month, Breast Cancer Awareness

November

Thanksgiving

December

Christmas, Kwanzaa, Giving Back

Quick Facts

➤ 75% of readers of the North Dallas Gazette are between the ages of 22-49

➤ While our editorial coverage encompasses North Dallas (Hamilton park, University Park, Arlington Park, Northeast and Northwest Dallas), we enjoy high visibility through our distribution channels at churches and selective businesses throughout the entire Dallas community. Our South Dallas based readers, work and worship in the northern quadrant of Dallas, and therefore rely on our coverage of events in North Dallas.

Unmatched Market Potential

Buying Power and Growth in the African American Market

The growth in population and buying power of the African American market are highly favorable.

African American market trends present substantial revenue potential for opportunity minded business organizations.

Now 38.1 million strong, African Americans are a growing, vital part of the overall U.S. population.

Their growth surged more than 21 percent between 1990 and 2000 – in contrast to the U.S. population, which grew 13.2 percent during the same time period.

The African American population is expected to grow faster than

the U.S. average over the next five years – an 11.6% projected increase between 2002 and 2007.

From 1990 to 2008, the African American population is expected to grow by 30.6% compared to a 24.8% increase for total U.S. population.

Most important, the buying power of African Americans rose 127% in 14 years, from \$318 billion in 1990 to \$723 billion in 2003.

By 2009, it is expected to reach \$965 billion, according to the University of Georgia's Selig Center for Economic Growth.

The compounded annual growth rate is projected to exceed 6.1%. This over all increase is greater than the combined increase in all other races.

Dallas/Collin County Growth

Population and consumption trends in the African American market in the Dallas metroplex and its surrounding communities are favorable as well.

Among the top ten metropolitan markets, Dallas had the largest projected African American population growth in terms of percentage.

Moreover, Collin County is one of the fastest growing counties in the nation. North Dallas Gazette is headquartered in Plano, Texas the principal city in the county.

Collin County's population grew 21.28 percent in four years, 2000-2004.

Every sector of the county's minority population rose rapidly according to Census 2000 tabulations.

Important to note, the county's African American segment posted the biggest percentage gain at 43.7 percent, with population numbers rising from 23,212 to 41,205.

THE MARKET



Quick Facts

- 67% Attended college
59% Four-year college
29% Post-grad/Prof. degree
- The ethnicity of the readership of the North Dallas Gazette is 63% African American and 37% Anglo/White
- A significant segment of the audience for North Dallas Gazette is affluent and upscale.
- North Dallas Gazette readers are well educated.

TOTAL ANNUAL HOUSEHOLD INCOME



ADVERTISING

Advertising/Production

- Note: Camera Ready means that a particular material is complete, clean, legible and ready to be shot on a Photostat camera.
- In house production is available.
- Please allow 24 hours for materials produced by North Dallas Gazette's in-house department.
- North Dallas Gazette is output at 85 line screen
- North Dallas Gazette uses QuarkXpress, Adobe Illustrator and Adobe Photoshop.
- Please send all files as a PDF file.
- If sending photo with a story, send as a jpeg – Photo resolution must be 300 ppi.



North Dallas Gazette E-Advertising Rates!

The North Dallas Gazette has launched a new version of North Dallas' most respected African American newsweekly. According to publisher, Thurman R. Jones, this is the next logical step after revamping the North Dallas Gazette website. "The entire newspaper publishing industry is changing and we intend to be a part of that change for our readers here in North Texas. I think our brand is recognizable and carries a lot of credibility both inside and outside of Dallas. It was just a matter of time before our readers demanded to receive their favorite newspaper online as well as in print." The e-edition of the paper will be sent to over 100,000 North Texas readers. Contact our office to inquire about e-advertising rates.

GO TO: NORTHDALLASGAZETTE.COM