



# The Austin Times

2009 Media Kit

Austin's Weekly Newspaper

Advertising Rates pg. 2

## Reviews



Interviews,  
Action,  
Drama

[www.theaustintimes.com](http://www.theaustintimes.com)

## Opinions & Editorials

Politicians submit their thoughts  
Citizens submit their concerns

## Sports

Local and National coverage  
UT Longhorns  
Dallas Cowboys

## Health

From weight training to diabetes  
Conditions that affect minorities

## Autozone

The best cars the market has to offer

# The Austin Times fills a community void



The Austin Times goes above and beyond to provide content that is rich with culture and education; Information from all over the world as well as carefully crafted content on the local level.

### About The Austin Times

Historically, community newspapers have chosen to be limited in their scope of coverage. Self-imposed limitations have often included distribution area, cultural focus and/or personal perspective. In a sense, community newspapers have become "neighborhood" newspapers.

The Austin Times alleviates historical boundaries and redefines the content and cosmetic appearance of a weekly newspaper while informing and entertaining readers from all Austin communities.

Sedric Walker, Publisher, says, "We must be broad based in our approach to the world and the news in it. Minorities can no longer survive on 'minority' information alone and communities can no longer survive on 'community' information alone."

Dulcenea Garcia, Editor-in-Chief, says, "We will continue to be fair to the public, inclusive in our approach and impeccable in our quality. Journalistic integrity is of the utmost importance."

The Austin Times fills a void currently found in many markets that are served by a single daily newspaper. Quite often, entire communities or perspectives are overlooked in favor of 'mainstream' news and issues. The Austin Times draws its strength from the community.

Circulation is 25,000, distributed city-wide. Current sections within The Austin Times include Nation & State, Local, Sports, Arts & Entertainment, Cuisine, Classifieds, Editorials & Opinions and Automotive feature, the Autozone.

## Promoting community involvement



involve children of all ages. Children are encouraged to submit their work for publication. Topics should include features and current events. Contact us at 300-2288 for further details.

In an effort to promote community involvement, local businesses are invited to donate to the community in exchange for advertising opportunities in the paper. This promotes a sense of caring for those that read our paper.

Children are our number one priority. We will encourage all children to learn and stay in school. In minority communities drop out rates are higher, and through education and preventive measures we can help.

Adults also benefit from our publication due to increased awareness of what is going on around them that can affect them. Anything from local to state legislation and different codes that are being adopted by the city.

Oak Springs Elementary School, of the Austin Independent School District, received a gift from Fiesta Mart, Inc. A gift certificate of \$200 will be used to buy much needed school supplies. Principal Gilbert Hicks was very grateful. The Austin Times will commence the R.E.A.D. literacy campaign. It will

## Outreach projects



The education of adults and children in our communities is a number one priority. The Austin Times is committed to providing accurate and useful information to our readers every week.

# More about our loyal readers



The average reader(s) of The Austin Times:

- African-American or Hispanic descent
- More likely to live West of IH-35 than East.
- likely to own their residence as to rent a home

- Average age of 42.5 years
- Household income \$52,724
- \$43,291.80 available to spend each year
- Collective annual income of \$790,860.00
- Collective annual local spending power of \$549,377,068

Each issue of The Austin Times has a direct influence on the spending of \$124,880,190 in Austin.

In the next 12 months, readers of The Austin Times are likely to spend:

- \$139,718,088 on vehicles
- \$12,118,642 on prescriptions

- and drug store items
- \$57,902,545 on eating out at restaurants
- \$97,174,159 on food from supermarkets
- \$32,680,434 on furniture and appliances
- \$22,264,962 on apparel and accessories
- \$25,941,628 on building materials and hardware
- \$19,256,977 on gasoline and convenience store products
- \$159,761,609 on general merchandise
- \$82,557,649 on miscellaneous merchandise & services

# The Austin Times

## 2008 Rate Card Prices & Specs

308 S. Lynnwood Tr. Cedar Park, TX 78613 ~512.657.7533

National Open Rate \$28.50 per col. in.  
Local Open Rate \$21.50 per col. in.  
**Rates are net to The Austin Times**

Deadline for advertisements are Mondays @ 5 p.m. Ads may be received via delivery, air mail, AP Ad Send or e-mail (preferable format is Adobe .pdf. Call if other formats will be utilized).

Circulation 15,000 free  
6,500 Subscriber paid.

### Specifications

SAU Standard Format 6 Columns x 21 inches, 50 inch Web

Full page image area (inches) 11.45 wide x 21 tall

### Local Rates Breakdown

Full Page	11.45x21inches	\$2,709.00
Half Page	11.45x10.5inches	\$1,354.50
One-Fourth Page	5.5x10.5 inches	\$ 677.25
One-Eighth Page	5.62x5.25 inches	\$ 339.00

Insertion Rate is \$100 per thousand.

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## Internet Ads available, [www.theaustintimes.com](http://www.theaustintimes.com)

Banner ads starting at \$200

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### THE BENEFITS OF THE AUSTIN TIMES

- \* Distributed throughout Austin
- \* Mailed directly to all Minority and Women Business Enterprises (MWBEs)!\*
- \* Mailed directly to all Historically Underutilized Businesses (HUBs)!\*\*
- \* Mailed directly to all State of Texas Senators and State Representatives!
- \* Effectively reaches Austin's minority community (approximately 192,000 people) on a weekly basis, in addition to the entire Austin market (approximately 750,000 people)!
- \* The most "talked-about" newspaper among minorities in Texas!
- \* Strong cosmetic appeal further enhances client's presence!
- \* Loyal readership due to strong news content!

\* Licensed with the City of Austin

\*\* Licensed with the State of Texas for Travis County