

The Austin Times

2010 MEDIA KIT

A MULTICULTURAL NEWS SOURCE

AD RATES, PG. 2



Reach Out and Expand Your Market

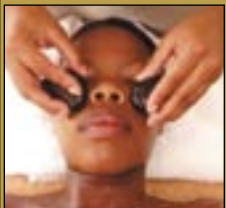
Arts & Entertainment



Film Reviews



Restaurant Features



Lifestyles & Health

Your Business and Our Readers

With the economy in recession and advertisers looking for marketing alternatives, community papers are a more viable option. *The Austin Times* alleviates historical boundaries and redefines the content and cosmetic appearance of a weekly newspaper while informing and entertaining our readers.

Sedric Walker, Publisher, says, "For a long time, the daily papers were the only game in town and they were too expensive. Now businesses have so many options. We target minorities, African Americans and English speaking Hispanics. This demographic is overlooked at times. These communities have a lot of purchasing power."

Victoria Garza, Editor-in-Chief, says, "We are inclusive in our approach to covering the news. It's fair without a slant. The people in the community feel as if the paper is part of the community and that goes to trust, that's where the

journalistic integrity comes in."

The Austin Times continues to evolve as the city evolves. Constantly adding new departments, features, and columns propels strong content. Poignant and provocative editorial commentary from all sides of the issues, continues to be a critical part of the paper.

"No majority. The City of Austin has now crossed the threshold of becoming a Majority-Minority city...no ethnic or demographic group exists as a majority of the city's population," says Ryan Robinson, City Demographer, City of Austin.

The Austin Times offers an affordable advertising option to give your business direct access to the African American and English-speaking Hispanic markets so you can increase revenue.

The Austin Times was founded in 1997, with a current circulation of 21,000 with 365 newsstands across the city and home delivery.



Are you speaking to everyone?



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

AUTOZONE



Each week we profile automobiles to show our readers what options are on the market. We also include information on gas prices, market trends and technology.

Who reads *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

The Austin Times

2010 RATE CARD PRICES & SPECS

National Open Rate \$28.50 per col. in.
Local Open Rate \$21.50 per col. in.

Rates are net to The Austin Times

Specifications

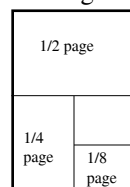
SAU Standard Format 6 Columns x 21 inches, 50 inch Web

Full page image area (inches) 11.266 wide x 21 tall

Local Rates Breakdown

Full Page 10.266x21inches\$2,709.00
Half Page 10.266x10.5inches\$1,354.50
One-Fourth Page 5.05x10.5 inches\$ 677.25
One-Eighth Page 5.05x5.25 inches\$ 339.00

Full Page Ad.



Front page strips

Above the fold\$250
Below the fold\$175
10.266 Strip\$350

The Marketplace Stimulus Package

Special 1.75x1.75 ads Starting at \$25 per issue, 1 month minimum

Special 2x3 ads starting at \$45 per issue, 1 month minimum

1/8 page ad Local small business exclusive \$150.00

Ad design available \$100.00

Insertion Rate is \$100 per thousand.

Deadline for advertisements are Wednesdays @ 5 p.m. Please e-mail (preferable format is Adobe .pdf. Call if other formats will be utilized). ads@theaustintimes.com

INTERNET ADS AVAILABLE
WWW.THEAUSTINTIMES.COM
BANNER ADS STARTING AT \$200 PER MONTH

THE BENEFITS OF ADVERTISING IN THE AUSTIN TIMES

- Distributed throughout Austin, Wells Branch, Pflugerville, Cedar Park, Round Rock (home delivery)
- Your ad reaches Austin's minority community, African American and English-speaking Hispanics on a weekly basis, in addition to the entire Austin market .
- Strong cosmetic appeal further enhances client's presence.
- Loyal readership due to strong news content: Circulation 21,000, 60,000 readership.
- 2,100 paid subscribers approximately