



H *The* Harlem Times
NEWS FOR HARLEM *and* THE HARLEMS OF THE WORLD



MEDIA KIT | 2013

OVERVIEW

The Harlem Times is a free, fast-paced periodical that features stories on the business, politics, and culture of Harlem. We have the latest information on Harlem real estate, fashion, dining, events, and politics in Harlem. Developed from the need for insight into the shifting dynamics of Harlem, The Harlem Times strives to preserve the best aspects of the community, while moving toward positive change.

The Harlem Times was founded in 2001 as a print newspaper and later evolved into a daily online news site. The website interacts with Twitter, Facebook, Pinterest, and LinkedIn daily, in order to gain brand engagement and a loyal following within the Harlem community. Our ultimate goal is to improve and nurture the relationship between institutions and the community.

Our selective distribution targets the best readership in New York City. We distribute in churches, museums, co-ops and condominiums, hotels, restaurants, and newsstands. We print 25,000 copies, which is seen by nearly 100,000 people.

We look forward to working with you!

Sincerely,

Paul Jackson

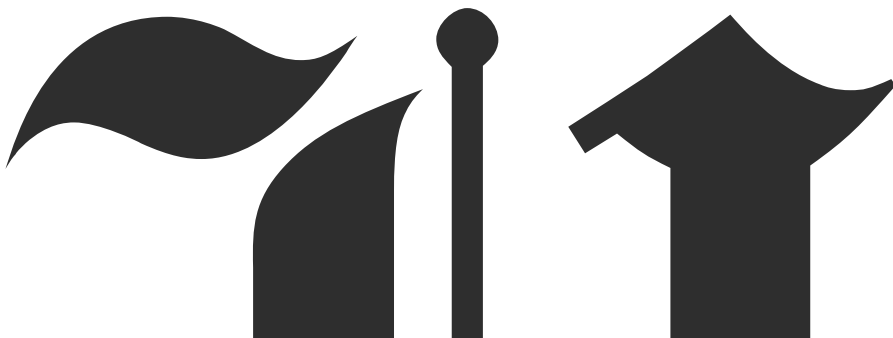
Publisher



.....
**TO ADVERTISE IN THE HARLEM TIMES,
PLEASE CONTACT PAUL JACKSON**

PJACKSON@THEHARLEMTIMES.COM
TEL: (212) 470-0196

.....
PLEASE SEE NEXT PAGE FOR SIZING



AD SPECIFICATIONS | 2013

AD SIZE	W x H (Inches)
1/4 Page	5" x 6"
1/2 Page (Vertical)	5" x 12.75"
1/2 Page (Horizontal)	10" x 6.5"
Full Page	10" x 12.75"

DIMENSIONS ABOVE ARE FOR TRIM. THERE IS NO BLEED OR SPECIFIED LIVE AREA FOR ADS IN THE HARLEM TIMES.



DETAILS:

All ads must be sent as a PDF document with a **resolution of 300 dpi**. Images with resolution under 250 are not suitable to print in the Harlem Times. The Harlem Times is not responsible for low-resolution results.

There are no specs for bleed or live area for ads in the Harlem Times. All ads will be placed within the margins of the newspaper using the trim dimensions provided (see left).

If you require assistance or do not have an ad to submit, but would like to use our graphic design team to create one for you, we're happy to assist you. Additional costs may occur.

PRICING:

1/4 Page	\$2,000
1/2 Page	\$3,000
Full Page	\$5,000

**TO ADVERTISE IN THE HARLEM TIMES,
PLEASE CONTACT PAUL JACKSON**

PJACKSON@THEHARLEMTIMES.COM

(212) 470-0196
