



Horsey Darden Enterprises, LLC

d/b/a ScoopUSA Media

1354 West Girard Avenue

Philadelphia, PA 19123

(215) 309-3139 Fax (267) 534-2943

<https://scoopusamedia.com>

<https://scoopnewsusa.com>

DUNS 08-098-3999

CAGE Code: 99EX0

NAICS CODES

- 513110, Newspaper Publishers
- 513199, All other publishers
- 424920, Book, Periodical and Newspaper merchant

CERTIFICATIONS

- NMSDC, #PT 234193
- WBENC, #WBE2200570
- WOSB, #WOSB220450

KEY CLIENTS

- AmeriHealth Caritas
- Beech Companies
- City of Philadelphia (City Council * Register of Wills)
- Dishing with Patricia
- Independence Blue Cross
- Millennium 3 Management
- Horsey, Buckner, Heffler, CPAs
- Independence Blue Cross
- PECO
- Philadelphia Housing Authority

Capability Statement

ScoopUSA Media, Company Overview

ScoopUSA Media has been in the business of providing news and information to educate our communities since February 1960. From our first publication to our publication this past week, our focus has been to provide information that will EDUCATE, ENCOURAGE, ENGAGE, INFORM AND MOTIVATE our readers.

Our staff works hard every day to provide information and resources that present opportunities, programs, and solutions that we as a community can implement together to improve our lives and our communities as a whole. We believe that the boundaries that have defined neighborhoods, cities, municipalities, and states do not, and should not, separate us. There are people everywhere who have similar challenges and opportunities and that might benefit from a well-researched and appealingly presented Scoop story.

Core Competencies

- Community News publication—local, state, and national news communities in Philadelphia and surrounding counties
- Print and Digital Newspapers
ScoopUSA Media—Weekly publication each Tuesday, community news for Philadelphia and surrounding counties
ScoopUSA Digital—Weekly publication, State and national news and information (online only published Friday, print special editions)
ScoopVizion—Business-2-business publication provides basic information and resources for small businesses
- The Inside Scoop Talk Show, weekly on WWDB-860 AM
- Educational Initiatives—KidScoop, Black History, and Civics 101 published in each edition of Scoop

Key Differentiators

- Over 65 years dedicated Community news provider
- Key staff members have over 60 years of combined experience
- Dedicated community staff reporters and columnists (articles By the Community and For the Community)
- Citywide distribution in all zip codes in Philadelphia and surrounding counties
- Over 30,000 readers each week in print, and a combined website reach of over 18k impressions/month
- Website and active App on Apple and Google Play stores
- Distributed in Philadelphia, Montgomery County, Delaware County, and New Jersey (Camden, Pennsauken, Cherry Hill, Atlantic City)