

A large group of people in business attire are silhouetted against a bright, low sun, creating a strong lens flare. They are standing on a reflective surface, and their reflections are clearly visible below them. The scene is set during sunset or sunrise, with a warm orange and yellow glow.

ScoopUSA Media 2024 Media Kit

Got The Scoop? Get The Scoop!

SCOOP USA Media



Dear Prospective Advertising Partner:

Thank you for taking the time to review our media kit and consider Scoop as your advertising partner.

Scoop is the oldest FREE African American-owned and operated community paper, with 63 years of servicing our communities.

In addition, Scoop is the only regularly printed and distributed publication certified 100% African American and women owned and operated media company in the City of Philadelphia.

We have three publications to fit your advertisement needs. You can advertise in Print or Digital each week, or for a specialized Business ad campaign, you can advertise in our Monthly edition of ScoopVizion, our Business-2-Business Publication. Of course, there are opportunities to advertise (mix and match) in two publications or all three--the choice is yours.

With Scoop, you get more Bang for your Buck; while other publications have reduced size to cut costs, we have remained true to the Scoop Brand and print 11x17 tabloids each week. An ad in Scoop is the equivalent of 2 ads in most papers, which is twice the savings.

Scoop/Support=Informed Communities

Support is an important factor in our equation, and your support enables us to ensure that each week over 40,000 readers Get the Scoop!!!

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SCOOP
USA Media

Scoop Mission and Values

Scoop is a for-profit, Community Media Company that prides itself on its dedication to Community. We have been in the business of educating 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.

We believe that people need to see and hear that, regardless of time and space and personal life circumstances, people are working toward better.

Knowledge of others' struggles and triumphs, as well as the investments and opportunities available in our communities—helps them make it through.

Our mission is to leave, through Scoop's content, an ability for our readers to understand three things:

1) They are not limited to their current position in life, and that position does not define them,

2) There are many people in the world who may be struggling--to better understand their environment and to achieve within it, as our readers may be, and

3) We at Scoop are working 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.

Thank you, again, for your interest in partnering with Scoop to share your own stories and your products and services, with our community.

Sherri Darden

***Certifications: WBENC National Certification Number: WBE2200570
NMSDC Certification Number: PT234193***

"The Foundation"



Distributed in
Print and Digital each Tuesday
Philadelphia, Chester, Camden, NJ and
Wilmington, Delaware...
FREE delivery to over 100 locations...
Print/Digital Subscriptions

Rate Card

Open Rate (\$25.30 per column inch)

- Full page, 96 column inches... \$ 2428.00
- 1/2 page Horizontal, 48 column inches... \$1214.00
- 1/2 page Vertical, 48 column inches... \$1214.00
- 1/4 page Horizontal, 24 column inches... \$607.20
- 1/4 page Vertical, 24 column inches... \$ 607.20
- 1/8 Page, 12 column inches... \$303.60

Full page
10.125" x 16"

Half Page (H)
10.125" x 8"

Half
Page (V)
4.75" x 16"

1/4 Page (H)
6.62" x 6"

1/4
Page (V)
4.75" x 8"

1/8 Page
4.75" x 4"

Digital Advertisements



Social Media Boost (starting at) **\$100/week**
Facebook & Instagram
Dependent on demographics specifications

Email Blasts— Guaranteed two Blast per week
Added Advantage with advertisement
1/4 page and up...

Email Blast Only..... starting at **\$50 per blast**
Dependent on demographics specifications



Website (Digital Ads) www.scoopnewsusa.com
starting at **\$200/week**

Ad sizes: 728x90, 300x600, 300x250, 320x50
Dependent on ad placement on website and specifications

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SCOOP
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Events/Supplement Calendar 2024



January

New Year Edition,
Dr. Martin Luther King, Jr..



February

Black History Feature Monday/Friday each week
Scoop 64th Anniversary Celebration
Presidents Day Special Feature
Marian Anderson Feature, week of February 21



March

March 19th "Black Women Firsts Special"
Women's History Issues,
Monday/Friday each week
Reading Month Feature, 3rd week March



April

Paul Robeson Feature, week of April 4
Sexual Assault Awareness, April 16th
Summer Planning/Programs, April 23rd
Child Abuse Awareness (*throughout the month*)



May

Mother's Day Issue, May 7th
Remembering Malcolm X, week of May 14th
Memorial Day Issue



June

Black Music Month
Juneteenth Feature, June 11 & June 18th
Graduation Issue
Father's Day Issue June 16th Digital



July

Independence Day Issue, July 4th
Mental Health Awareness Month (*throughout the month*)



August

Scoop Founder's Feature, August 13, 2024
Back to School Issue, August 20, 2024
Summer Events Special, August 27, 2024



September

Labor Day Edition, August 30, 2023 Digital
Focus on Recovery, September 7 * 14, 2024
Suicide Prevention, September 17, 2024



October

Breast Cancer Awareness, October 1, 2024
Domestic Violence Awareness,
October 15, 2024
Election Information, October 15, 22, 29 2024



Election Information, November 1, 5, 2024
Election reports, November 12, 2024
Veteran's Day Features, November 5 * 8, 2024 (8th Digital)
Thanksgiving, November 28, 2024



Happy Holidays, December 17, 2024
Kwanzaa Edition, December 24, 2024
This Year In Review, December 31, 2024

ScoopUSA Media

Tabloid Mechanical Specifications

Tabloid

FULL PAGE 96 Column Inches
(6) columns 10.125 x 16

Full page - 10.125" (6 columns) x 16" deep

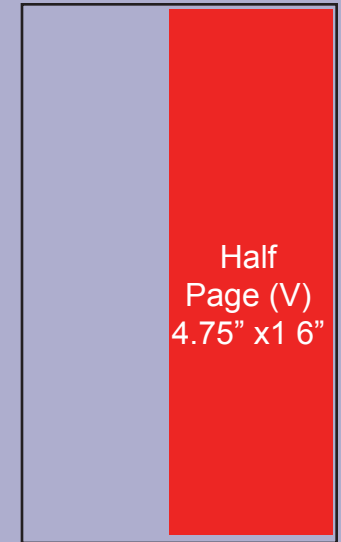
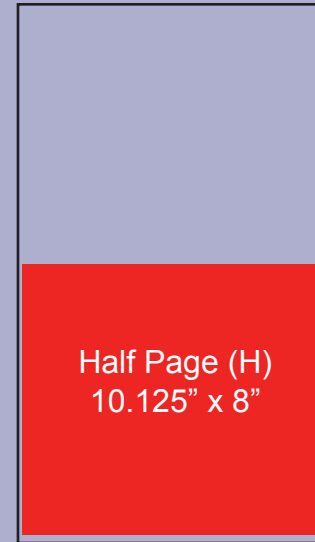
1/2 page (H) - 10.125" (6 columns) x 8" deep

1/2 page (V) - 4.75" (3 columns) x 16" deep

1/4 page (H) - 6.62" (4 columns) x 6" deep

1/4 page (V) - 4.75" (3 columns) x 8" deep

1/8 page - 4.75" (3 columns) x 4" deep



Mechanical Measurements Tabloid Page

One Column... 1.50 inches wide

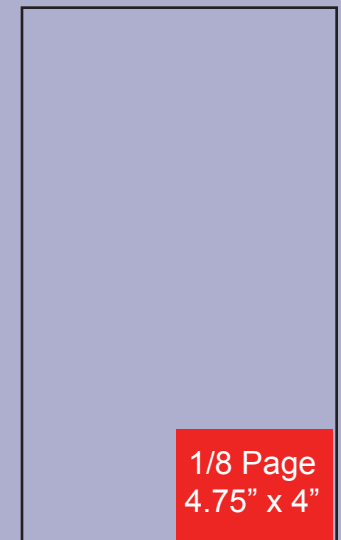
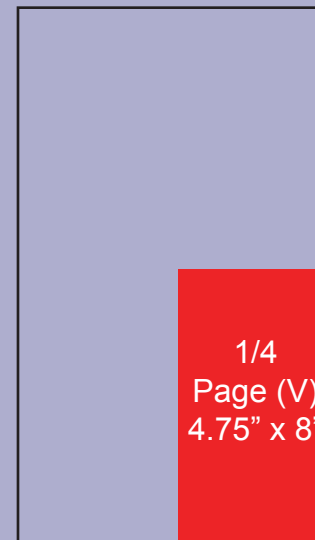
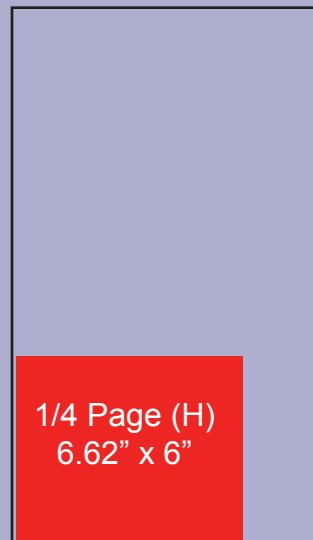
Two Columns... 3.25 inches wide

Three Columns... 4.75 inches wide

Four columns... 6.62 inches wide

Five Columns... 8.375 inches wide

Six Columns... 10.125 inches wide



Demographics *(Tuesday Distribution)*

Philadelphia

Center City

19103, 19102, 19106, 19107

Kensington/Frankford

19125, 19134

Mt. Airy

19119, 19138, 19144, 19150

North Philadelphia

19120, 19121, 19122, 19123, 19129,
19130, 19132, 19140

NorthEast

19124, 19135, 19149

Oak Lane/West Oak Lane

19120, 19141

South Philadelphia

19145, 19146, 19147, 19148

SouthWest Philadelphia

19142, 19143, 19153

West Philadelphia

19104, 19131, 19139, 19151, 19139

Delaware County

Collingdale, 19023

Darby, 19023

Lansdowne, 19050

Yeadon, 19050

Sharon Hill 19079,

Upper Darby 19082

Chester, 19022, 19013

Montgomery County

Norristown 19041

Camden, New Jersey

08094, 08101, 08102, 08103,
08104, 08105, 08107, 08108,
08109, 08110, 08012

South Jersey

Atlantic City 08401

Camden 08102, 08103, 08104,
08105

Pennsauken 08110

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COOP

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Rate Card

Open Rate (\$27 per column inch)

Full page, 66 column inches... \$ 1782.00
1/2 page Horizontal, 33 column inches... \$891.00
1/2 page Vertical, 33 column inches... \$891.00
1/4 page Horizontal, 16.50 column inches... \$445.50

Back/Front Cover, 66 column inches... \$2673.00
Banner (Inside) 18 column inches... \$486.00
Banner (Front/Back Cover) ... \$729.00

Small Business (\$14.30 per column inch)

Full page, 66 column inches... \$ 943.80
1/2 page Horizontal, 33 column inches... \$471.90
1/2 page Vertical, 33 column inches... \$471.90
1/4 page Horizontal, 16.50 column inches... \$235.95
Back/Front Cover, 66 column inches... \$1782.00
Banner (Inside) 18 column inches... \$257.40
Banner (Front/Back Cover) ... \$386.10

Monthly Distribution

Print (Individual Subscriptions Available)

Distributed in Print and Digital

Philadelphia, Chester, Camden, NJ and Wilmington, Delaware...

ScoopVizion Print Schedule

**January 23, 2024
New Year VIZION National
Mentoring Month**

**February 20, 2024
Black History Edition**

**March 19, 2024
Women's History Month &
Mom and Pop Business Owners
Edition**

**April 23, 2024
Stress Awareness/
Records and Information Man-
agement Month (Advertise-
ments National Small Business
Week 4/30-5/6)**

**May 21, 2024—
International Workers Day 5/1**

**June 18, 2024—
Black Music Month**

July 23, 2024 —

Mid Year Analysis/Planning

**August 20, 2024 —
Black Business Month**

**September 17, 2024 —
MEDWeek**

**October 15, 2024 —
Women's Business Month**

**November 19, 2024—
Small Business Special**

**December 17, 2024 —
New Year
New You Business Edition**

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COOP
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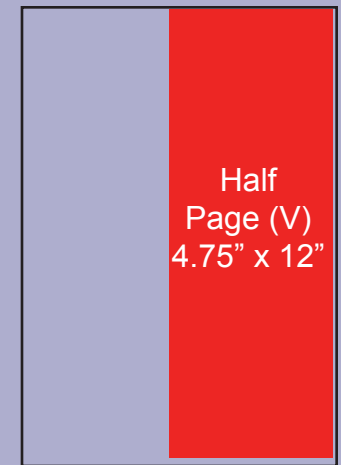
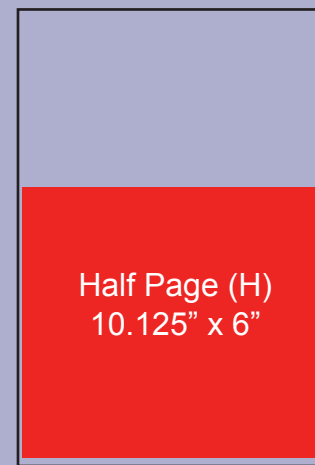
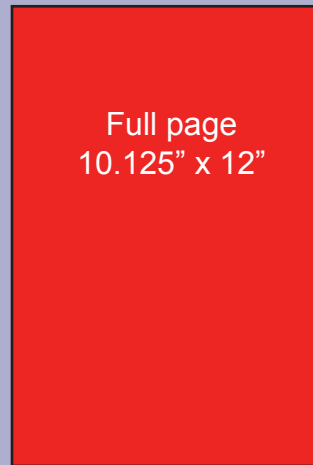
ScoopVIZION

Tabloid Mechanical Specifications

Tabloid

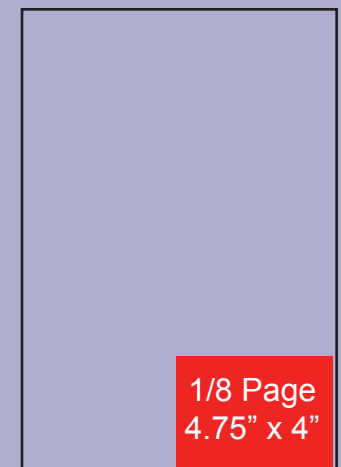
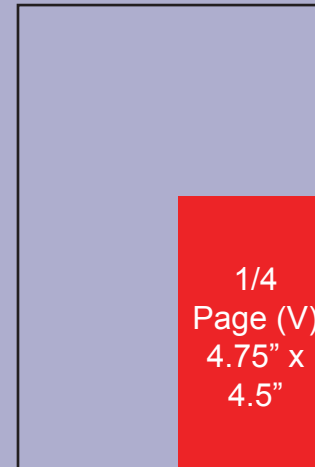
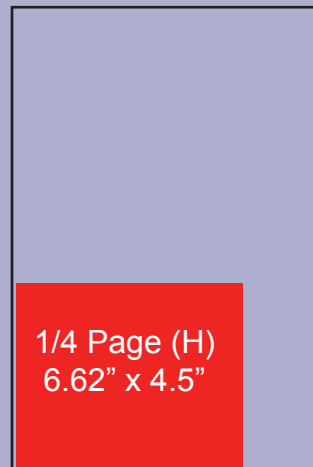
FULL PAGE 96 Column Inches
(6) columns 10.125 x 16

Full page - 10.125" (6 columns) x 12" deep
1/2 page (H) - 10.125" (6 columns) x 6" deep
1/2 page (V) - 4.75" (3 columns) x 12" deep
1/4 page (H) - 6.62" (4 columns) x 4.5" deep
1/4 page (V) - 4.75" (3 columns) x 6" deep
1/8 page - 4.75" (3 columns) x 4" deep



Mechanical Measurements Tabloid Page

One Column... 1.50 inches wide
Two Columns... 3.25 inches wide
Three Columns... 4.75 inches wide
Four columns... 6.62 inches wide
Five Columns... 8.375 inches wide
Six Columns... 10.125 inches wide





THE INSIDE SCOOP

*Wednesdays w/ Thera 8-9 am
Thursdays w/ Sherri @ noon*

Rate Card

**Primary Sponsor... \$1750 month (Wednesday/Thursday)
Introductory Commercial w/sponsor**

**General Sponsor \$325 (one week Wednesday/Thursday)
Includes 1/8 page Advertisement in Scoop or ScoopDigital
and One (1) 30-second commercial**

**Commercials... \$150 for one 30-second commercial (Wednesday/Thursday)
\$200 for a 1-minute commercial**

ScoopVizion (Promotional Package)

The Inside Scoop, takes Scoop to another Level and brings life to the news and stories that are shared in Scoop each week.

**Thank you!!! We Hope You will
Partner with Scoop**



Circulation/Visual Performance

ScoopUSA Media: 14,000 (Controlled Distribution) Readership: 40,000

**DIGITAL SCOOP/ScoopVIZION: 6,000 (Primary Distribution online
and Random Door to Door Distribution) Readership: 22,000**

Digital Performance

Email Blast... 6,000 Emails each publication

ScoopUSAMedia.com

200 avg. daily page views

Scoop (Replica/Scoop App)

550 avg. daily impressions

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SCOOP
USA Media





shutterstock photo 2024

Mailing Address

P.O. Box 14013, Philadelphia, PA 19122

Production & Sales Offices

1354 West Girard Avenue, 2nd Floor Front
Philadelphia, PA 19123

Telephone: 215-309-3139, Fax: 267-534-2943

Websites: Business: www.scoopusamedia.com

Articles/Promotions: www.scoopusanewspaper.com

Facebook: ScoopUSA, **Instagram:** ScoopUSA Media

Twitter: ScoopUSA Media, @scoopUSAM

YouTube: Scoop USA Media

APPS... ScoopUSA in **GooglePlay** and **AppStore**