

AFRICA



# 2020 Media Kit

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# Our History

**ScoopUSA** was first published in February 1960 as a weekly entertainment tabloid for Black consumers in the cities of Philadelphia and Chester, Pennsylvania and Camden, New Jersey. It was during this period that Philadelphia was one of the East Coast's most popular entertainment cities with nite clubs featuring top name stars. Spearheaded by our Founding Publisher, Richard "Sonny" Driver, Scoop was established to provide a communication mechanism that would ensure equality in representation, publicity and payment for the entertainers who came to Philly.

During the early years, Scoop's primary focus and audience was the Entertainment Industry. Scoop provided a platform for entertainers and promoters to promote events and programs and was instrumental in structuring the entertainment industry. While there was a definite need for a media platform for the entertainment industry there was also a void in the area of African American community news. Scoop's Publisher would often provide coverage and participate in events/programs to inform the community of information, news and programs.

During the early 1990s, as the Philadelphia night scene changed, entertainment venues closed and no longer featured live entertainment, Scoop shifted its focus from Entertainment to community needs. Scoop became the "Community People's Paper." The mission changed from one that shared entertainment news, to a media platform whose focus was the education of the minority communities, providing information that would Encourage, Engage and Enlighten our readers.

This change was evident in 2005 when Scoop was recognized as the primary force in the Community's effort to change West River Drive to Martin Luther King, Jr. Drive. After years of collecting petitions and conducting meetings with city officials West River Drive was officially named Martin Luther King, Jr. Drive. Scoop was acknowledged during the Street Renaming ceremony, with Mr. Driver and the Honorable Mayor John Street, changing the Street sign.

Throughout the next 14 years, Scoop worked with Community leaders, educating and promoting programs and initiatives that improved the quality of life for our readers. As the Community People's Paper our goal is to continue to be a resource for our readers.



# Mission and Values



*Recognize the VALUE of Community Newspapers,  
and Understand the Commitment to NOT just Provide news,  
but to USE this platform to bring people together for the  
Betterment of our Communities*

## **Mission Statement “Reach One, Teach One”**

Provide a platform to discuss today’s issues, while continuing to emphasize the positive aspects of our Communities... accentuating that for every Obstacle and Challenge we face, we can Achieve and Succeed... and Scoop will be there to share Success stories, Congratulate and Celebrate with our Communities.



# Advertise with SCOOP

## SCOOP USA Media “Scoop”

advertisements are featured in our paper, on our website (ScoopUSAMedia.com) and our social media platforms– three hits for the price of one!

*The Inside Scoop...* Scoop has expanded its Community VOICE with its new radio show, The Inside Scoop, which airs on WWDB-AM Talk 860 Radio and is also streamed live online. This venture enhances and diversifies the SCOOP Brand and directly provides more opportunities for Scoop advertisers.

*Get the APP...* Scoop is now available in the APP stores. You can get a Scoop APP for Android and Apple products in the Google-Play and Apple App stores.

### *About SCOOP*

- SCOOP USA is the oldest African-American weekly newspaper in the Delaware Valley and is dedicated to providing a communications platform for the communities that we serve.
- SCOOP USA reaches more than 25,000 readers weekly and is the most widely-read, free African-American newspaper in the Philadelphia Metropolitan Area. SCOOP USA is distributed citywide in Philadelphia, Chester, PA, Camden, NJ and Wilmington, DE.
- Distribution outlets include retail businesses, government buildings, elected officials’



## Reconnect! Re-Integrate! Re-Invigorate

offices, community centers and churches

- Our columnists are community-oriented communicators. They include seasoned journalists, community activists/leaders and accomplished professionals.
- Scoop’s mission is to share information that will inform, educate, enlighten and inspire positive action. We provide the platform for people to express their struggles, challenges and success stories.



# Scoop USA Media 2020 Newspaper

# Rate Card

Tabloid	Column Inches	Agency Rate	Open Rate	Non-Profit 501(c)3	Small Business
<b>Weekly Advertisements -- All Color Ads (Entire Pages are Full Color)</b>		<b>\$25.32 15% Comm.</b>	<b>\$22.00</b>	<b>\$15.40</b>	<b>\$12.66</b>
Full Page (10.125 x 16)	96.00 ci	\$2430.72	\$2112.00	\$1478.40	\$1215.36
1/2 Page (Horizontal) (10 x 8)	48.00 ci	\$1215.36	\$1056.00	\$739.20	\$607.68
1/2 Page (Vertical) (4.75 x 16)	48.00 ci	\$1215.36	\$1056.00	\$739.20	\$607.68
1/4 Page (Horizontal) (6.65 x 6)	24.00 ci	\$607.68	\$528.00	\$396.60	\$303.84
1/4 Page (Vertical) (4.75 x 8)	24.00 ci	\$607.68	\$528.00	\$396.60	\$303.84
1/8 Page (5 x 4)	12.00 ci	\$303.84	\$264.00	\$184.80	\$151.92
Back Cover	96.00 ci		\$3168.00		
Banner (Inside) 10x3	18.00 ci	\$455.76	\$396.00	\$277.20	\$227.88
Banner (Front/Back Page)	18.00 ci	\$683.64	\$594.00	\$415.80	\$341.82
ScoopUSAMedia.com Ad Placement	Available Rates/Based on Ad Specs and placement terms		Email Blast	With Display Ad \$100 Without Display Ad \$150	
ScoopUSAMedia.com Local Social Media Blast	Ad Rates, Plus Additional \$50 per social media site...		Inserts	Freestanding \$55 per 1,000	

***Reach over 25,000 Readers in Philadelphia, Chester, Collingdale, Darby,  
Lansdale, Yeadon, Camden, NJ and Wilmington, Delaware...***

# Display Ads

**Publication:** ScoopUSA Media, a weekly publication, is published every Friday

**Space Reservation and Copy Deadlines:** Our deadline for space reservations and ad copy requiring composition is Friday at noon (one week) preceding the publication date. The deadline for Camera-ready copy is the close of business Monday of the week of publication. ScoopUSA Media reserves the right to assess and charge a design fee for any custom ads produced.

**Ad Submission:** We accept ads electronically via email and FTP. We support the following applications: Quark XPress (Mac), PhotoShop CS, Illustrator, InDesign CS. Acceptable file formats are: EPS, JPEG, TIFF and PDF. All files should be 300 DPI.

**Electronic Services:** Ad materials may be transmitted to ScoopUSA Media via the Internet: [advertisements@scoopusamedia.com](mailto:advertisements@scoopusamedia.com)

**Terms of Payment:** Advance payment is required prior to publication from all advertisers. Payments can be made via Invoice using Quickbooks or with check, Visa, Mastercard or American Express.

**Agency Payments:** Publisher looks to advertising agency or authorized agent placing the insertion order for payment, however, Publisher shall have the right to hold the advertising agency and the advertiser jointly liable for all monies due and payable to the



Publisher, and the agency/authorized agent warrants by submitting the insertion order that is and the advertiser has accepted this responsibility.

**Commission:** Accredited advertising agencies will be eligible for standard agency commission (15%). Agency discounts may be nullified for payments not made within 90 days of verified invoice and publication proof of performance delivery at publisher's discretion.

**Cancellation:** Cancellation of an ad change in its schedule must be received in writing before the published space reservation deadline. Ads cancelled after reservation deadline may be billed at 100%.

*Got The Scoop? Get The Scoop!*

# SCOOP

# USA Media



# 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

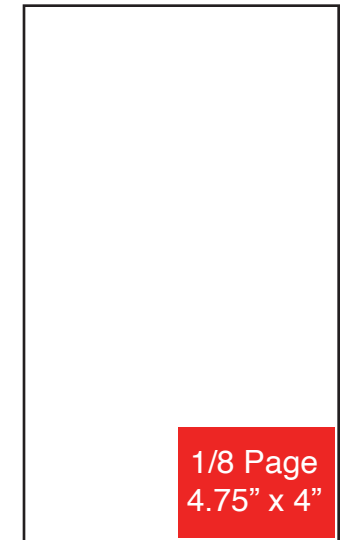
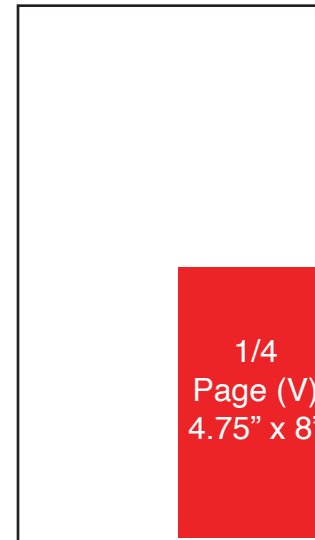
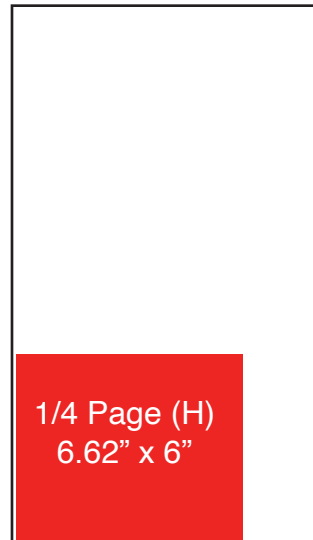
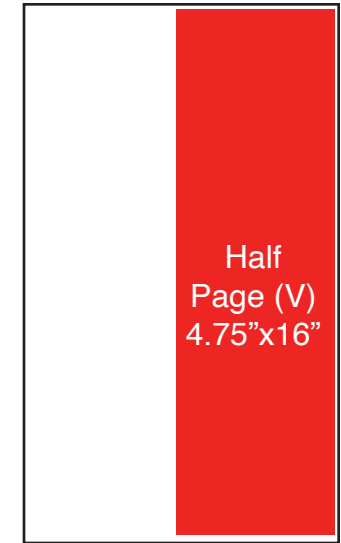
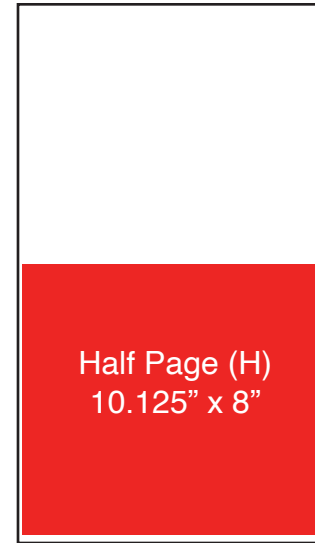
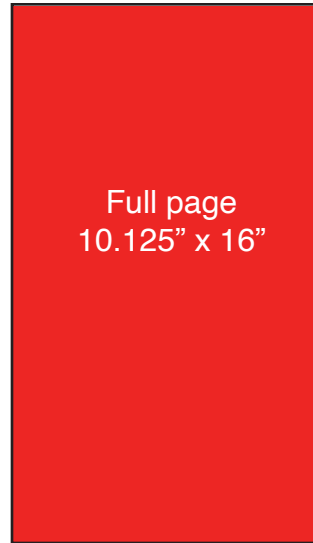
### Mechanical Measurements Tabloid Page

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

### Space Reservation/Copy Deadlines

**Composition:** Friday @ noon (one week prior to publication)

**Camera Ready:** Monday (end of business) during the week of publication





# Demographics

## 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

West Philadelphia

19104, 19131, 19139, 19151, 19139

## Delaware County

Collingdale, 19023

Darby, 19023

Lansdowne, 19050

Yeadon, 19050

**Chester**, 19022, 19013

## Camden, New Jersey

08094, 08101, 08102, 08103,

08104, 08105, 08107, 08108,

08109, 08110, 08012

## Wilmington, Delaware

19702, 19703, 19801, 19802,

19803, 19804, 19805, 19806,

19807, 19809

## Circulation/Visual Performance

Print: *10,000 (Jan. 2020)*

ScoopUSAMedia.com

Scoop App

Readership: *29,560*

*120 avg. daily page views*

*413 avg. daily impressions*



# Events/Supplement Calendar 2020



## January

Juneteenth... New Year, January 3, 2020  
Dr. Martin Luther King, Jr.. January 17, 2020



## February

Black History Issues, February 7, 14, 21, 28, 2020  
Scoop 60th Anniversary Celebration  
February 15, 2020  
Marian Anderson Feature, February 21, 2020



## March

Women's History Issues, March 6, 13, 20, 27  
Reading Month Feature, March 13, 2020



## April

Paul Robeson Feature, April 3, 2020  
Sexual Assault Awareness, April 17, 2020  
Summer Planning/Programs, April 24, 2020  
Child Abuse Awareness (*throughout the month*)



## May

Mother's Day Issue, May 8, 2020  
Remembering Malcolm X, May 15, 2020  
Memorial Day Issue, May 22, 2020



## June

Black Music Month  
Juneteenth Feature  
Graduation Issue, June 12, 2020  
Father's Day Issue, June 19, 2020



## July

Independence Day Issue, July 3, 2020  
Mental Health Awareness Month



## August

Scoop Founder's Feature, August 14, 2020  
Back to School Issue, August 21, 2020  
Summer Events Special, August 30, 2020



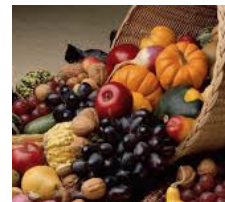
## September

Labor Day Edition, September 4, 2020  
Focus on Recovery, September 11, 2020  
Suicide Prevention, September 18, 2020



## October

Breast Cancer Awareness, October 2, 2020  
Domestic Violence Awareness,  
October 16, 2020  
Election Information, October 23 & 30, 2020



Election Reports, November 6, 2020  
Veteran's Day Features, November 6, 2020  
Thanksgiving, November 20, 2020



Happy Holidays, December 18, 2020  
Kwanzaa Edition, December 25, 2020  
This Year In Review, December 25, 2020

# Celebrating 60 Years Serving our Communities



## 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

Website: [www.scoopusamedia.com](http://www.scoopusamedia.com)

Facebook: ScoopUSA, Instagram: ScoopUSA Media

Twitter: ScoopUSA Media, @scoopUSAM

YouTube: Scoop USA Media

APPS... ScoopUSA in GooglePlay and AppStore

The Inside Scoop... WWDB AM 860



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