



ScoopUSA Media 2022 Media Kit

SHARE YOUR
FAVORITE MOMENTS

#ROTHMANRINK



Got The Scoop? Get The Scoop!

S COOP 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 62 years of servicing our communities. In addition, Scoop is the only regularly printed and distributed publication that is fully 100% African American women owned and operated media company in the city of Philadelphia. We have received certifications from the WBENC (March 2022) and the NMSDC (December 2021).

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 papers 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 literally 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!!!

Got The Scoop? Get The Scoop!

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 INFORM, ENCOURAGE, ENGAGE, AND MOTIVATE our readers. In a time when there is immense negativity and strife, people need see and hear of those who are working toward better, so they can have “Faith.” Knowledge of others struggles and triumphs, as well as the investments and opportunities that are available in our communities—help 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 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 who 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

Non-Profit Rate (\$17.70 per column inch)

- Full page, 96 column inches... \$ 1699.20
- 1/2 page Horizontal, 48 column inches... \$849.60
- 1/2 page Vertical, 48 column inches... \$849.60
- 1/4 page Horizontal, 24 column inches... \$424.80
- 1/4 page Vertical, 24 column inches... \$424.80
- 1/8 Page, 12 column inches... \$212.40

Small Business (\$14.55 per column inches)

- Full page, 96 column inches... \$1396.80
- 1/2 page Horizontal, 48 column inches... \$ 698.40
- 1/2 page Vertical, 48 column inches... \$698.40
- 1/4 page Horizontal, 24 column inches... \$349.20
- 1/4 page Vertical, 24 column inches... \$349.20
- 1/8 Page, 12 column inches... \$174.60

*** Tabloid publication 11 x 17" page settings
 Mechanical specifications can be found on next page

**Scoop Foundation, ScoopDigital, ScoopVizion and the Inside Scoop
 combo packages are available on an individual basis**

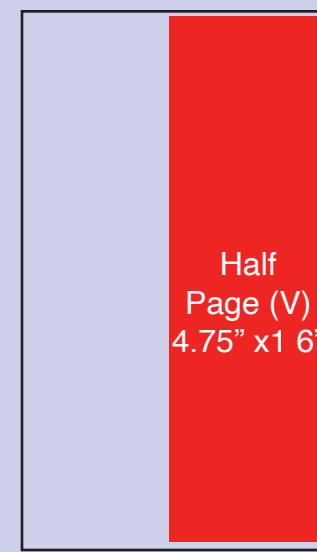
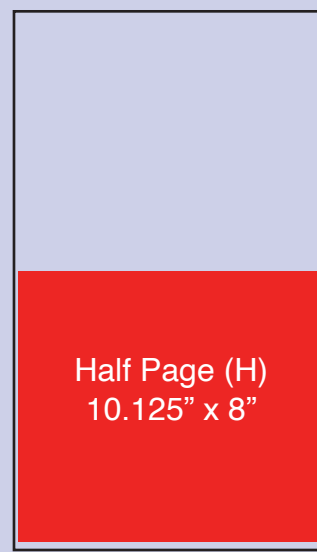


ScoopUSA Media Tabloid Mechanical Specifications

Tabloid

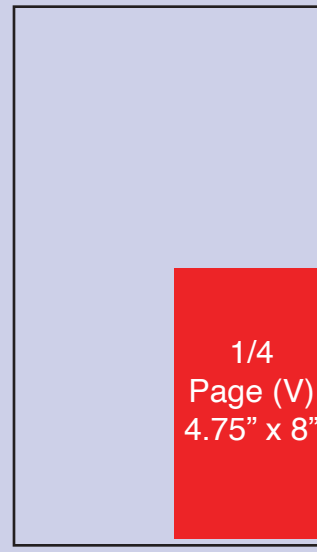
**FULL PAGE 96 Column Inches
(6) columns 10.125 x 16**

- 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

Wilmington, Delaware

19702, 19703, 19801, 19802,
19803, 19804, 19805, 19806,
19807, 19809

South Jersey

Atlantic City 08401
Camden 08102, 08103, 08104,
08105
Pennsauken 08110



"Scoop DIGITAL"

DIGITAL
SCOOP
 USA Media
 Vol. 3 No.2
 African American owned and operated Newspaper published each Tuesday and Friday
 Friday, March 11, 2022 www.scoopusamedia.com

Kamala Harris marks 'Bloody Sunday' anniversary in Selma

March is
WOMEN'S HISTORY MONTH

Distributed in **DIGITAL ONLY**
Friday of Each Week

Advertisement Includes E-mail Blast and Social Media ad promo

DIGITAL Subscription Required

Rate Card

Open Rate (\$13.55 per column inches)

- Full page, 96 column inches... \$1300.80
- 1/2 page Horizontal, 48 column inches... \$ 650.40
- 1/2 page Vertical, 48 column inches... \$650.40
- 1/4 page Horizontal, 24 column inches... \$325.20
- 1/4 page Vertical, 24 column inches... \$325.20
- 1/8 Page, 12 column inches... \$162.60

Print plus Digital (40% Digital Discount)

- Full page, 96 column inches... Digital Rate \$780.48
Print/Digital \$3208.48
- 1/2 page Horizontal, 48 column inches... \$390.24
Print/Digital \$1604.24
- 1/2 page Vertical, 48 column inches... \$390.24
Print/Digital \$1604.24
- 1/4 page Horizontal, 24 column inches... \$195.12
Print/Digital \$802.32
- 1/4 page Vertical, 24 column inches... \$195.12
Print/Digital \$802.32
- 1/8 Page, 12 column inches... \$97.56
Print/Digital \$401.16

**** Tabloid publication 11 x 17" page settings
 Mechanical specifications can be found on next page*

Scoop Foundation, ScoopDigital, ScoopVizion and the Inside Scoop combo packages are available on an individual basis



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

**April 26, 2022—Stress Awareness/
Records and Information Management Month**

**May 24, 2022—
International Workers Day 5/1
(Advertisements National Small Business Week 5/3 - 5/9)**

June 28, 2022—Black Music Month

July 26, 2022 —

August 23, 2022 — Black Business Month

September 20, 2022 — MEDWeek

October 18, 2022 — Women's Business Month

November 15, 2022—Small Business Special

December 27, 2022 — New Year, New You Business Edition

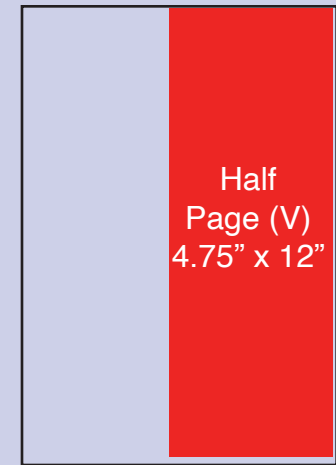
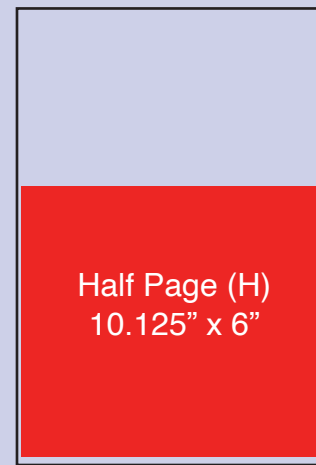
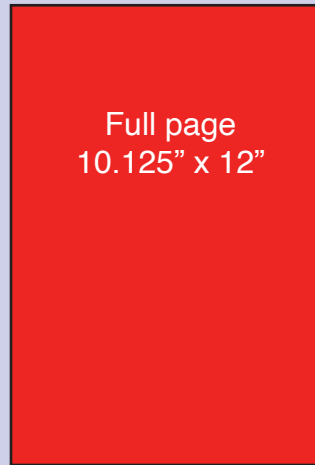


ScoopVISION Tabloid Mechanical Specifications

Tabloid

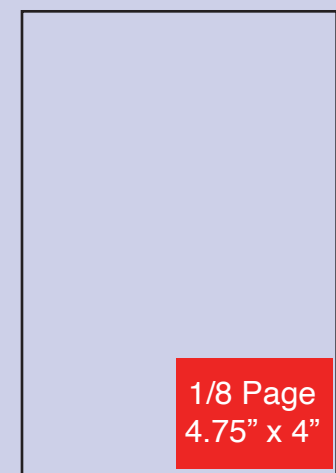
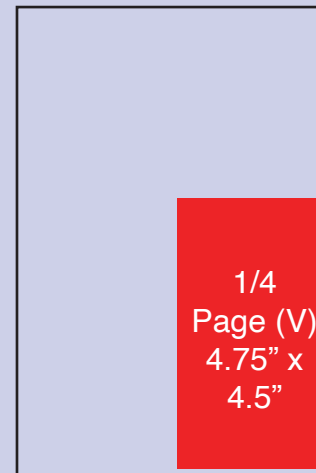
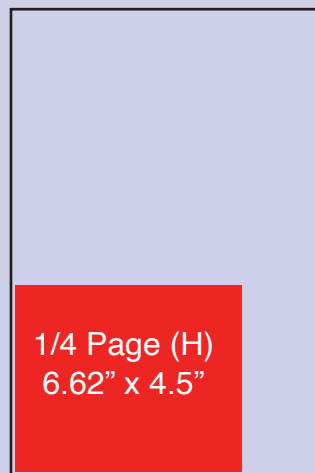
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- 1/4 page (V)** - 4.75" (3 columns) x 6" deep
- 1/8 page** - 4.75" (3 columns) x 4" deep



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SCOOP
 USA Media

THE INSIDE SCOOP

with Sherri Darden

EVERY MONDAY/ 6PM - 7PM

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

The Inside Scoop which is hosted by Sherri Darden and runs the first and third Monday of each Month...

The Inside Scoop with Zarinnah, which starts in September 2021 and will be hosted by Zarinnah Lomax. Zarinnah is the award-winning host of The Zarinnah Show, and the founder of Apologues an Art/Fashion Show that Brings realities of life, fashion and the loss that is associated with inner city violence, together on the Stage and Screen.

Millennial Mondays with Shawmell Johnson and Brittany Smalls... they bring the millennial perspective to life, talking about everything from Social Interests, Business, Life, Millennial psychology, Politics, Who's Who and more...

Rate Card

Primary Sponsor... \$1000 month
Introductory Commercial
 w/sponsor listing on Inside Scoop Banner

General Sponsor \$200 per show — Includes
Advertisement in Scoop/ScoopDigital
and One (1) 30-second commercial

Commercials... \$75 for one 30-second commercial,
\$125 for a 1-minute commercial

ScoopVizion (Promotional Package)





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SCOOP

USA Media

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



Circulation/Visual Performance

ScoopUSA Media: 12,000 (Controlled Distribution) Readership: 33,000
DIGITAL SCOOP/ScoopVIZION: 6,000 (Primary Distribution online and Random Door to Door Distribution) Readership: 16,500

Digital Performance

Email Blast... 6,000 Emails each publication

ScoopUSAMedia.com 200 avg. daily page views
Scoop (Replica/Scoop App) 550 avg. daily impressions





Scoop_photo_2020

RothmanOrtho.com

PROUDLY SERVING PA & NJ SUBURBS | SHORE

ROTHMAN ORTHOPAEDICS

SHARE YOUR FAVORITE MOMENTS

#ROTHMANRINK





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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

