

# ScoopUSA Media

Community News • Information • Resources



*A trusted voice for the African American community*



Dear Prospective Partner

Thank you for reviewing our media kit and considering Scoop as your advertising partner.

Scoop is not just any publication; we are the oldest free African American-owned and operated community newspaper, proudly serving our communities for over 65 years. We stand unmatched as the only regularly printed and distributed outlet certified as a 100% African American, women-owned and operated media company in the City of Philadelphia.

We offer three robust publications tailored to meet your advertising needs. You can advertise in print or digital formats each week, or take advantage of our specialized monthly edition, ScoopVizion, for targeted business campaigns. You have the freedom to mix and match your advertisements across two or all three publications—it's your choice.

With Scoop, you're guaranteed exceptional value for your investment. While other publications may be shrinking to cut costs, we uphold our commitment to the Scoop brand, consistently printing 11x17 tabloids each week. An ad in Scoop delivers double the exposure compared to most other newspapers, ensuring you get the most out of your advertising budget.

### **Scoop/Support=Informed Communities**

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

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### **Scoop Mission and Values**

Scoop is a for-profit Community Media Company that takes pride in its

commitment to the community. Since our inception in February 1960, we have focused on educating our communities.

From our first publication to our latest issue, our goal has been to provide information that educates, encourages, engages, informs, and motivates our readers. We believe that it is essential for people to see and hear that, despite the challenges of time, space, and personal circumstances, others are working toward better outcomes.

Understanding the struggles and triumphs of others, along with the resources and opportunities available in our communities, helps individuals navigate their own lives.

Our mission is to empower our readers through Scoop's content, enabling them to grasp three vital truths:

1. Their current circumstances do not limit their potential; those circumstances do not define who they are.
2. Countless individuals around the world face struggles similar to their own as they seek to understand and achieve their goals within their environments.
3. We at Scoop are committed to delivering information and resources that present tangible opportunities, programs, and solutions we can implement together as a community to enhance our lives and transform our communities for the better.

We assert that the boundaries defining neighborhoods, cities, municipalities, and states must not be dividing walls. People across the globe confront similar challenges and seize similar opportunities, and they stand to gain immensely from a well-researched and compelling Scoop story.

I appreciate your interest in partnering with Scoop to share your stories, products, and services with our community.

Sherri Darden

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

# Rate Card

## **Open Rate (\$26.05 per column inch)**

Full page, 96 column inches...	\$2501.66
1/2 page Horizontal, 48 column inches...	\$1250.40
1/2 page Vertical, 48 column inches...	\$1250.40
1/4 page Horizontal, 24 column inches...	\$625.20
1/4 page Vertical, 24 column inches...	\$625.20
1/8 Page, 12 column inches...	\$312.60

Front/Back page..... 96 column inches \$ 3751.00

Banner Inside 18 column inches (3") \$468.90

Banner Inside 24 column inches (4") \$625.20

Front/Back Banner 18 column inch \$703.35 Front/Back

Banner 24 column inch \$937.80

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

**Distributed in**

**Print and Digital each Tuesday**

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

**FREE** delivery to over 100 locations...

**Print/Digital Subscriptions**

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

# Display Ads

## Publication Information

ScoopUSA Media is a weekly publication, and it is delivered every Monday without fail.

## Space Reservation and Copy Deadlines

All space reservations and ad copy requiring composition must be finalized by Monday at noon, one week prior to the publication date. For camera-ready copy, the deadline is the close of business on Thursday of the preceding week. Please note that ScoopUSA Media reserves the right to charge a design fee for any custom ads produced.

## Submission

We only accept ads electronically via email and FTP. Supported applications include QuarkX-Press (Mac), Photoshop CS, Illustrator, and In-Design CS. Acceptable file formats are EPS, JPEG, TIFF, and PDF. Ensure that all files are 300 DPI.

## Electronic Services

Transmit your ad materials directly to ScoopUSA Media at [advertisements@scoopusamedia.com](mailto:advertisements@scoopusamedia.com).

## Terms of Payment

Advance payment is mandatory from all advertisers before publication. Payments must be made via invoice using QuickBooks or via check, Visa, MasterCard, or American Express.

## Agency Payments

The advertising agency or authorized agent placing the insertion order is responsible for payment. The publisher reserves the right to hold both the agency and the advertiser jointly liable for all outstanding amounts. By submitting the insertion order, the agency or authorized agent guarantees that both parties accept this responsibility.



## Commission

Accredited advertising agencies qualify for a standard agency commission of 15%. Be aware that agency discounts may be revoked for payments not made within 90 days of the verified invoice and the publication proof of performance delivery, at the discretion of the publisher.

## Cancellation Policy

All cancellations of ads or changes to the schedule must be communicated in writing before the published space reservation deadline. Ads canceled after this deadline will be billed at 100%.

# 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

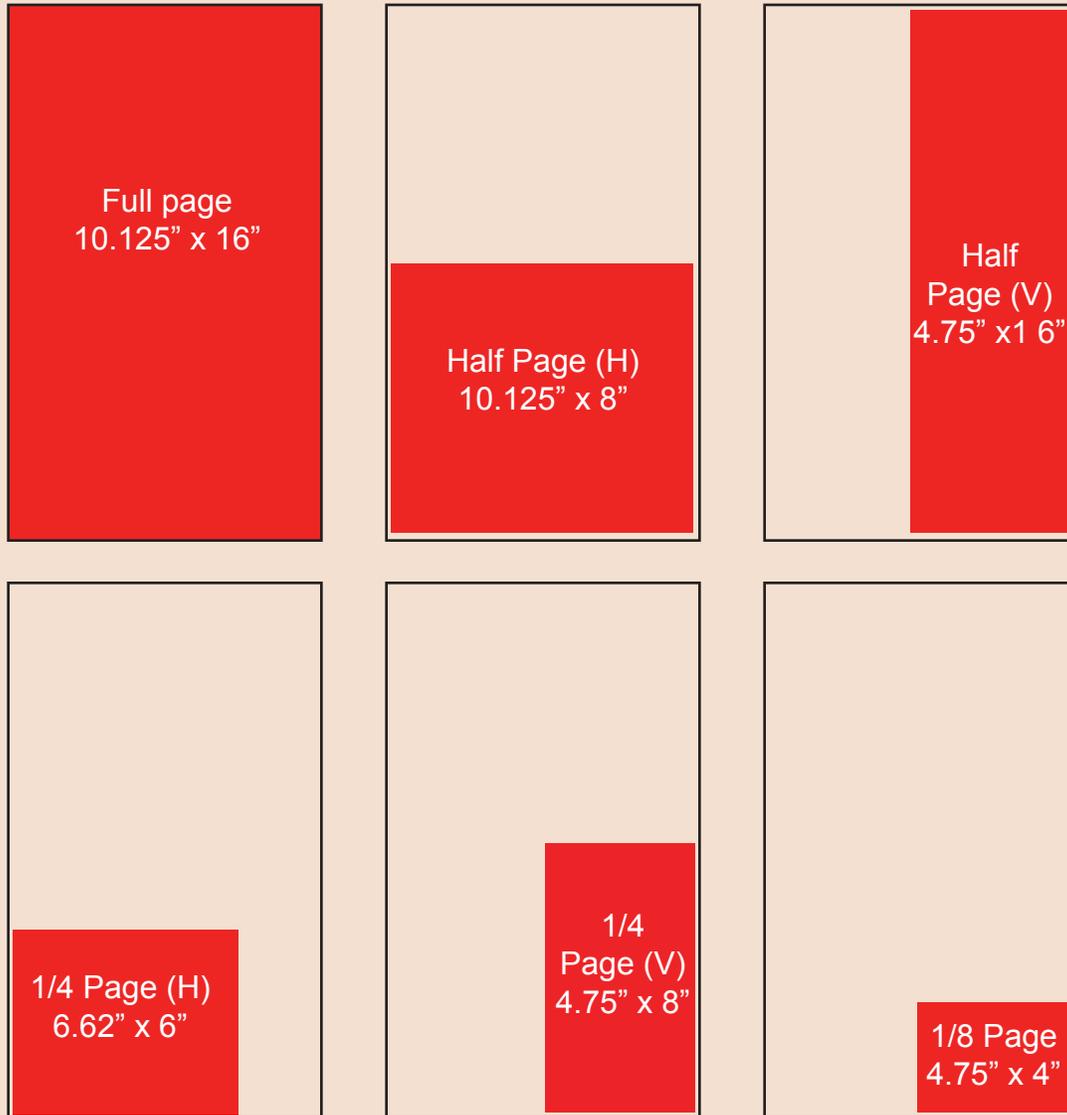
Camden 08102, 08103, 08104,  
08105

Pennsauken 08110

**Rotating direct and random (door to door) distribution each week**

# 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

# Circulation/Visual Performance



**ScoopUSA Media: 10,000 (Controlled Distribution)  
Readership: 35,000 (Combined Print & 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 8.23k monthly impressions**

**scoopnewsusa.com 20.2 k monthly impressions**

**ScoopUSA Media (Scoop App)**

**350 avg. daily impressions**



# SCOOPUSA MEDIA

Your Voice. Your Community. Your News.  
Celebrating Our Stories Since [1960]

### **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](http://www.scoopusamedia.com)  
Articles/Promotions: [www.scoopusanewspaper.com](http://www.scoopusanewspaper.com)  
**Facebook:** ScoopUSA, **Instagram:** ScoopUSA Media  
**Twitter:** ScoopUSA Media, @scoopUSAM  
**YouTube:** Scoop USA Media  
**APPs...** ScoopUSA in **GooglePlay** and **AppStore**