



## MONTHLY CIRCULATION

**10,000** Printed Editions

## MONTHLY SOCIAL MEDIA REACH<sup>1</sup>

**44,589** The number of people who had post from our Social Media platform, enter their screen.

## MONTHLY SOCIAL MEDIA POST ENGAGEMENTS<sup>2</sup>

**11,629** The number of times people engaged with posts on our Social Media platform through likes, comments, shares and more.

## EDITORIAL CALENDAR

EDITION	EDITORIAL	ADVERTISING	PRINT	DISTRIBUTION
APRIL 2018	<b>M</b> March 19, 2018	<b>M</b> March 26, 2018	<b>W</b> March 28, 2018	<b>M</b> April 2, 2018
MAY 2018	<b>T</b> April 17, 2018	<b>T</b> April 24, 2018	<b>R</b> April 26, 2018	<b>T</b> May 1, 2018
JUNE 2018	<b>F</b> May 18, 2018	<b>F</b> May 25, 2018	<b>W</b> May 30, 2018	<b>F</b> June 1, 2018
JULY 2018	<b>T</b> June 19, 2018	<b>T</b> June 26, 2018	<b>R</b> June 28, 2018	<b>M</b> July 2, 2018
AUGUST 2018	<b>R</b> July 19, 2018	<b>R</b> July 26, 2018	<b>T</b> July 30, 2018	<b>W</b> August 1, 2018
SEPTEMBER 2018	<b>T</b> August 21, 2018	<b>T</b> August 28, 2018	<b>R</b> August 30, 2018	<b>T</b> September 4, 2018
OCTOBER 2018	<b>T</b> September 18, 2018	<b>T</b> September 25, 2018	<b>R</b> September 27, 2018	<b>M</b> October 1, 2018
NOVEMBER 2018	<b>F</b> October 19, 2018	<b>F</b> October 26, 2018	<b>T</b> October 30, 2018	<b>R</b> November 1, 2018
DECEMBER 2018	<b>T</b> November 20, 2018	<b>T</b> November 27, 2018	<b>R</b> November 29, 2018	<b>M</b> December 3, 2018
JANUARY 2019	<b>W</b> December 19, 2018	<b>W</b> December 26, 2018	<b>F</b> December 28, 2018	<b>T</b> January 1, 2019
FEBRUARY 2019	<b>M</b> January 21, 2018	<b>M</b> January 28, 2018	<b>W</b> January 30, 2018	<b>F</b> February 1, 2019
MARCH 2019	<b>F</b> February 15, 2018	<b>M</b> February 25, 2018	<b>W</b> February 27, 2018	<b>F</b> March 1, 2019

NOTES. **M** = Monday, **T** = Tuesday, **W** = Wednesday, **R** = Thursday, **F** = Friday, *Submission to print occurs by 07:00HRS PST*

<sup>1</sup> As tallied Thursday, March 1, 2018 for time period February 1, 2018 through February 28, 2018 on [www.facebook.com/theurbanvoice](http://www.facebook.com/theurbanvoice)

<sup>2</sup> As tallied Thursday, March 1, 2018 for time period February 1, 2018 through February 28, 2018 on [www.facebook.com/theurbanvoice](http://www.facebook.com/theurbanvoice)

## DISTRIBUTION POINTS

At each of the below listed locations a WIRE RACK, which holds approximately 300 copies (@ 32PP), has been placed. Each is regularly refilled throughout the month. There are approximately 60 locations (ostensibly those with less retail foot traffic) where magazines are distributed in bundles of 20 (eg. *Mortgage Solutions*, *House of Fades Barbershop*, *Expertise Cosmetology*).

<b>A Best Meat Co. (*)</b> 2362 Lexington Ave. Las Vegas, NV 89106	<b>Clark County Govt. Center</b> 500 Grand Central Parkway Las Vegas, NV 89155	<b>KCEP 88.1FM</b> 330 W. Washington Ave. Las Vegas, NV 89106	<b>Sacred Geometry Yoga</b> 515 Rose Str. Las Vegas, NV 89106	<b>The Urban Lounge</b> 107 E. Charleston Blvd. Las Vegas, NV 89104
<b>AFROTIQUE</b> 2249 S. Rainbow Blvd. Las Vegas, NV 89106	<b>Doolittle Community Center</b> 1950 N. J Str. Las Vegas, NV 89106	<b>Mario's Westside Market X2</b> 1960 N. MLK Blvd. Las Vegas, NV 89106	<b>Second Baptist</b> 500 W. Madison Ave. Las Vegas, NV 89106	<b>Unity Baptist Church</b> 543 Marion Dr. Las Vegas, NV 89110
<b>Annie's Kitchen</b> 1212 D. Str. Las Vegas, NV 89106	<b>First AME</b> 2446 N. Revere Str. N. Las Vegas, NV 89030	<b>Nehemiah Ministries</b> 3606 N. Rancho Blvd. Las Vegas, NV 89106	<b>Soul Foo Young</b> 1216 W. Owens Ave. Las Vegas, NV 89106	<b>Urban Chamber</b> 1951 Stella Lake Str. Las Vegas, NV 89106
<b>Bell's Market</b> 720 W. Owens Ave. Las Vegas, NV 89106	<b>Gritz Café</b> 1911 Stella Lake Str. Las Vegas, NV 89106	<b>Pearson Community Center</b> 1625 W. Carey Ave. N. Las Vegas, NV 89030	<b>St. James Catholic Church (*)</b> 1920 N. MLK Blvd. Las Vegas, NV 89106	<b>Victory MBC</b> 500 W. Monroe Ave. Las Vegas, NV 89106
<b>Call Me Cake-Soul Food (*)</b> 450 S. Buffalo Dr. Las Vegas, NV 89145	<b>Homie's Cinnamon Rolls</b> 3035 E. Tropicana Ave. Las Vegas, NV 89121	<b>P T C.O.G.I.C. (*)</b> 1117 F Str. Las Vegas, NV 89106	<b>TC's BBQ Crib</b> 3655 S. Durango Dr. Las Vegas, NV 89147	

\*Newly established location to begin Distribution March 3, 2018

## ADVERTISING RATES

	SPECIFICATIONS	(1X)	-10% (3X)	-20% (12X)
<b>Quarter-Page</b> (Run of Publication)	2.625" (W) X 4.000" (H)	\$200	\$540	\$1,920
<b>Half-Page Vertical</b> (Run of Publication)	2.625" (W) X 8.000" (H)	\$350	\$945	\$3,360
<b>Half-Page Horizontal</b> (Run of Publication)	5.250" (W) X 4.000" (H)	\$350	\$945	\$3,360
<b>Full-Page</b> (Run of Publication)	5.375" (W) X 8.500" (H)	\$600	\$1,620	\$5,760
<b>Back Cover</b>	5.375" (W) X 8.500" (H)	\$1,500	\$4,050	\$14,400
<b>Inside Front Cover</b>	5.375" (W) X 8.500" (H)	\$1,000	\$2,700	\$9,600
<b>Inside Back Cover</b>	5.375" (W) X 8.500" (H)	\$900	\$2,430	\$8,640
<b>Artwork Generation</b>				\$150

Artwork 'Design Templates' may be downloaded at [www.theurbanvoice.com/design\\_templates.htm](http://www.theurbanvoice.com/design_templates.htm).

## SOCIAL MEDIA CAMPAIGNS

In coordination with advertisements in the current edition, advertisers can opt to have a Social Media Campaign developed for [www.facebook.com/theurbanvoice](http://www.facebook.com/theurbanvoice). The administrative fee (paid to Unrelenting Media, Inc.) is \$45.00/per campaign. The level of sponsorship for the individual campaign will be determined by the advertiser and must be paid in advance. If existing artwork must be modified to conform to Facebook Guidelines additional fees may be incurred. To learn more simply call (702) 306-2394.

## ONLINE ADVERTISING

To have your organization listed in our Online Directory in Las Vegas, Nevada, you have two options. You can purchase a **Featured Listing** for \$125/annually. Featured Listings are generated in the order they are purchased at the top of an individual category. Standard Listing can be purchased for \$50/annually. Standard Listings are generated in alphabetical order and below Featured Listings in an individual category. To preview our directory, click here [http://theurbanvoice.com/regions/las\\_vegas/index.htm](http://theurbanvoice.com/regions/las_vegas/index.htm).

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