



ATLANTA TRIBUNE
THE MAGAZINE

ADW
ATLANTA DAILY WORLD

WHO'S WHO in *BLACK*



MEDIA KIT 19



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Real Times Media

Atlanta Tribune Magazine

AtlantaDailyWorld.com

Who's Who in Black Atlanta



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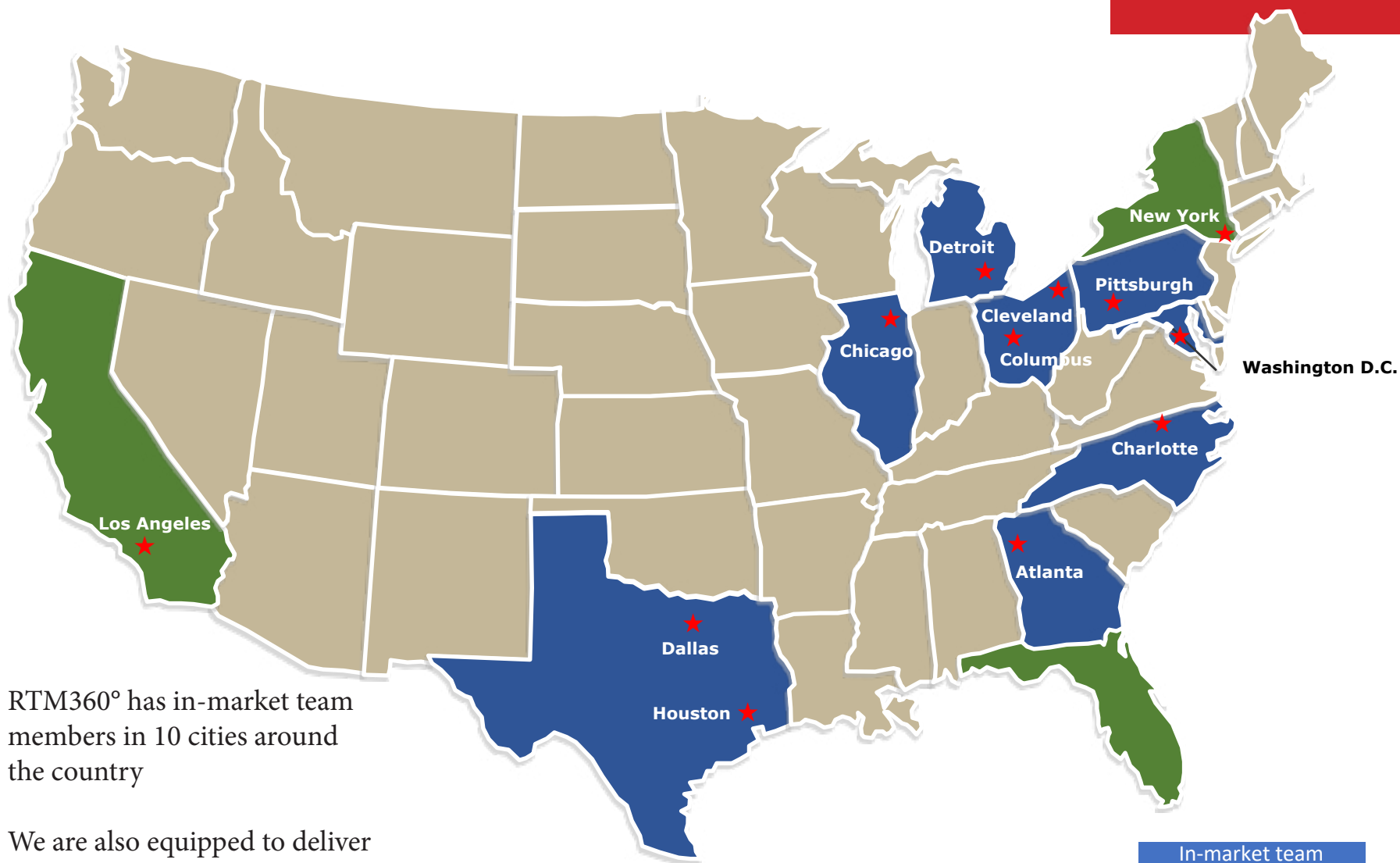
- Rooted in a rich heritage, Real Times Media is a Detroit-based national media, marketing and entertainment company that creates culturally-relevant solutions that emotionally and authentically engage the African American community.
- In Atlanta, Real Times Media owns the, Atlanta Tribune: The Magazine, AtlantaDailyWorld.com and Who's Who in Black Atlanta.
- Across the country, it owns several multimedia platforms such as the Chicago Defender, New Pittsburgh Courier, Michigan Chronicle.
- RTM also offers custom marketing solutions through its RTM 360 brand and publishes in 20 markets across the United States. RTM also produces more than 50 events annually.



ATLANTA TRIBUNE
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WHO'S WHO IN BLACK



- RTM360° has in-market team members in 10 cities around the country
- We are also equipped to deliver programming in LA, New York, and Florida

In-market team
Extended network

The Pulse of the Atlanta Community

Atlanta Tribune: The Magazine – Founded in 1986, Atlanta Tribune: The Magazine is Atlanta's No. 1 business lifestyle publication and Black Atlanta's leading source for relevant, thought-provoking news and information on business and generational wealth-building. It educates readers and present ideas, viewpoints and possible solutions that economically, politically and socially empower them.



AtlantaDailyWorld.com - AtlantaDailyWorld.com a robust digital platform of daily news and information on issues impacting the black community in Atlanta. Currently attracting 1.2 million monthly online views, AtlantaDailyWorld.com is one of the top sources of news and information for Black Atlanta.



Who's Who In Black Atlanta - A subsidiary of Real Times Media, Who's Who In Black Atlanta, was founded in 1989 to highlight the positive achievements of African Americans providing a valuable resource and networking guide for the Community. Who's Who in Black Atlanta is a networking platform that brings together some of Atlanta's most influential business, civic, and professional elite to expand their network, opportunities and resources.





POWER + LEISURE.

ATLANTA'S #1 MAGAZINE FOR BUSINESS PROFESSIONALS

ATLANTA TRIBUNE
THE MAGAZINE



ATLANTA TRIBUNE
THE MAGAZINE

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EDITOR'S MESSAGE

A friend considering a move to Atlanta once asked, "Is it really as conducive to the success of African-American entrepreneurs as 'they' say?" My reply, "it is." Atlanta didn't become a haven of black success, especially for those in business, by chance. For just about 40 years, a steady push has ensued to level the playing field of opportunity for minority- and women-owned companies as well as executives. It was, in part, the very impetus for Atlanta Tribune: The Magazine's inception and it undergirds our work

today. Over the years, our focus has shifted as the needs of our readership has changed: Going from general news and information about black communities at-large to a keen focus on wealth-building, entrepreneurship, careers and the leisure lifestyle of decision makers. Not only do we consider ourselves a resource for black businesses and professionals in metro Atlanta, we are an advocate. They are our priority.

— **Katrice L. Mines**
Senior Editor

WHO WE ARE

MORE THAN A MAGAZINE

ATLANTA TRIBUNE
THE MAGAZINE



OCCUPATION

BUSINESS OWNER/ENTREPRENEUR 36.0%
PROFESSIONAL/TECHNICAL 17.0%
MIDDLE MANAGEMENT 11.0%
CLERICAL/SERVICE WORKER 5.0%
UPPER MANAGEMENT/EXECUTIVE 16.0%
SALES/MARKETING 5.0%
TRADESMAN/LABORER 2.0%
OTHER 8.0%

ANNUAL HOUSEHOLD INCOME

\$20,000 TO \$29,999	3.0%	\$100,000 TO \$124,999	17.0%
\$30,000 TO \$39,999	10.0%	\$125,000 TO \$149,999	9.0%
\$40,000 TO \$49,999	10.0%	\$150,000 TO \$174,999	7.0%
\$50,000 TO \$59,999	12.0%	\$175,000 TO \$199,999	4.0%
\$60,000 TO \$74,999	8.0%	\$200,000 TO \$249,999	9.0%
\$75,000 TO \$99,999	9.0%	\$250,000 TO \$299,999	2.0%

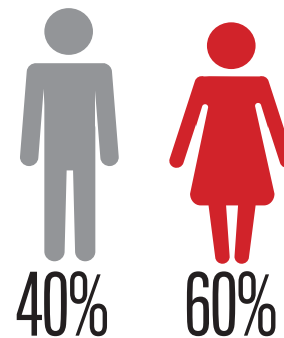
WHO WE ARE

Atlanta Tribune: The Magazine is Black Atlanta's leading source for relevant, thought-provoking news and information on business and wealth building. In print and online, we are your business lifestyle resource enabling you to make the most of your finances, career, community and life beyond.

OUR AUDIENCE

Our audience is progressive, community-involved and culturally aware executives, professionals and entrepreneurs who depend on Atlanta Tribune: The Magazine as a resource for growing businesses, advancing their careers, keeping up with technology and building wealth.

GENDER



HOME OWNERSHIP

AGE	
21 TO 30	4.0%
31 TO 40	20.0%
41 TO 50	29.0%
51 TO 60	30.0%
61 TO 70	14.0%
71 TO 80	3.0%

MARITAL STATUS

SINGLE	27%
MARRIED	47%
SEPARATED	2%
DIVORCED	21%
WIDOWED	3%

HOUSEHOLD SIZE

1 - 27% 2 - 37% 3 - 17% 4 - 15% 5+ - 4%



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TESTIMONIALS

MORE THAN A MAGAZINE

ATLANTA TRIBUNE
THE MAGAZINE



"Words cannot express how good it felt on becoming the 2013 Man of the Year. I truly love this city of Atlanta, the people and my community, so I was especially honored to receive this recognition". I was delighted to do the interview for the Atlanta Tribune magazine because it is a highly respected publication.

Dikembe Mutombo



The Atlanta Tribune is a highly respected and influential publication that we have supported for over ten years. It started with our Georgia Power client who wanted to reach influential African-Americans in an environment that was connected to the African-American business and entrepreneur community. The Atlanta Tribune was the partner we needed. Their editorial content is always relevant and educational. And, being selected as a top business in Atlanta by The Atlanta Tribune was quite an honor.

Sarah Lattimer Irvin | CEO
Metrics Marketing Creative
Consultancy



The Atlanta Tribune is credible, dependable and a stalwart in the Atlanta community. Not only is it a reliable news resource with the right balance of business, civic and entertainment, but it maintains a talented pool of editors and writers to ensure a flair for the creative. That's a winning combination.

Myrna White
Director, Marketing & Stake Holder
Engagement



"The Atlanta Tribune is a rich resource for Atlanta. It's where I go to read about all the great people, businesses and happenings across our wonderful city."

Ceasar C. Mitchell,
Former Atlanta City Council
President



ATLANTA TRIBUNE
THE MAGAZINE

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EDITORIAL CALENDAR



MORE THAN A MAGAZINE

ATLANTA TRIBUNE
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DECEMBER & JANUARY

Lifestyle Issue

AT's annual Hall of Fame honorees revealed.

Plus...

- Need to make your New Year's Health Resolutions? We can help.
- Business leaders' tips for getting to the top.
- Holiday Gift Guide - The perfect last minute gift ideas.

FEBRUARY

Leaders of the New School Issue

Who's grooming who in the continuing struggle for civil rights/social change via executive leadership.

- Grady Hospital's 125 Years -- The History of the H.

MARCH

Women of Excellence

Highlighting the achievements of women in Atlanta -- past and present.

Plus ...

- Women's Health and Wellness
- Annual Women's History Month Coverage

APRIL

The Maverick Issue

Plus ...

- Men's Health and Wellness
- Technology for Men

MAY

Young Professionals Issue

An exciting issue dedicated to the growth, learning and development of Atlanta's young executives.

JUNE

Why We Love Atlanta

Atlanta is quickly evolving with the growth of new industries and experts in emerging fields of business, which continues to be a driver for its population growth and popularity as a tourist destination. Each year, we explore the "why."

Plus ...

- Your mid-year checkup. Be fit and healthy with our guide.
- Annual George A. Lottier Foundation Scholarship Golf Tournament
- Why we love Atlanta

JULY & AUGUST

Salute to Minority Business Owners Issue

Atlanta Tribune selects some of Georgia's most astute business leaders/owners who make a significant economic impact locally, nationally and globally. **Plus ...**

- Emerging Black Businesses: A review of the most innovative black businesses according to growth, tenure, and outreach
- Technology trends

SEPTEMBER

Diversity Issue

- The evolution of diversity in the workplace
- Recruiting and retention

OCTOBER

Health & Wellness Issue

A look at the top health and wellness issues affecting African Americans, and the medical professionals on the front lines.

- Everything you need to know about wellness from your workout to your diet and financial wellbeing.

NOVEMBER

Best in Black

Everything you need to know to get that degree.

Plus ...

- Higher Learning: Annual Scholarship and Internship Guide
- Continuing Education
- Hall of Fame coverage



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EVENTS & PROMOTIONS CALENDAR

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JANUARY
Workplace Diversity Summit

FEBRUARY
*Moving Your Business
Forward Conference Part I*

This two-part conference series will assist you in determining if you are "Business Ready" as we bring you lively sessions and panels on emerging technology, social media, engagement marketing, supplier diversity, and other small business tools that will move your business to the NEXT LEVEL!

APRIL
*Women of Excellence Recognition
Reception*

MAY
*Young Professionals Business
Networking Event*

This signature event gives Atlanta's emerging executives and seasoned professionals more than just an opportunity to meet and greet, but also an occasion to make meaningful business connections and associations.

JULY
*Who's Who In Black Atlanta Official
Networking Reception & Book
Unveiling*

Hosted by Who's Who In Black Atlanta, this event serves as the Official Networking Reception and Book Unveiling of its 18th edition.

AUGUST/SEPTEMBER
*Annual Salute to Minority Business
Owners Event*

For over three decades Atlanta Tribune: The Magazine has recognized and honored minority-owned businesses. Each August this rich tradition is continued by honoring three minority business owners who are on the rise in Atlanta.

OCTOBER
*Moving Your Business
Forward Conference Part II*

NOVEMBER
Hall of Fame Induction Ceremony

For the 20th consecutive year, Atlanta Tribune and the George A. Lottier Golf Foundation will recognize the achievements of Georgia's most notable individuals.



ATLANTA TRIBUNE
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ADVERTISING RATES

MORE THAN A MAGAZINE

ATLANTA TRIBUNE
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Rate Card No. 35 through December 31

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
COLOR				
Full Page	\$5,000	\$4,500	\$4,200	\$4,000
2/3 Page	\$3,600	\$3,300	\$3,000	\$2,800
1/2 Page	\$3,000	\$2,800	\$2,500	\$2,400
1/3 Page	\$2,000	\$1,600	\$1,500	\$1,400
1/6 Page	\$906	\$800	\$700	\$600

COVERS AND SPECIAL
POSITIONS

ALL COVERS
4 COLORS

DOUBLE PAGE SPREAD
4 COLOR

BACK COVER

\$5,900

\$9,000

PAGE 2

\$5,600

PAGE 3

\$5,400

PAGE 4

\$5,400

INSIDE BACK

\$5,400

All rates are NET, based on advertiser supplied digital camera-ready materials.



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ADVERTISING DEADLINES

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ISSUE	SPACE CLOSING	MATERIAL DUE	ON SALE DATE
FEB	JAN 09	JAN 13	FEB 1
MAR	FEB 07	FEB 11	MAR 1
APR	MAR 06	MAR 11	APR 1
MAY	APR 05	APR 10	MAY 1
JUNE	MAY 06	MAY 10	JUNE 1
JULY/ AUG	JUNE 07	JUNE 10	JULY 1
SEPT	AUG 07	AUG 12	SEPT 1
OCT	SEPT 06	SEPT 9	OCT 1
NOV	OCT 07	OCT 11	NOV 1
DEC/ JAN	NOV 06	NOV 11	DEC 1

See "Camera-Ready Specifications Sheet" for digital specs and further details. Publisher is not responsible for materials submitted outside of the specification guidelines.



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WHO WE ARE

MORE THAN A MAGAZINE

ATLANTA TRIBUNE
THE MAGAZINE



TWO PAGE SPREAD - BLEED

TRIMMED TO

FULL PAGE - STANDARD

FULL PAGE - BLEED

TRIMMED TO

2/3 PAGE (2 COLUMNS)

1/2 PAGE (HORIZONTAL)

1/2 PAGE (VERTICAL)

1/3 PAGE (1 COLUMN)

1/3 PAGE (SQUARE)

1/6 PAGE (VERTICAL)

1/6 PAGE (HORIZONTAL)

17" WIDE BY 11 1/4" DEEP

16 1/2" WIDE BY 10 7/8"

7" WIDE BY 10" DEEP

8 5/8" WIDE BY 11 1/4"

8 1/4" WIDE BY 10 7/8"

4 5/8" WIDE BY 10" DEEP

7" WIDE BY 4 7/8" DEEP

4 5/8" WIDE BY 7 3/8"

2 1/4" WIDE BY 10" DEEP

4 5/8" WIDE BY 4 7/8"

2 1/4" WIDE BY 4 7/8"

4 5/8" WIDE BY 2 3/8"

Preferred Materials

Digital files **MUST** be labeled with: customer name, ad size, date, issue in which ad is to run and contact information. *Specified layout preferences should be indicated with materials.

Graphics **MUST** be a minimum of -300 dpi and formatted as .pdf, .tiff or .eps files.

Quark Version 5 and 6 are the only acceptable source files and must include all supporting fonts and images. All source files must include a high resolution .pdf of a minimum of 300 dpi.

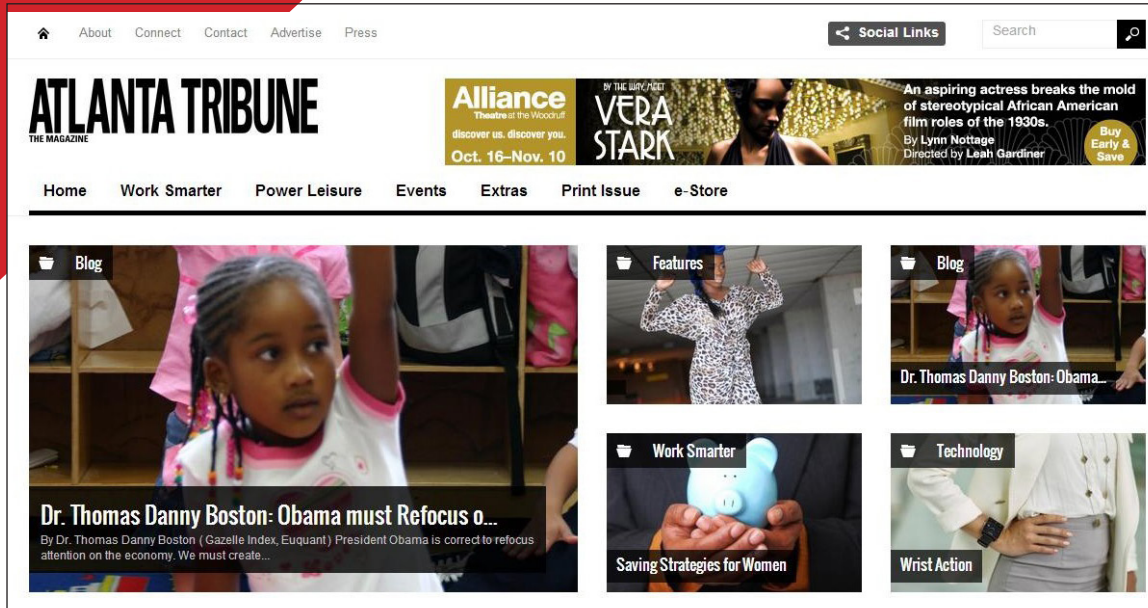
All 4-color material must be accompanied by a 100% size color proof with color bars produced directly from the supplied materials. Materials may be accepted: via CD-ROM, via client side FTP, via Fast Channel or via email (if size allows) graphics@atlantatribune.com

***If you have any questions please feel free to contact:
Pat Lottier at Atlanta Tribune: The Magazine
770.587.0501 or plottier@atlantatribune.com.***



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Ad Slot #1

Large horizontal web banner ad

Specs: 728 x 90 px
Location: top of the home page
Spaces available: 1
(.jpeg or .swf files accepted)
Max file size:20k
Animation accepted
Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.
Three business days required for testing.

Rate per month \$2,500

Ad Slot #2

Medium horizontal web banner ad

Specs: 550 x 100 px
Location: "below the fold;" middle of homepage
Spaces available: 1
(.jpeg or .swf files accepted)
Max file size:20k
Animation accepted
Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.
Three business days required for testing.

Rate per month \$1,500

Ad Slot #3

Large, square ad space

Specs: 300x300
Location Right-hand side bar
Spaces available: 1
(.jpeg or .swf files accepted)
Max file size:20k
Animation accepted
Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.
Must provide url for button link.
Three business days required for testing.

Rate per month \$1,000

Ad Slot #4

Small square button-type space;
suitable for sponsor logos

Specs: 125 x 125 px
Location: Right-hand side bar
Spaces available: 2
(.jpeg or .swf files accepted)
Max file size:20k
Animation accepted
Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.
Must provide url for button link.
Three business days required for testing.

Rate per month \$800

FEATURED VIDEO

Specs: 300x300
Location Right-hand side bar
Spaces available: 1
(wmv files accepted)

Rate per month \$2500

ATLANTA TRIBUNE
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E-Newsletter

SLOT #1
600 X 220 PIXELS

SLOT #2
600 X 405 PIXELS

SLOT #3
600 X 792 PIXELS

**REACHING MORE THAN 10,000
READERS**

Atlanta Tribune: The Magazine is Black Atlanta's leading source for relevant, thought-provoking news and information on business and wealth building. We educate our readers and present ideas, viewpoints and possible solutions that economically, politically and socially empower them through our e-Newsletter and our Web site.

In this day of information overload, the Internet is the most popular, viable and useful tool in connecting individuals conveniently and quickly to the source(s) and needs at hand. Atlanta Tribune: The Magazine's newsletter is sent to more than 10,000 subscribers on a weekly basis! It is carefully crafted — containing only must-read information that is prized by our loyal readership — and is a cost effective tool to create visibility for your organization.

Imagine the possibilities of including your company's latest marketing plans/products in the content of the e-Newsletter and/or on atlantatribune.com in our banner page section!

E-Newsletter Requirements

Image - 300 dpi, High resolution

Image Format - .PDF, .JPG, .GIF, .ZIP

Package Includes:

Ad Slot #1:

Word Count 25 maximum
1 logo or image with a link
Horizontal Ad (600 x 220 pixels or
6.944 x 3.056 inches)

Total Cost: \$700 per transmission

Ad Slot #2:

Word Count 50 maximum
2 logos or images to be included
Square Ad (600 x 405 pixels or
6.944 x 5.625 inches)

Total Cost: \$1000 per transmission

**Note: Each additional logo will add \$50 per week*

Ad Slot #3:

PDF Advertisement provided by client
Vertical Ad (600 x 792 pixels or
6.944 x 11 inches)

Total Cost: \$1200 per transmission

For more details, please contact our sales
department at 770.587.0501.

COMMUNITY EVENTS

MORE THAN A MAGAZINE

ATLANTA TRIBUNE
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History

Few can be credited with making golf synonymous with business as George A. Lottier managed to do in his lifetime. Therefore, this year marks the official launch of The George A. Lottier Golf Foundation (formerly Atlanta Tribune Scholarship Foundation). In continuance of his dedication to empowering students of color interested in the fields of communication, journalism and marketing, it is only fitting that the foundation name appropriately reflects the namesake of its most ardent patron.

As the brainchild behind Atlanta Tribune's Annual Golf Tournament, George not only transformed the notion of putting as a pastime into putting for a purpose — he channeled it into a legacy that extends beyond all things quantifiable.

Throughout his lifetime, George Lottier excelled in entrepreneurship, network management and communications. He created an empire based on expanding the fertile minority-owned business community.

About George A. Lottier Golf Foundation

The George A. Lottier Golf Foundation (GALGF) was created to preserve the memory of George A. Lottier and his love for the game of golf. Its mission is to assist qualified minority journalism, marketing and graphic students in enriching their education, and to provide support and training for future golfers. It is able to do so through its annual Hall of Fame event and Scholarship Golf Tournament.



Events

Hall of Fame Induction Ceremony

At the end of each year the tradition of honoring a selection of black Atlanta's "Best and Brightest" is upheld through the Hall of Fame Induction Ceremony. Past honorees have included the Men of Civil Rights, Georgia-bred entertainers and noteworthy physicians. The celebration takes place during an elaborate affair held in the exclusive 755 Club at Turner Field, with net proceeds benefiting the George A. Lottier Golf Foundation.



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A man in a dark suit and glasses is looking down at a tablet computer. He is standing in front of a glass wall. In the background, another person is visible, also looking at a tablet. The text "AtlantaDailyWorld.com" is overlaid on the image.

AtlantaDailyWorld.com



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ABOUT US



AtlantaDailyWorld.com

Currently attracting 1.2 million monthly online views, AtlantaDailyWorld.com is one of the top sources of news and information for Black Atlanta. This next evolution allows us to create new digital opportunities for you to engage more deeply with this critical Metro Atlanta market.

With a readership that spans the country, the site is also evolving as the nation's glimpse into what's new, what's news, and what's hot in Black Atlanta, enabling our customers to access a broader spectrum of the African-American market.

The re-energized news and information platform features new contributors, content, and weekly podcasts but will also offer special, limited print editions centered on issues relevant to the black community.



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ADW DEMOGRAPHICS

AtlantaDailyWorld.com



Employed Sex

44% Professional/ Managerial
11% Upper Management
15% Self-Employed

55% Male
45% Female



Background

96% African American
3% Hispanic
1% Other



21-45
years old

Age

28
years old

Median Age

\$67,900
Median Household
Income



Marital Status

67% Single
33% Married

African American Readers	90%
Age 18 – 38	38%
Age 35 – 56	35%
Age 57 – 75	27%
Single	67%
Married	33%
Female Readers	52 %
Male Readers	48%
College Educated	56%
Professional/Managerial	46%
Upper Management	13%
Self-Employed	18%
Blue Collar	12.4%
White Collar	38.2%
Homeowners	64%
\$62,000+ Annually	28.6%
\$41,700+ Annually	36.2%

Education

71% College Graduate/attended
10% Post Graduate



MEDIA KIT 19

ADW DIGITAL SPECS



General Guidelines:

- Standard creative must be received 2-4 business days before start of campaign.
- The Interactive One Network uses Dart for Publishers Premium as its ad server.
- All Standard/Rich Media ad products listed support third party 1x1 impression tracking & third party click tracking via click command URLs.

Third Party Rich Media Vendors:

Atlas Media Mind
DoubleClick (DFA) Pointroll
Zedo MediaPlex

Flash Ads:

- All .SWF files must be accompanied by backup .gifs/ .jpegs and click through URLs.
 - FPS – 20 frames per second max.
 - ClickTAG:
 - A clickTag must be assigned using a get URL button.
- Example:** On (release)
{getUrl(clickTag,"_blank")}

Expandable Banner Ads:

Total Expansion File Size: 150k
(50k initial download and 100k polite load)

Expandable Banner Ad Dimensions:

728x90 expands down only
(728 x 300 maximum)
300x250 expands left, up or down
(600 x 600 maximum)
300x600 expands left
(600 x 600)

Full Page Interstitials:

Ad dimensions: 800 x 600
Ad Served: .jpg, .gif and .swf with backup image
File size: 60k
Not allowed on homepage

Clickable Wallpaper:

Left / Right Panel: 300 x 900
File size: 60k
Click URL: required

Email Newsletters:

Ad units: 300 x 250, IAB Billboard 970 x 250
Ad served gif or .jpeg . No animation
A click-through URL is required
3rd party tracking is not accepted

Video Pre-Roll:

15-30 sec spots to run prior to Feature Video/Video Views Video
Ad serves: .mov files

AtlantaDailyWorld.com

728 x 90

Leaderboard

300 x 250

Medium Rectangle

320 x 50

Mobil Web Ad

970 x 250

IAB Billboard

300 x 250

Email Newsletter

970 x 600

IAB Push Down

300 x 600

Half-Page Ad

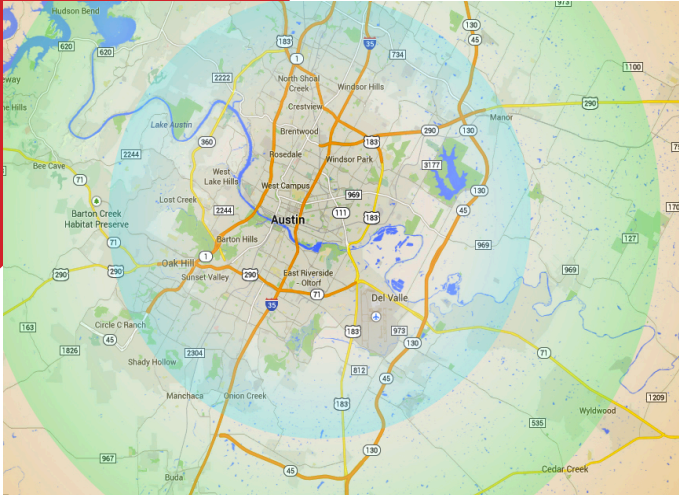
\$6.00 per 1000

Please Note: This is a basic overview to Real Times Media digital advertising specifications. For additional details to the creative specifications and for individual ad units, please reach out to Real Times Media Sales Associate.

MEDIA KIT 19



GEOTARGETING CROSS-PLATFORM



Target your audience with pinpoint accuracy at the state, DMA, city or even ZIP code level with our RTM Cross-Platform Geotargeting Solutions. Target web browsers and smartphone users within the defined geographic area where you conduct business.

Features

- Run display, mobile and video targeted advertising campaigns
- Select your geographic coverage area down to the ZIP code level
- Support for all standard IAB display and mobile ad units
- All campaigns auto-optimized toward your established goals

Benefits

- Geo-targeted display and mobile impressions
- Cross-platform coverage for increased performance
- Monthly reporting available on all campaigns

AtlantaDailyWorld.com



RTM Demographic Targeted Audience Solutions

Use the cutting-edge of audience targeting with our RTM Targeted Audience Solutions, an advance way to reach your own customized audience. Get seen not just on your website but on thousands of websites your customers visit while they are on the internet.

Features

- Multi-tactic strategies utilizing a combination of site retargeting, keyword-level search retargeting and contextual targeting
- Ongoing optimization using advanced algorithms
- Monthly reporting for all campaigns
- Support for display, mobile, video and Facebook ads units

Benefits

- High performance, customized audience targeting that delivers better performance while reducing costs
- Multi-tactic approach offers flexibility in achieving your advertising goals



RTM Behavioral Targeting

Reach a targeted audience with our RTM Better Behavioral Targeting solution. Select from over 500 responsive audiences built from intent and interest data.

Features

- Choose from over 500 responsive audience segments
- Automated optimization using advanced algorithms to ensure your ads are seen by the right customers
- Monthly reporting to keep you in the know
- Support for display, mobile, video and Facebook ad units

Benefits

- Quickly deploy targeted campaigns for defined audiences
- Gain insights to develop custom [Product Name] audiences
- Reach your target audience in an efficient and accurate manner



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