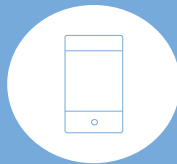




ELITE NEWS

THE OFFICIAL VOICE OF THE CHURCH AND COMMUNITY

MEDIA KIT



Our History

William "Bill" Blair was born on October 17, 1921, in Dallas, Texas. He attended B.F. Darrell Elementary and graduated from Booker T. Washington.

In 1946, Mr. Blair began pitching for the Indianapolis Clowns, one of 12 old Negro League Baseball teams. These teams spawned such greats as Jackie Robinson, Ernie Banks Satchel Paige and Josh Gibson.

In 1949, Mr. Blair established the Southwest Sports News, a newspaper that published scores from African American college games across the United States. The newspaper was circulated to all major black colleges throughout the country.

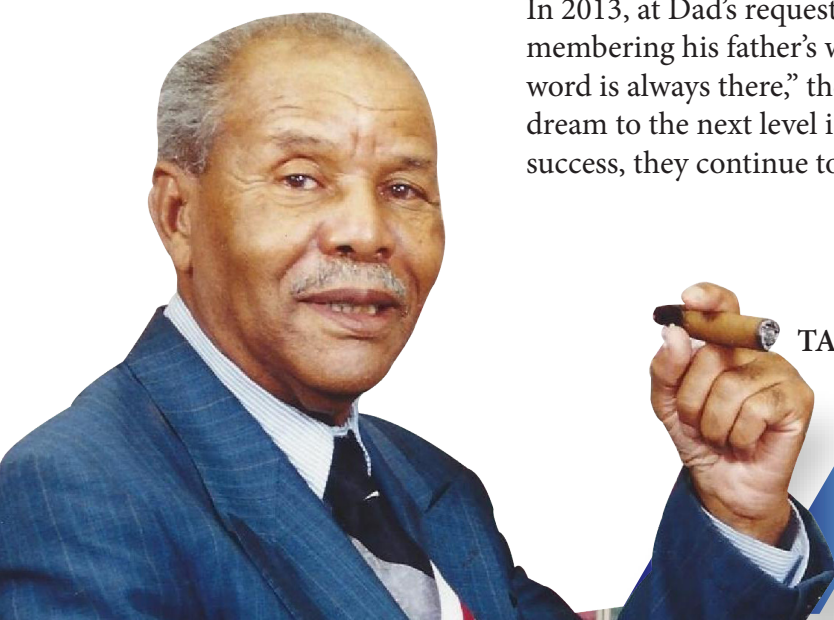
In 1951, Mr. Blair left baseball because of an injury to his pitching arm. He continued to publish the Southwest Sports News. Even though Mr. Blair loved sports, he recognized the need for black churches to have a voice in the city of Dallas. As Political, Educational and Economic unrest led to the Civil Rights Movement and race riots grew, Mr. Blair decided that the blacks needed a sound media voice to "Tell It Like It Is." As a result, in 1960, the Southwest Sports News changed its name to the Elite News. The motto became "Black News for Black People."

The Elite News newspaper was widely read in the black community. It highlighted the black churches, and black people making a difference in their community, politics, as well as sports in the community.

For 57 years, the Elite News has been "Devoted to nothing, but the TRUTH," and as Mr. Blair puts it, "I'm not telling you what I hear I'm telling you what I know."

The Elite News has gone through many face-lifts, but it remains "The official voice of the Church and community."

In 2013, at Dad's request Darryl E. Blair Sr became the publishing Editor, remembering his father's words: "The spoken word is like the air, but the printed word is always there," the paper's single goal was to continue to take his father's dream to the next level in media. Standing on a solid foundation of proven success, they continue to serve the community with integrity and compassion.



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About the Publisher

Darryl is a Dallas native. His father was Negro Baseball player, historian and Civil Rights Activist William Blair Jr. His mother was a well-known and respected caterer Mozelle Jordan Blair. After attending Bishop Dunn, Darryl graduated from Roosevelt High school in 1983 where he lettered in both track and football. Upon graduation from Roosevelt High he attended Prairie View A&M University majoring in banking and finance. He finished Prairie View in 1987 and immediately began working in sales and advertising for his family owned and ran newspaper The Elite News.

From 2006 to 2008 Darryl served as the Executive Director of the Capital City Classic CEO and Executive Director.

In 2007 he took over as the Executive Director of the Elite News Religious Hall of Fame Museum. At the death of his brother, Jordan Blair and the request of his father Darryl took over the running of the newspaper in 2012. Under Darryl's leadership Elite News produces several annual community events; The Martin Luther King Jr Parade and Festival, an Awards Program, The Easter Eggtravaganza, The William Blair Golf Tournament, The Religious Hall of Fame banquet, The Annual Backpack Give Away and The Women of Excellence Program.

The Parade and Festival was one of the largest parades throughout the country. It was attended by 200,000 spectators. Through the other annual events Elite News provides scholarships, mentorship and outdoor activities to deserving community youth. One of the favorite is the end of summerevent that provides children with backpacks and school supplies.

Darryl is a former member of the southwest Dallas Pachyderm.

Darryl loves all sports with his favorite being golf. On a good day you can find Darryl on any golf course making deals.



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www.elitenewsdallas.com

About Us

With a readership of 160,000, The Elite News is the inroad to the community. Churches, corporate and small businesses are the venues in which Elite News is distributed weekly. As an African American newspaper, we are proud to be a part of the community. We have a proven track record for being "Devoted to Nothing but the Truth." Also, being the vehicle to carry the consistent message throughout North Texas.

The Elite News is family-owned and has been a part of the Dallas area for over 50 years. Our publication provides our readers with the following sections: Local and National News, Sports, Editorials, Community Leader Profiles, Church Activities, Health and Fitness, Business Consumer Tips, Classified and Employment Opportunities and Community Calendar.

The Elite News informs the community of news issues and events of importance to the black community. Our goal is to keep our readers informed of business and job opportunities, consumer awareness and services, and ways to stay healthy.

PUBLISHED: WEEKLY
DISTRIBUTION: 40,000 A WEEK
DISTRIBUTION AREAS: CITIES IN NORTH TEXAS
NUMBER OF PAID SUBSCRIPTIONS: 3,500



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What They Are Saying About Us

Sandra Clark

Owner, Sandra Clark Funeral Home

"The Elite News has helped us reach our targeted markets with outstanding response. The value I receive from advertising with the Elite News is beyond comparison. It just makes good business sense."

Dr. Corey C. Toney

Owner, No Limit Bail Bonds

"I've been advertising with the Elite News for 26 years because they bring me buyers and give me a great return on my investment. They reach the customers I am looking for."

Kevin Young

Owner, KYII Realtors

"I advertise with the Elite News because they get my name and business noticed in the community and bring me loyal customers."

Rev. Dr. Tommie L. Brown

Pastor, New Mount Zion MBC, Dallas, TX

"The Elite News is one of the oldest black newspapers in the City of Dallas. The Newspaper is entrenched in the community and participates at all levels. The Elite News has a great distribution and reaches the masses."

Rev. Dr. David A. Wilson

Pastor, Greater Cornerstone MBC

(President, Interdenominational Ministerial Alliance of DFW)

"We advertise with the Elite News because it gets the message to the people we serve. God Bless the Elite News for the service they render to the church and community."

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Events

Elite News Juneteenth Celebration Annual Parade

For over twenty-five years, the Elite News produced the MLK parade which draw over 220,000 viewers and participants. Grand Marshals over the years have included: Dallas City Manager John Ware, Reverend S.C. Nash, the Late Rev. S.M. Wright, Dallas Mayor Laura Miller, Former Mayor Ron Kirk and Mavericks President Terdema Ussery. The parade has been covered by the local news channels for the past 5 years. With the changing of times we are only growing what we already know. The Juneteenth Celebration is a combination of all that is good in this uncertain time. We will feel the streets with joy, laughter and family.

Elite News Annual Awards Night

Held the last night in February, this event has recognized and awarded over 900 individuals, over the last thirty years.

Elite News Annual Bill Blair Scholarship Golf Tournament

Held the last Friday in April, this tournament raises money to fund higher education for high school seniors in the City of Dallas.

Elite News WOW Awards Brunch (Women Of Wisdom)

In the last 6 years this celebration, has been the stable of Identifying, and Uplifting a wide array of Women from a cross section of the North Texas Area. These Women hail from all walks of life Socio-economic, Cultural, and Racial divides, yearly the Elite News recognizes (10) Outstanding Women on the 2nd Saturday of October., with a high noon Brunch and salute. This event is a source of raising funds for the Elite News Charities funding disadvantaged kids to camp and various other events.

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Demographics

Our distribution area covers North Texas. We distribute 40,000 papers weekly to various cities including Dallas, DeSoto, Duncanville, Plano, Mesquite, Irving, Arlington, Grand Prairie, Ft. Worth, Lancaster, Richardson, Waxahachie. Some of the distribution sites in Dallas include Luby's, Parrish McDonald's Restaurant, the Fair Park area including the African American museum, Hamilton Park, Maynard's, Central Downtown Library, Martin Luther King Center, City Hall and all Ministers and healthcare providers listed in the Elite News.

Total Readership is 160,000, which includes Private Subscriptions.

Subscriptions are \$35 for 6 months or \$70 for a full year.

Distribution by Zip Codes:

75051, 75054, 75061, 75081, 75115, 75134, 75138, 75201, 75212, 75224, 76106, 76107, 75149, 75150, 75159, 75203, 75208, 75210, 75215, 75216, 75217, 75219, 75223, 75224, 75227, 75229, 75232, 75233, 75234, 75237, 75240, 75241, 75243, 76010, 76014

Reader Profile

Age of Readers: 15 to 75

Average Age: 25-70

Education: 9th Grade to Ph.D.

Income: \$55,000.00 and up



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Advertising Rate Sheet

ADVERTISING RATE SHEET			
SIZE	PRICE	INCHES WIDE	INCHES DEEP
FULL PAGE	\$3,550.00	10"	10"
HALF PAGE	\$1,775.00	10"	4.785"
QUARTER PAGE	\$950.88	4.916"	4.875"
EIGHTH PAGE	\$475.44	5.50"	2.50"
BUSINESS CARD	\$220.50	4.00"	2.25"

STANDARD AD MEASUREMENTS			
COLUMN WIDE	INCHES WIDE	INCHES DEEP	COLUMN INCHES
1	10"	4"	1.527"
2	10"	5"	3.236"
3	10"	DOUBLE TRUCK	4.916"

Each column inch of run paper (ROP) advertising space cost \$35.
To find the cost of a custom sized ad, multiply the total column inches by \$35

Inserts \$300.00 per 1000 (Minimum of 10,000)

Contracts

The Elite News offers discounts up to 20% off the open rate for customers who sign a contract to advertise on a regular basis. Advertising contracts are sold on an individual space available basis.

Creative Services

Let us work for you! Send us your company logo and we can design an ad for you. Our basic ad design fee is \$75. Add \$12 for each photo you want us to shoot to use in your ad.

Billing & Taresheets

Payment is due prior to each insertion receipt by check, credit card or money order. The mailing address is P. O. Box: 380071 Duncanville, TX 75183

Submission Guidelines & Deadlines

The Elite News is published each Friday.
Complete ad orders must be received in our office no later than Wednesday at 1:00 p.m. c.s.t. Email is preferred. PDF files, Microsoft Word documents and graphics may be emailed to elitearticles@aol.com The Elite News reserves the right to refuse ads.

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