

# 2022 Media Kit

**Bayou Beat**   
Bringing that 'Southern Love' to your daily news coverage

**Online // Print & Digital Newspaper // Social Media**

**Giving you more ways to target customers**

# Bayou Beat

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**Thank you in advance for considering to advertise with Bayou Beat News, the latest publication captivating readers across the South.**

The CEO/publisher, Nakia Cooper, an award-winning digital storyteller, is the first African American to manage a digital media/web department at a Houston television news station. In fact, Cooper has served in leadership roles at three (3) TV newsrooms in Houston and has solidified one Emmy, two Edward R. Murrow, three Associated Press, and two Lone Star Press awards. Cooper has also served as a media supervisor for the 2020 United States Census campaign, radio and broadcast announcer, and a journalism professor. She is the current president of the Houston Association of Black Journalists and knows the value of delivering news that is engaging, therefore "Bayou Beat News" was launched.

Bayou Beat News brings that "Southern Love" to your daily news coverage. It was launched in 2020, during the height of the pandemic, to educate, inform and entertain readers when it seemed the world was losing hope.

Bayou Beat News has an ONLINE platform ([www.bayoubeatnews.com](http://www.bayoubeatnews.com)) and a monthly PRINT edition. Our online readers stretch across the United States, Canada, and parts of Europe and Africa primarily for international, and our print editions can be found in stores and businesses we've established partnerships within Houston, Crosby, Baytown, Dickinson, Beaumont, and Galveston.

We are expanding our print newspaper distribution daily through our grassroots methods of connecting with the community; old-school, in-person, and door-to-door. Newspaper distribution in other states is forthcoming.

Why should you advertise with us? Because for us, CONTENT IS KEY! You won't find a newspaper packed with standard wire copy or repurposed articles everyone else has, we pride ourselves on original "page turning" content so, YOUR ADS will be viewed. We appreciate your support as you connect your brand with our growing audience.

## Snapshot of Our Readers

**Website**

**500k**  
Avg monthly reach

**Print**

**22.5k**  
Circulation

**eEdition**

**25k**  
Monthly Reads

**eBlast**

**16k**  
Subscriptions



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## OUR READERS

### How do our readers engage us?

- Our print newspaper, which has a circulation reach of 22,500, is routinely “sell out” as we distribute copies monthly to homes, businesses, and high-traffic areas for pickup.
- We publish daily on our website, promoting articles via Facebook and Twitter
- We have a combined social media following of 25K+ and growing
- We have 16,000 email subscribers with a higher than industry open-rate

### Community newspapers are thriving

- People prefer newspapers for their local news over television and the internet. Local news beat the internet by a 3:1 margin
- 5% said they rely on social media to get information about their community
- 46% of respondents said they share their local newspaper with at least one person and 36% said they share it with two people or more
- 75% of respondents said they look forward to their community newspaper
- 79% of respondents said they find their community newspaper valuable for local shopping and advertising information
- "Local newspapers provide a different kind of connection with consumers, and readers feel more positive about businesses that advertised in their local paper," News Media Works, February 2016. Additionally, per News Media Works, 62% surveyed said they had visited a store or business because of advertisements in community papers.



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## SNAPSHOT OF OUR READERS

### Print Audience

LOCAL, QUALITY, IMPACTFUL

# 22,500

Newspaper Readers

5,000 Circulation x 4.5 per household within the African American community.

Mobile Visits

# 62%



Desktop Visits

# 36%

## Digital Audience

WE CREATE AN ALL-DAY EXPERIENCES FOR READERS TO ENGAGE  
& INTERACT WITH LOCAL CONTENT

# 500,000

Avg. monthly reach

7% Ages 18-24

22% Ages 45-54

20% Ages 25-34

9% Ages 55-64

36% Ages 35-44

7% Ages 65+

## Social Audience

Combined  
social media



## E-Newsletter Audience

16,000 Subscribers

Male 44% // Female 56%



## Bringing that 'Southern Love' to your daily news coverage

# OUR DISTRIBUTION

# GREATER HOUSTON AREA & SURROUNDING CITIES

Bayou Beat News distributes hyperlocal news and stories with deep community relevance that is often overlooked. We cover events, politics, education, health, beauty, fashion, book reviews, movie reviews, sports, travel, vacations, auto review, and more!

# Print Audience

# LOCAL, QUALITY, IMPACTFUL

# \$1.4 Trillion

## Black Buying Power

# Total Texas Population

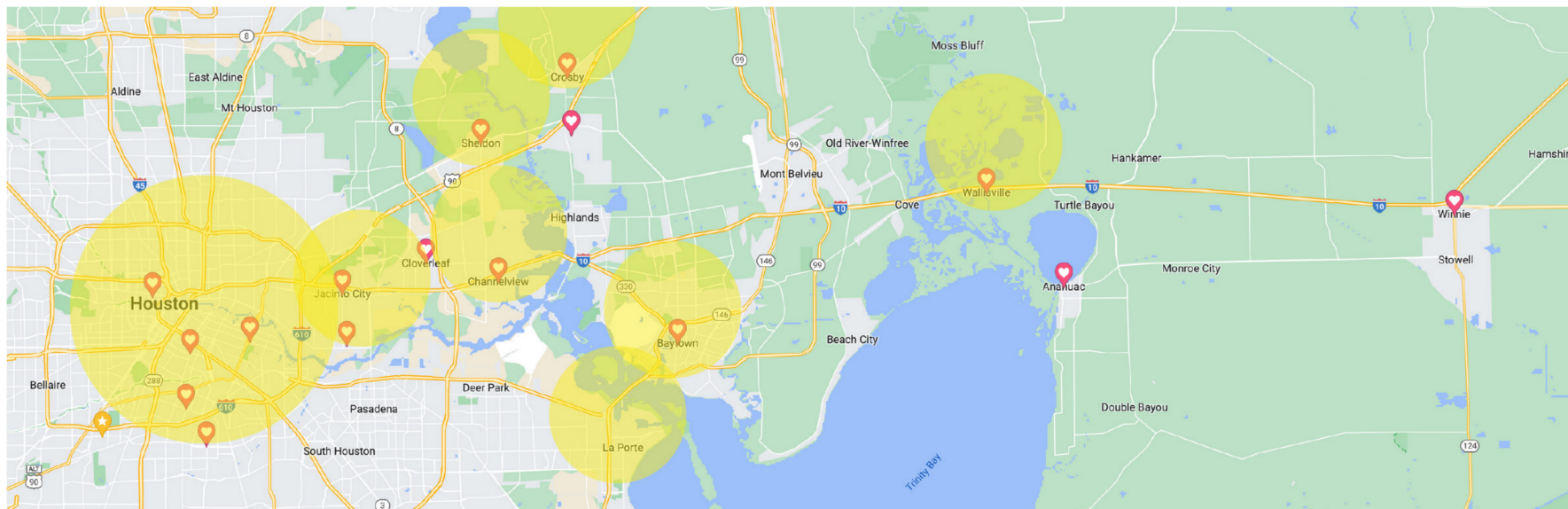
# 29,145,505+

# African-Americans:

////// **11.8%**

# Hispanic:

//////39.2%



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## EDITORIAL CALENDAR

Bayou Beat News reservation deadlines are 15 days before the publication date.  
We accept artwork/advertisements 10 days before the publication date.

Issue Date	Special Edition	Reservation Deadline	Artwork Deadline	Delivers
September 2022	Black Business Month	August 15, 2022	August 22, 2022	September 1, 2022
October 2022	Election Voter Guide	September 16, 2022	September 21, 2022	October 1, 2022
November 2022	Holiday Guide	October 17, 2022	October 22, 2022	November 1, 2022
December 2022	Holiday World Aids Day	November 16, 2022	November 21, 2022	December 1, 2022
January 2023	Dr. Martin Luther King, Jr. Celebration	December 16, 2022	December 21, 2022	January 1, 2023
February 2023	Black History Month	January 17, 2023	January 21, 2023	February 1, 2023
March 2023	Black Press Week HLS&R	February 13, 2023	February 19, 2023	March 1, 2023
April 2023	Black Restaurant Week	March 15, 2023	March 21, 2023	April 1, 2023
May 2023	Mother's Day Travel Guide	April 16, 2023	April 21, 2023	May 1, 2023
June 2023	Black Music Month Juneteenth Celebration	May 15, 2023	May 22, 2023	June 1, 2023
July 2023	Arts & Culture Jazz Heritage	June 15, 2023	June 21, 2023	July 1, 2023
August 2023	Black Business Month Back-to-School	July 15, 2023	July 21, 2023	August 1, 2023
September 2023	National Sickle Cell Awareness Hispanic Heritage	August 16, 2023	August 21, 2023	September 1, 2023
October 2023	Election Voter Guide	September 15, 2023	September 21, 2023	October 1, 2023
November 2023	Holiday Guide	October 14, 2023	October 21, 2023	November 1, 2023
December 2023	Holiday World Aids Day	November 13, 2023	November 18, 2023	December 1, 2023



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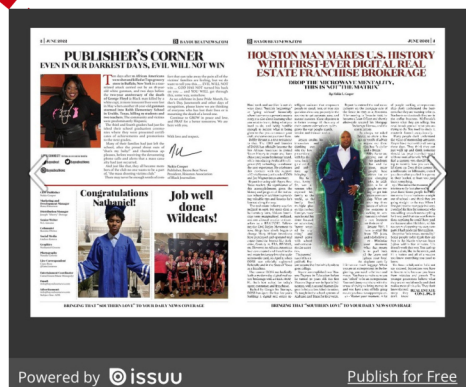
## MULTIMEDIA MARKETING CAPABILITIES

Print Newspaper

Newsletter



eEdition



Bayoubeatnews.com



Social Media





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## MULTIMEDIA MARKETING CAPABILITIES



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## ADVERTISING RATES

### Position Type

- Full Page
- Back Full Page
- Center Spread (Double Truck)
- Half Page  
(Vertical or horizontal)
- Quarter Page
- Classified Display
- Front-Page Feature Article

### AD Specs

- 9.75 x 14 in. \$2,500/Month
- 9.75 x 14 in. \$3,000/Month
- 20.5 x 14 in. \$4,000/Month
- 9.75 x 6.25 in. \$1,250/Month
- 6.75 x 14 in. \$ 1,250/Month
- 4.75 x 6.25in. \$ 625/Month
- 4.75 x 3.25 in. \$ 325/Month
- \$3,000/Flat Fee

## CONTENT CHANNELS:

Travel & Outdoors • Home & Real Estate • Eat & Drink • Arts & Culture Health & Wellness • Style & Shopping • News & City Life

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## AD SPECS & DEADLINES

### FORMATS ACCEPTED

Bayou Beat News encourages the delivery of advertising material electronically in Adobe Acrobat PDF format.

Please take our specifications into consideration for all supplied material.

### THE FOLLOWING FORMATS ARE NOT ACCEPTED:

Microsoft Publisher files | Word, Powerpoint or Excel files Gif files | Low Resolution Tiff or Jpeg files

### AD PLACEMENT DEADLINE

Reservations Deadlines: Bayou Beat News reservation deadlines are 15 days before the publication date. We accept artwork/advertisements 10 days before the publication date.

Send ads as PDF (minimum 300 dpi) to: [Info@bayoubeatnews.com](mailto:Info@bayoubeatnews.com)

### SPONSORED CONTENT

#### EDITORIALIZED EXPOSURE

- Company Logo
- Company URL
- Photos or other images to accompany article
- Sources or materials for writer  
*\*\*Content of article to be discussed in an initial discovery call with the sales rep and/or editor.*

### BASE PROMO

- Company Logo
- Company URL
- 300-500 word article ready to publish with desired hyperlinks
- Photos or other images to accompany the article

### CONTESTS AND GIVEAWAYS

- Company Logo
- Company URL
- Photo or other images with no text to serve as lead image 600x350 newsletter ad
- Materials for social media

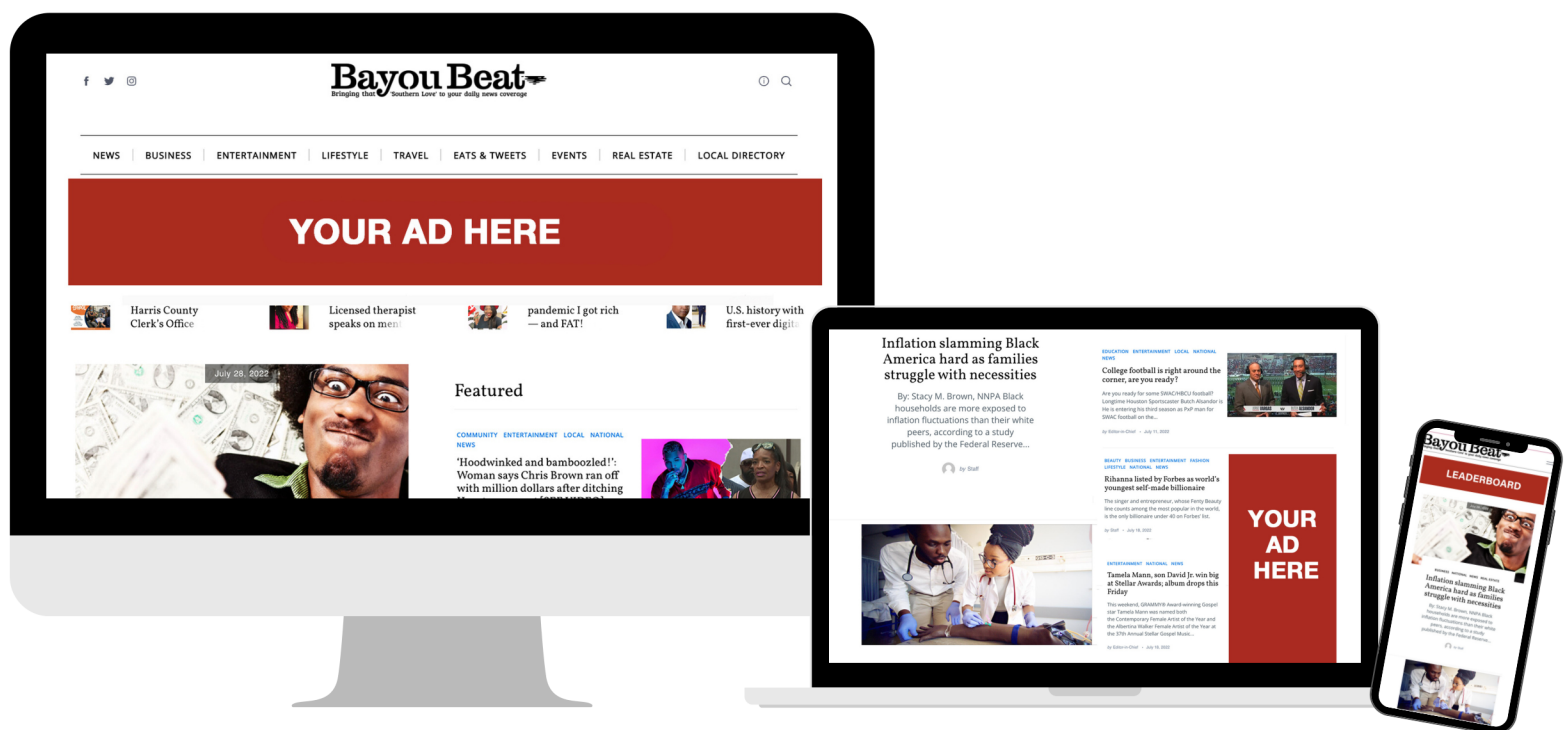
**PUBLISHING DAY: First of the month**



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## WEB ADVERTISING RATES BayouBeatNews.com



## PRODUCTS & SERVICES WEBSITE

### Position Type

- Leaderboard Homepage
- Secondary Banner
- Skyscraper
- Sidebar
- Footer Banner
- Video

### Graphic Specs

- 728 x 90
- 728 x 200
- 300 x 600
- 200 x 250
- 728 x 200
- MP3

### Rate

- \$1,000/Month
- \$750/Month
- \$800/Month
- \$500/Month
- \$350/Month
- \$400/Month

### MORE ADVERTISING OPPORTUNITIES

- Native Ads (*Content created by you that is featured as sponsored content*)
- Editorial Sponsorship Article (*Content created by us to promote and advertise your business in a news-style format*)
- Pre-Roll (*Video ad before news content plays 15, 30, 60 sec.*)
- Social Media (*Instagram or Facebook Ads*)

## INTRODUCTORY SPECIAL

**ALL RATES ARE MONTHLY  
WITH 3 MONTH  
COMMITMENT**

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## OUR DIGITAL PLATFORMS

### DIGITAL

#### NEWSLETTER BANNERS | \$150

Newsletters keep people engaged with your brand. Share articles or videos, let people know about new products or promotions or invite them to events.

Space reserved on a first-come basis: Material accepted JPEG, GIF, and GIF Animated. There are three (3) standard banners sizes:

Position Type	Graphic Specs	Rate
Top Banner:	776 x 208	\$150.00
Bottom Banner:	776 x 208	\$150.00
Sponsored Content	(with external link)	\$ 75.00

**Deadline: One week prior to launch date**

#### E-BLAST MARKETING | \$300 ea or 3x \$550

Use electronic newsletters with branded content to engage targeted audiences. Content and Click-through URL links supplied by the client or a customized design rate \$75.00 applied. Frequency discounts available

**Deadline: One weeks prior to the launch date.**

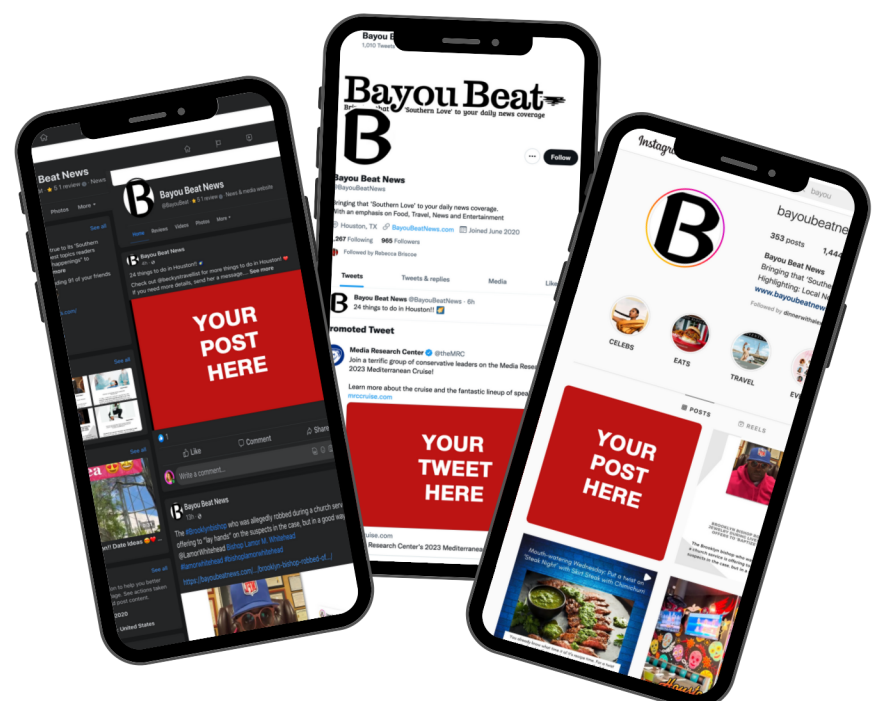
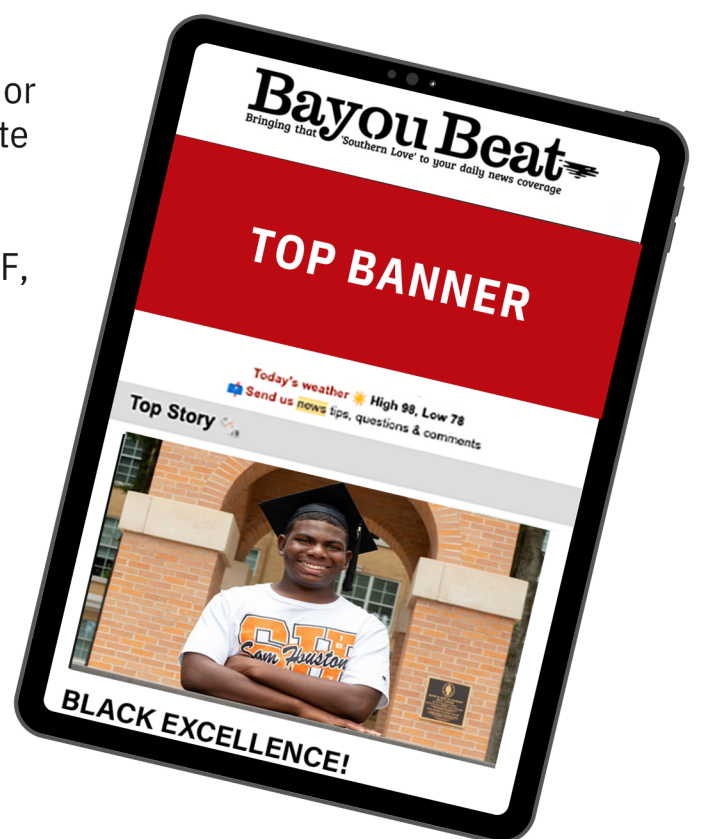
### SOCIAL MEDIA

FACEBOOK, TWITTER, INSTAGRAM  
Campaigns targeted by age, gender, ethnicity, location and other filters.

**Deadline: Two weeks prior to the launch date.**

#### SOCIAL MEDIA AD CAMPAIGNS Rate

**\$100 per post** on BBN's Social Media platforms  
**\$1,500+ per month to manage** your social media marketing accounts



# Thank you!

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800-608-9096 - [info@bayoubeatnews.com](mailto:info@bayoubeatnews.com)

[www.bayoubeatnews.com](http://www.bayoubeatnews.com)