



**2019 NATIONAL BLACK BOOK FESTIVAL  
TABLOID NEWSPAPER**

**ADVERTISING RATES AND SPECS**

**DEADLINE FOR SUBMISSION: Sept. 12, 2019**

**NOTE:** All ads must be camera-ready. Graphic services available for additional charge of \$50.

**DISTRIBUTION:** Educational institutions throughout the Houston area - Sept/Oct 2019  
 Social media audience of 90,000+ - Sept/Oct 2019  
 On-site at 2019 Nat'l Black Book Festival – Oct. 24-26, 2019

**PRINT RUN:** 10,000 copies

Full page – Inside Front Cover – 4-Color	12-1/2" x 10"	\$850.00
Full page – Inside Front Cover – Black and White	12-1/2" x 10"	\$650.00
Full page – Inside Back Cover – 4-Color	12-1/2" x 10"	\$850.00
Full page – Inside Back Cover - Black and White	12-1/2" x 10"	\$650.00
Full page – Outside Back Cover – 4-Color	12-1/2" x 10"	\$850.00
Full page – Outside Back Cover – Black and White	12-1/2" x 10"	\$650.00
Full page – Inside newspaper – 4-Color	12-1/2" x 10"	\$700.00
Full page – Inside newspaper – Black and White	12-1/2" x 10"	\$500.00
Half-page horizontal - 4-Color	6-1/4" x 10"	\$350.00
Half-page horizontal – Black and white	6-1/4" x 10"	\$250.00
Half-page vertical - 4-Color	12-1/2" x 5"	\$350.00
Half-page vertical – Black and white	12-1/2" x 5"	\$250.00
Quarter-page - Black and white ONLY	5-1/2" x 4-7/8"	\$150.00
Newspaper coupon ad (For NBBF participating authors ONLY)		\$ 89.00
Business card ad (camera-ready business card ONLY)		\$ 69.00

To pay for your ad, send payment via Paypal to: [grichardson@cushcity.com](mailto:grichardson@cushcity.com) OR  
 Mail a check or money order for payment to the address below.  
 [No checks accepted after Sept. 1, 2019 – No exceptions]