



# URBAN TIMES NEWS

Urban Voice | Global Vision



## Advantages of Local Newspaper Advertising

*Community papers offer a variety of benefits for advertisers, especially for small businesses that wish to establish a strong presence in the local community.*

### **Here are Four Great Reasons to Advertise in Your Local Newspaper:**

#### **GEOGRAPHY**

Newspapers permit an advertiser to reach a large number of people within a specified geographical area. Advertising in a local newspaper ensures your ad will be seen by people in your target market. Internet advertising is harder to target locally because of the international nature of the Web.

#### **FLEXIBILITY & FUNCTION**

Printed products are far more tangible and useful to many people than TV advertising. The printed advertising message has permanence. A reader can refer back to, or even clip and save a particular ad and use it when it's convenient to find out more about the business.

#### **BUSINESS IMAGE**

Since community newspapers deal with local issues, they tend to be read by people who have strong interest in or strong ties to the community. By advertising in community papers, you demonstrate that your business is part of the local scene. Consequently, readers may choose your product over a competing regional or national brand as a show of support for local businesses.



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**Celebrate or commemorate with the Urban Times News**



**Urban Times News is proud to announce two new sections!**



## Announcements & Upcoming Events

*Celebrate or commemorate with the Urban Times News.*

**Upcoming Events & Church News**

**Birth, Engagement, Wedding & Graduation Announcements**

**Death Notices & Memorials**



## Business Card Advertisements

*Community papers offer a variety of benefits for advertisers, especially for small businesses that have or wish to establish a strong presence in the local community.*

For Rates or questions regarding announcement pages and business card advertisements  
Email: [utnannouncements@gmail.com](mailto:utnannouncements@gmail.com).

No advertisement will be printed without advance receipt of payment.

*Costs vary according to length.*



[editor@utrnj.com](mailto:editor@utrnj.com)



[utrnj.promotions](https://www.instagram.com/utrnj.promotions)



Urban Times News UTNNJ

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## ADVERTISING CONTRACT

### AD SIZE TYPE

Color  Black & White

Back Cover \$2000\*  Full Page \$1200  ½ Page \$600  ¼ Page \$250

AD RUN  1st Issue  2nd Issue  3rd Issue  4th Issue

(Please Print)

Organization/Business or Individual: \_\_\_\_\_

Contact Name/Authorized Agent: \_\_\_\_\_

Address: \_\_\_\_\_ City, State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Service Category: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

SUBMIT YOUR ADVERTISEMENT IN A HIGH RESOLUTION  
ADOBE ACROBAT PDF FORMAT

\*LIMITED TO FIRST RESPONDENTS

MAKE ALL CHECKS PAYABLE TO: **URBAN MEDIA GROUP, LLC.**

Authorized signature of UMG, LLC: \_\_\_\_\_