



THE
CRUSADER

NEWSPAPER GROUP



2023 MEDIA KIT

WHO WE ARE



The Crusader Newspaper Group consists of two weekly newspapers in Illinois and Indiana featuring news, commentary and lifestyle reporting geared toward the African American community. The Chicago Crusader and Gary Crusader, published by minority media champion Dorothy R. Leavell, reach two unique markets with a shared \$47 billion (annual) consumer buying power.

The Chicago Crusader is circulated in 23 Chicago communities recognized as predominantly African American. The Chicago Crusader, first published in 1940, was cofounded by businessman and labor leader Balm L. Leavell Jr. along with partner Joseph H. Jefferson. Originally established as the news organ of the Negro Labor Relations League, the Chicago Crusader soon emerged as the leading voice for tens of thousands of African Americans on issues of education, business, civil rights, criminal justice, and civic affairs.

From the beginning, the Chicago Crusader has championed the interests and chronicled the rich history of Black Chicago. Today it remains the city's most celebrated weekly, reaching almost 500,000 readers. It has received numerous awards and recognitions for its reporting and photojournalism spanning seven decades. The Gary Crusader, published in Gary, Indiana since 1961 provides a much-needed voice and news operation to Northwest Indiana including the cities of Gary, East Chicago, and Hammond. The Crusader Newspaper Group, with offices in Chicago and Gary remains committed to its mission of improving the lives and protecting the interests of African Americans.

Both publications are voting members of the National Newspaper Publishers Association (NNPA), a trade organization which represents more than 200 African American newspapers in the United States and its territories.

MEET DOROTHY R. LEAVELL



**Editor & Publisher
The Crusader Newspaper Group**

Dorothy R. Leavell continues to be at the helm of the Black Press of America. Since 1968, she has served as editor and publisher of the Crusader Newspaper Group—Chicago and Gary, Ind.—after the death of her first husband Balm L. Leavell Jr., co-founder of both publications in 1940 and 1961, respectively. Once at the helm of the company, Mrs. Leavell instituted modern changes to enhance the production and effectiveness of the newspapers. She also stabilized her holdings by purchasing and upgrading the buildings, which housed its editorial and production facilities. Since its inception, the Chicago Crusader and Gary Crusader have never missed a single issue.



A member of the NNPA for more than 54 years, Mrs. Leavell has served in various other capacities including assistant secretary, a member of the board of directors, and as treasurer, a post she held for 11 years. She has been featured in articles and on television programs discussing such topics as women in business; the strength of the Black Press; cultural diversity and its impact on business; and several human and civil rights issues.

As Chairman of the NNPA Foundation, she headed up a committee to pardon the Wilmington Ten, which was accomplished by the Governor of North Carolina, pardoning the Wilmington Ten in December 2013.

A lifelong supporter of the arts, Mrs. Leavell donated a personal art collection of 150 commissioned pieces, valued at more than \$50,000 to the DuSable Museum of African American History in Chicago. Additionally, she is a founding member of "Heroes in the Hood," a program which celebrates young people who have performed volunteer and heroic deeds that have gone largely unrecognized. In 2013, she served as Chairman of the National Black Chamber of Commerce and in 2014 was appointed as board member of the National Civil Rights Hall of Fame.

Mrs. Leavell has often been honored and recognized for her philanthropic and civic contributions. A recipient of many awards, she was most recently presented with both the Ida B. Wells Legacy Award and the Katie Hall Public Service Award in April 2019. In November 2018, the Chicago Urban League presented Leavell with its Lester H. McKeever, Jr. Individual Service Award at the Golden Fellowship Gala.

Over the years she has been honored as NNPA's Publisher of the Year (1989); State of Indiana's "Attorney General for a Day; Winnie Mandela Endurance with Dignity Award; Nation of Islam



Distinguished Service Award; by the National Association of Black Media Women; the Mary McLeod Bethune Award; the Humanitarian Award from the Council on African Affairs; honored as the Grand Ye Ye at the 24th Annual 2013 African Festival of the Arts; and a State of Illinois Proclamation from Governor Pat Quinn proclaiming October 21, 2014 as Dorothy Leavell Day in Illinois; other Gubernatorial honors from Governor Jim Edgar, Governor George Ryan, Rod Blagojevich. The Chicago Defender's Women of Excellence award, Illinois State Black Chamber of Commerce and the Barnes & Thornburg Living Legend Award. She has been cited by numerous organizations in Indiana including: the Gary Branch NAACP's Benjamin Hooks Award; Katie Hall Educational Foundation; You are a Torch Award presented by Gary Mayor Karen Freeman-Wilson; the Lake County (Indiana) Council; State Representative Dr. Vernon G. Smith and Gary City Clerk Suzette Raggs and the Urban League of Northwest Indiana.



Other national awards include: the Arthur Fletcher Lifetime Achievement Award, Unbossed and Unbought Award presented by the National Black Chamber of Commerce; Salute Her: Beauty of Diversity Honoree by Cafe Mocha; Rainbow/PUSH Coalition and Women's Luncheon Co-Chair recognition. She was inducted into the Broadcasters Print Media Hall of Fame and the National Association of Black Journalists Hall of Fame at their annual convention in August 2016.

Her most recent awards include being inducted into the Illinois Black Hall of Fame, housed at Governors State University, University Park, Illinois in June, 2022 and Illinois Press Association's Distinguished Service Award in October, 2022. In January, 2023 she becomes Chairman of the Illinois Press Association.

OUR READERSHIP



Our Readership

Crusader readers are African American, affluent, brand-loyal and informed about the consumer decisions they make. A 2019 study revealed 87.6 percent of readers who read Black newspapers regularly do not regularly read mainstream daily newspapers. The Crusader newspapers reach the consumer you most want to reach when you want to reach them. A 2019 Crusader readership survey revealed: (see chart on the right)



GENDER

Male	35%
Female	65%

AGE

18 to 34	34%
35 to 54	37%
55 +	29%

EDUCATION

High School Graduate	75%
Some College	17%
Graduate Degrees	8%

LIFESTYLE

Single/Never Married	30%
Married	35%
Divorced	20%
Widowed	15%

HOUSEHOLD

Home/Condo	42.5%
Renters	57.5%
Vacation Property	27%

AUTOMOBILE

Car Owners	42%
SUV Owners	37%

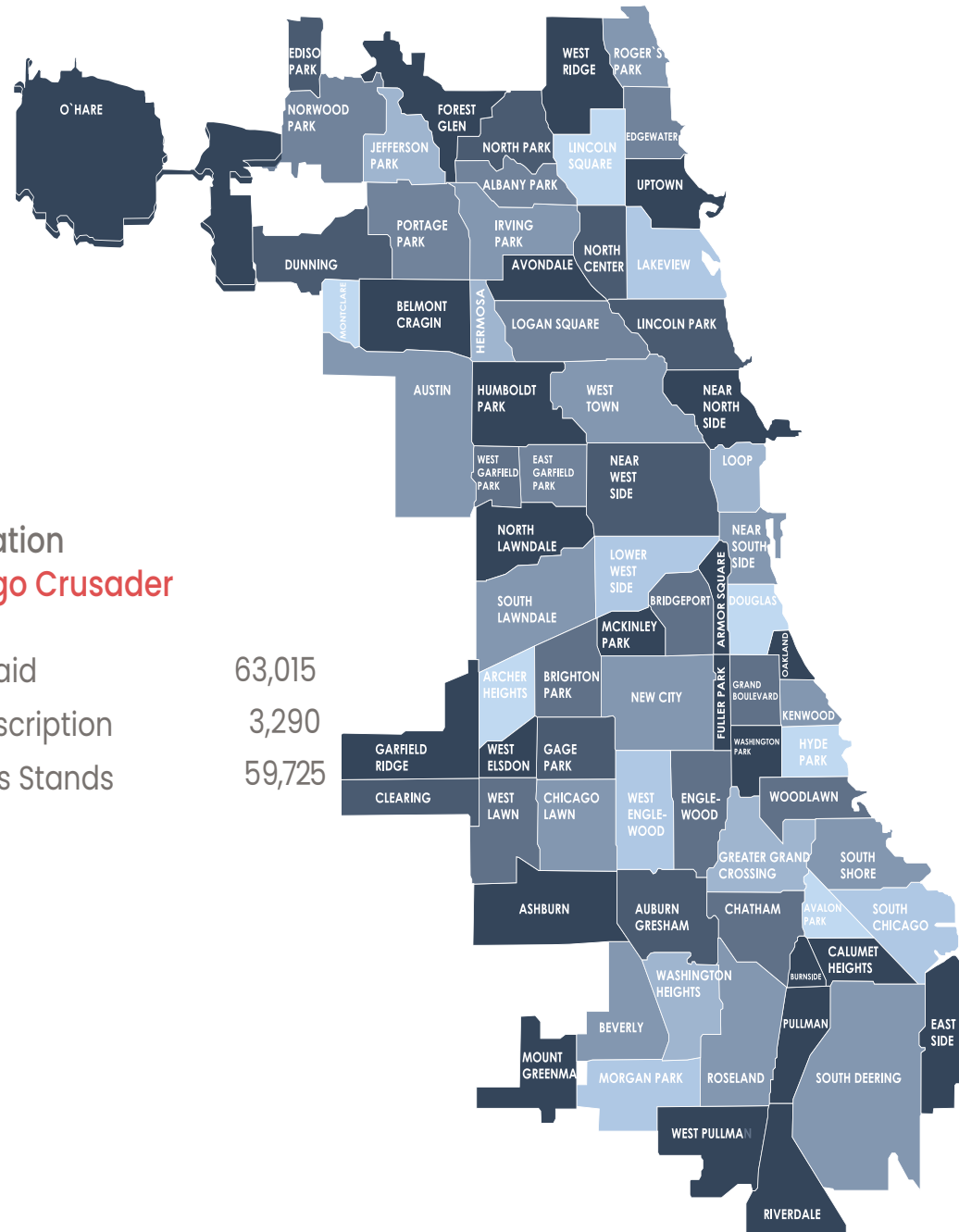
OUR AUDIENCE

Distributed in Chicago, Cook County neighborhoods with a high percentage of African Americans: South Side (limits apply), West Side (limits apply), Suburbs including Maywood, Oak Park, Bellwood, Matteson, Olympia Fields, Park Forest, Richton Park, Glenwood, Harvey, Dolton, Phoenix, Robbins and Calumet City.

Crusader Newspaper Group: 108,195

Circulation Chicago Crusader

Total Paid	63,015
By Subscription	3,290
At News Stands	59,725



OUR AUDIENCE

Distributed in the largest city in Northwest, Indiana, (Lake County) including East Chicago and Hammond; all of Gary's areas include high concentration of African Americans.

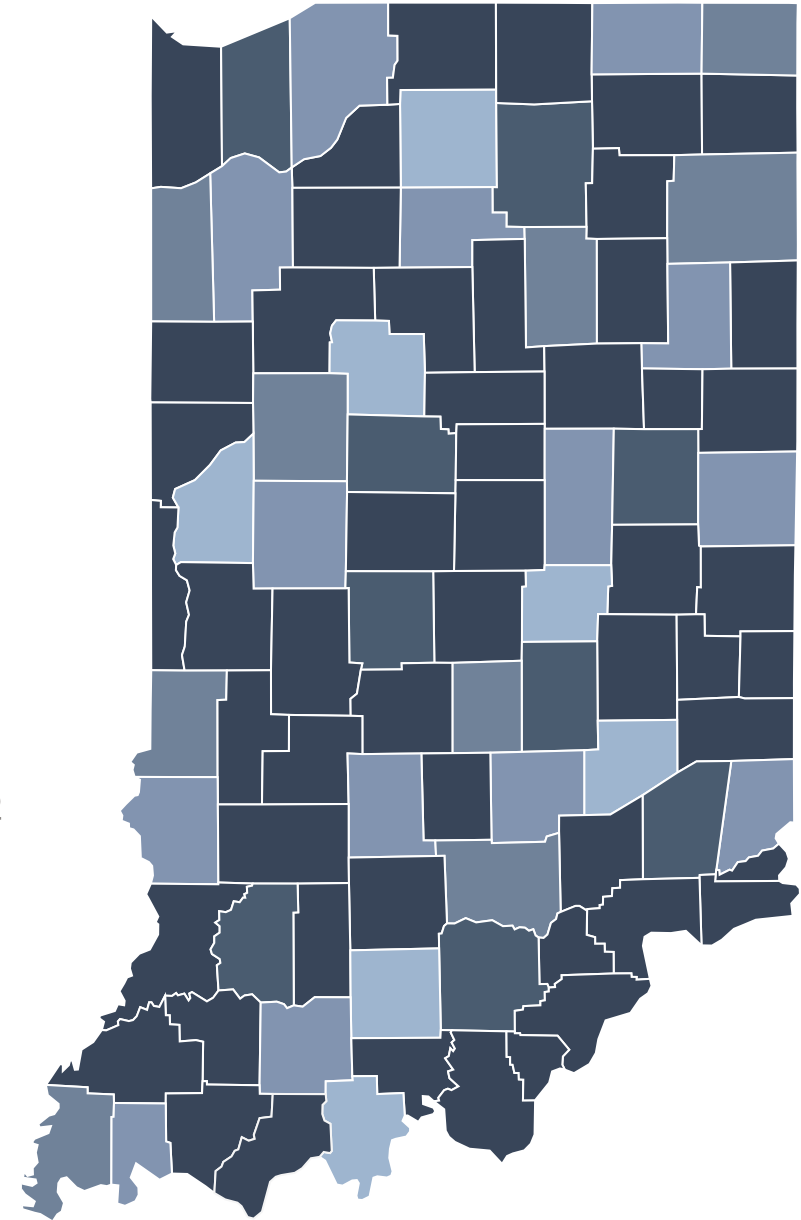
Crusader Newspaper Group: 108,195

Circulation Gary Crusader

Total Paid 45,162

By Subscription 2,490

At News Stands 42,672





Crusader Online is the news and information portal for the Chicago and Gary Crusader. Black newspapers are read, trusted and valued by African-Americans. They are especially attentive to issues in the local Black community, and provide information and perspectives that are largely missing from general media.

Consumers of African American newspapers have the same habits when it comes to the internet. According to Nielsen® NetRatings and comScore Media Metrix figures, 5.8 million African-Americans spend over 1 billion minutes on AOL each month.

CRUSADER ONLINE

BANNER ADS

The Crusader Online offers a variety of sizes to support your marketing message, logo, and graphics.

NEWSLETTER

Advertise in or sponsor our Crusader electronic newsletter, "The Pulse." With a high click-through rate, our readers will be exposed to your message each week.

ONLINE VIDEO

Crusader Online provides unique footage to our subscribers. Each broadcast is related to a special event or topical news item promoted in the newspaper edition. Marketers can sponsor a series of video messages and target consumers in one of several E-packages.

SPECIAL EDITIONS

The Crusader Newspaper Group publishes 52 newspapers per market each year. In addition to its regular news coverage, it also publishes a number of special editions which attract some of the largest advertisers in the region and nation. All special editions are prominently featured on Crusader Online for extra coverage.





ADVERTISING REQUIREMENTS

PUBLICATION DATE

The Chicago Crusader and Gary Crusader Newspapers are published weekly on Wednesday, distributed on Thursday and dated for Saturday.

CRUSADER ONLINE

Content is updated each Thursday. Digital content must be received by the preceding Thursday at 5 p.m.

CLOSING DATE

Deadline is Monday preceding the issue at 5 p.m. Editorial copy is due Monday preceding date of publication at 5 p.m. Camera-ready copy accepted Wednesday at 12 Noon if space has been reserved.

COLOR CAPABILITIES

Newspaper is full color with the exception of classified and legal notices.

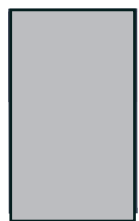
ELECTRONIC TRANSMISSION

Ads may be placed electronically in PDF, JPEG, and EPS files.

EMAIL COPY TO: ads@chicagocrusader.com

Emails must include the issue date, a contact number and email address for the ad designer in case of mechanical or transmission concerns.

MECHANICAL REQUIREMENTS



10" x 14" Full page
70 column inches



6" x 11.67" Half Page Vertical
35 column inches



10" x 7" Half Page Horizontal
35 column inches



6" x 6" 1/4 Page
18 column inches

THE RATES

All sizes conform to SAU standards

National Open Rate

\$144.89 pci (The Chicago Crusader Group)
Preferred Position Extra 35%

Color Included

Inserts

\$70 per M - \$20,000 mininum

DISCOUNT RATES

250 inches

\$136.89 pci

500 inches

\$129.68 pci

Combination Classifieds

(Chicago & Gary Coverage)

Per agate line

REQUIREMENTS

Print Size

10" X 14"

Column Width

2.0"

Coumn Depth

14"

Columns Per Page

5"

Column Inches Per Page

70"

CLASSIFIED ADS

Print Size

10" X 14"

Column Width

1 1/2"

Coumn Depth

14"

Columns Per Page

6"

Column Inches Per Page

84"

ONLINE

Video Ad

(30 sec.) 392 x 72

DIGITAL BANNER ADVERTISING RATES

Leader Banner

Visible next to the mashead: anchors all pages

Footer Bannner - Bottom

Visible at the bottom; anchors all pages

Right Banners (square and vertical)

Embedded on right side of home page

Center Banner

Visible in the center, above the fold on home page

MONTHLY RATES

Leader Banner	728 x 90	\$2,000.00
Right Vertical Banner	300 x 600	\$1,500.00
Footer Banner	728 x 90	\$750.00
Medium Rectangle	300 x 250	\$1,000.00
Large Rectangle (Horizontal)	720 x 300	\$1,500.00





THE CHICAGO
CRUSADER
REAL NEWS | REAL PEOPLE | REAL STORIES



THE GARY
CRUSADER
REAL NEWS | REAL PEOPLE | REAL STORIES



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Dorothy R. Leavell **The Chicago Crusader**
Editor & Publisher The Gary Crusader

INFORMATION

For more information on Print & Digital Advertising, email
ads@chicagocrusader.com or call (773) 752-2500.