

# Hudson Valley Press

hudsonvalleypress.com | P.O. Box 2160, Newburgh, NY 12550 | Tel.: 845-562-1313 | Email: sales@hvpress.net

## MEDIA KIT

Newspaper Advertising  
Online Sponsorship  
Targeted Marketing

Serving the African American, Latino and  
Caribbean Communities of New York's Hudson Valley





# Serving the Community Since 1983

## WHY MINORITIES READ *Hudson Valley Press*

### BELIEVABILITY

Minority newspapers have a believability that other newspapers do not have. They are the only media that express their point of view on community affairs which is recognizable and acceptable to this audience.

### SOCIAL AND RELIGIOUS

Minorities rely completely on their newspapers for social and religious news that is almost completely excluded from white-oriented newspapers.

### JOBS

Minority newspapers are the primary source of information in the all-important area of employment.

### ACHIEVEMENTS

Minority newspapers are the major source of positive news about minority accomplishments and their contributions to the American way of life. Minority newspapers devote more space to their progress than any other media.

### HOUSING

The minority newspaper is the normal source of information about homes, apartments and mortgage funds available to minorities.



# Hudson Valley Press

hudsonvalleypress.com | P.O. Box 2160, Newburgh, NY 12550 | Tel.: 845-562-1313 | Email: sales@hvpress.net

## ABOUT US

The Hudson Valley Press is the first and only minority newspaper that gives coverage to Orange, Dutchess, Westchester, Rockland, and Ulster Counties. While primarily targeting the African American and Latino community, the weekly Hudson Valley Press promotes unification among all races and celebrates diversity.

### IN THE BEGINNING

Initially named The Hudson Valley Black Press, the newspaper was first published in Newburgh, NY on November 24, 1983. Prior to being the owner of this publication, Chuck Stewart, Sr. managed radio stations K-104 and WGNY, and noticed a void in the media's coverage of the African American community. He wanted African Americans to have a newspaper that would provide them with information relating to their culture, history, and community; the result was the Hudson Valley Black Press.

After the first issue, Stewart sought out a partner to finance and own the paper with, but had no such luck. Many people did not think a Black newspaper was a wise investment, and experts predicted the Hudson Valley Black Press wouldn't last six months. In November of 2024, the paper will celebrate its 42nd year.

Starting out as a monthly publication, the Hudson Valley Black Press soon became a biweekly paper after getting a

positive response. In the second quarter of 1984, it became weekly, which it remains today.

### EVOLVING WITH THE TIMES

As society has evolved, so too has the Hudson Valley Black Press. Living in a more diverse and unified climate than at the time of the newspaper's birth, Stewart decided to drop "Black" from the title, and on September 11th, 2001, he renamed it the Hudson Valley Press. While the goal of educating the public on the Black community remains the same, the new name allows for a broader range of reader who may have mistaken the former name for including African Americans only. The paper continues to promote different races working together harmoniously as well as other positive acts in the community.

### TODAY

The Hudson Valley Press and Executive Editor and Publisher Chuck Stewart, have received numerous awards and acknowledgments for having a positive impact on the community. Some of these achievement awards include the City Manager's Award, the Black Prestige Award, the Harambee Reconciliation Award, the NFA Service Award, the Poughkeepsie Unification Award, as well as selection for honoree on several occasions.





# Hudson Valley Press

hudsonvalleypress.com | P.O. Box 2160, Newburgh, NY 12550 | Tel.: 845-562-1313 | Email: sales@hvpress.net

## DISTRIBUTION AREA

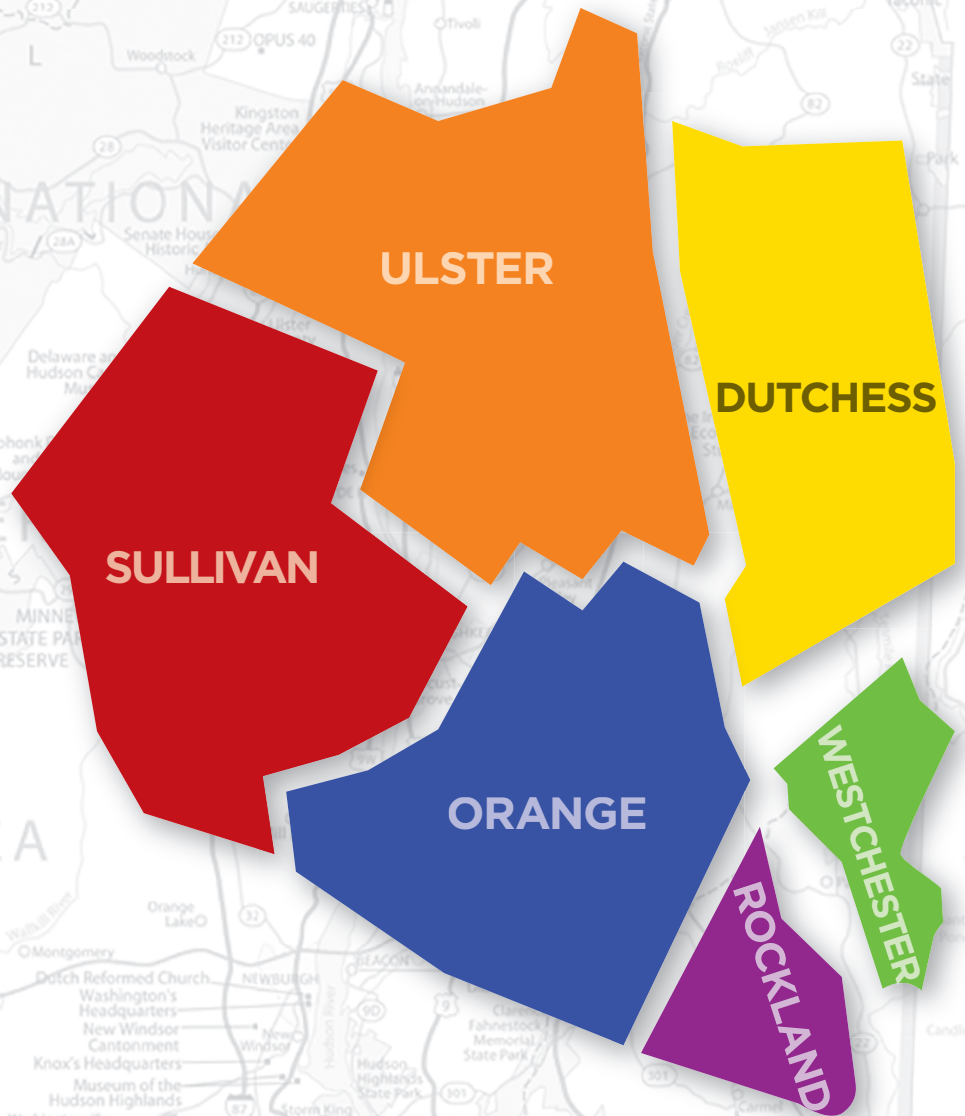
### REACH AND IMPACT

The Hudson Valley Press is the first and only minority media that gives coverage to Rockland, Dutchess, Westchester, Orange and Ulster counties. Thus, it constitutes a consumer market that is 25% black.

No other daily, print, or electronic media impacts the minority community like its own. A minority-owned newspaper is a leisure item that is read from end to end, every week of the year. It provides a visual aid that is readily identified in its own community. Its impression in the minds of the community is permanent.

No other media enters the homes and hearts of the minority community like its own because it is the only media that reaches minorities in a personal way. It identifies with them, their aspirations and ideals, and induces them to feel truly welcome, wanted, and equally recognized as any other customer or consumer.

### SERVING 6 COUNTIES:



### SERVING THESE MAJOR CITIES:

#### ORANGE COUNTY

Newburgh  
New Windsor  
Highland Falls  
West Point  
Middletown  
Goshen  
Highland Falls

#### DUTCHESS COUNTY

Poughkeepsie  
Wappingers Falls  
Beacon  
Fishkill

#### ROCKLAND COUNTY

Spring Valley  
Nanuet  
Nyack

#### WESTCHESTER COUNTY

Yonkers  
Peekskill  
Ossining  
Tarrytown  
Mt. Vernon  
White Plains

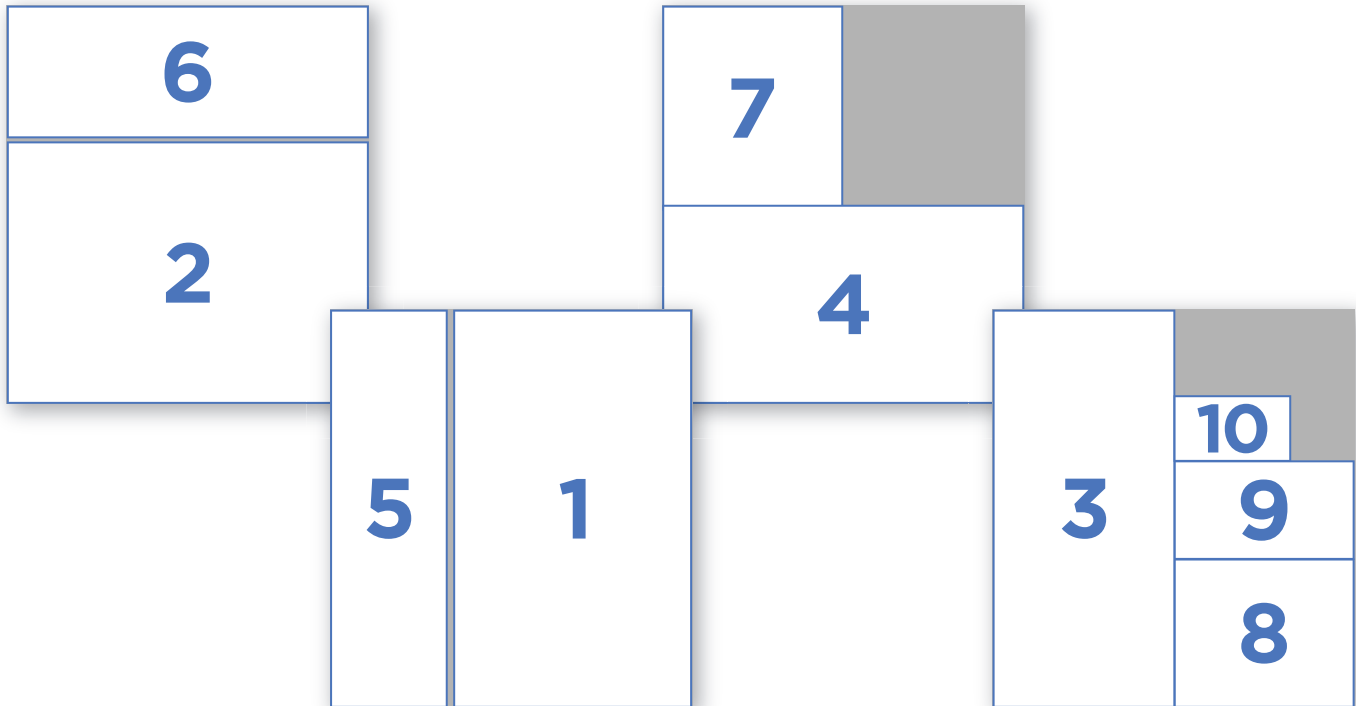
#### ULSTER COUNTY

Kingston  
Ellenville  
Pattekill  
New Paltz

#### SULLIVAN COUNTY

Monticello  
Liberty

## PRINT MECHANICAL REQUIREMENTS



#	Page Unit	Width & Depth
	Full Page	10" x 11"
1	2/3 Page (Vertical)	6.6" x 11"
2	2/3 Page (Horizontal)	10" x 7.25"
3	1/2 Page (Vertical)	5" x 11"
4	1/2 Page (Horizontal)	10" x 5.5"
5	1/3 Page (Vertical)	3.25" x 11"
6	1/3 Page (Horizontal)	10" x 3.66"
7	1/4 Page (Square)	5" x 5.5"
8	3/16 Page (Square)	5" x 4.125"
9	1/8 Page (Horizontal)	5" x 2.75"
10	Business Card	3.25" x 2"

### PRINTING

Web offset on newsprint using 85 line screen.

### FILE TYPES

PDF or JPEG only. We do not accept photos embedded in emails. Photos must be attached to an e-mail. Photos will be accepted based on quality output.

### PAGE DIMENSIONS

Outside page trim size is 11" x 12".

Print area is 10" x 11".

Columns are 1.5" wide with a 0.2" gutter space.

Minimum depth in inches must be equal or greater than width in inches. Bleed pages are not available.

If you do not see your desired size listed, please e-mail us at **sales@hvpress.net** or contact us at **845-562-1313** to learn more.

**Deadline for ads is the Friday prior to publication.**

## 2024 SPECIAL ISSUES CALENDAR



EDITION	PUBLICATION	DEADLINE
Dr. Martin Luther King Tribute	January 17	January 12
Black History Month	February 14	February 9
Women's History Month	March 13	March 8
Spring Car Care	April 17	April 12
Tribute to Mothers	May 8	May 3
Tribute to Fathers	June 12	June 8
Juneteenth	June 19	June 14
Salute to Graduates	June 26	June 21
Summer Fun	July 10	July 5
Back to School	August 21	August 16
Hispanic Heritage	September 18	September 13
Holiday Gift Guide Part 1	November 13	November 8
Holiday Gift Guide Part 2	December 11	December 6

*\*Additional sections may be added throughout the year*

## ONLINE ADVERTISING



### EXPOSURE

The online newspaper website visitor spends more than twice as many hours online than the general user. Online newspaper users are three times as likely as general internet users to be online during the workday when out of reach of other media. (Source: "Power Users," 2006, MORI Research)



### CREDIBILITY

Branded content brings a higher quality audience. A study from the Online Publishers Association (OPA) showed that OPA audiences were more likely to buy products and services in a number of key categories including automotive, entertainment, financial, home, travel, and business to business.



### DEMOGRAPHIC TARGETING

To target a specific demographic, local online newspaper advertising is highly effective because of its personal nature and relevance to local communities.



### PURCHASING POWER

89% of newspaper website users purchase online compared with 56% of general users. 40% of online newspaper users have incomes higher than \$75,000. 18% of online newspaper users have spent more than \$2,000 online in the last six months.



### CONTENT CONSUMPTION

Local news, sports, finance, entertainment, and activity guides receive some of the highest volume of internet traffic among all content across the web. 54% of general internet users visit online newspapers for local news, compared with 40% for the local TV station websites and 20% for the local radio station site. ("Power Users," 2006, MORI Research)



### GROWTH

Online newspaper audiences continue to grow. In an average month during the first quarter 2010, more than 74 million users visited a newspaper website which represents more than 37% of the active internet universe. (Nielsen Online) Additionally, more and more Americans are getting their news online.



### HIGH VALUE AUDIENCE

Online newspapers generate very large gains in Online Ad Awareness among C-level and other higher management job holders: C-level managers showed a 23% increase in Aided Brand Awareness and VP/director-level managers showed a 38% increase following their exposure to an ad campaign in online newspapers. When the brand metric shifts to Message Association, C-level executives showed the largest increase in lift after exposure to campaigns on online newspapers, at 88%. (Dynamic Logic's MarketNorms database, 2006)



### CUTTING EDGE MARKETS

Newspaper website consumers are more likely to own mobile devices and other tech. They are also more interested in receiving advertising and product offers through those devices. 40% of online newspaper users are aged 18 to 34. ("Power Users," 2006, MORI Research)



### THE POWER OF BROAD BRAND EXPOSURE

Studies have demonstrated the power of online presence to increase exposure especially when combined with traditional media. Newspaper print and online exposure combined have the highest penetration and most desirable audience of any local content platform.



## ONLINE MECHANICS

**FULL BANNER • 560 × 60**

**SMALL  
RECTANGLE  
300 × 150**

### AD SIZES:

560 pixels × 60 pixels  
300 pixels × 150 pixels  
300 pixels × 200 pixels  
300 pixels × 250 pixels  
300 pixels × 300 pixels

### AD GUIDELINES:

Maximum file size for any ad is 20KB.

Please submit ad as .jpg, .gif or .png file.

Animated GIF ads are allowed but must not have more than 3 images in its loop.

If the banner size you are looking for is not listed here, contact us at 845-562-1313 or email us at sales@hvpress.net.

**MEDIUM  
RECTANGLE  
300 × 200**

**LARGE  
RECTANGLE  
300 × 250**

**LARGE  
SQUARE  
300 × 300**



# Hudson Valley Press

Serving the African American, Latino and Caribbean Communities of New York's Hudson Valley • Published Weekly

## Corporate Capability Statement

### COMPANY OVERVIEW

Since 1983, the Hudson Valley Press newspaper has delivered the news of the Hudson Valley African American and Latino communities each week. With loyal subscribers and readers across the Hudson Valley, we are committed to providing relevant content geared towards this emerging market. With our help, advertisers can enhance their marketing efforts, brand recognition and sales, reaching this affluent demographic.

### LEADERSHIP

Hudson Valley Press is a certified Minority Business Enterprise and a member of the Orange County Chamber of Commerce.

We offer a business marketing solution for customers and clients who want to enhance their marketing to the affluent African American and Latino markets. Competitive pricing, outstanding customer service, and optimum quality control are of paramount importance.

Hudson Valley Press is a newspaper company built on the assumption that there is an intrinsic value, personal reward and financial reward in producing tangible product (newspaper) that offer customers more value than they expect to receive. We are part of a much larger community to which we are compelled to act responsibly. We act responsibly when we help protect our environment, provide economic opportunity fairly, work to educate and inform our readers, and consider the person in all our business affairs.



### QUICK INFO

#### HUDSON VALLEY PRESS

PO Box 2160  
Newburgh, NY 12550  
Tel: (845) 562-1313  
Email: sales@hvpress.net

#### NAICS CODES

**511110:** Newspaper Publishers  
**511120:** Advertising Periodical Publishers  
**541850:** Outdoor Advertising

#### NIGP CODES

**801-58-00, 915-04-00:** Signs: Billboard, Advertising  
**915-71-00, 915-71-10, 915-02-00, 915-51-90:** Advertising: Notice of Bid, Outdoor Billboard, World Wide Web, Newspaper, advertising

#### DESIGNATIONS

