

**AWARD WINNING WEEKLY NEWSPAPER * AWARD WINNING WEBSITE
EMAIL NEWSLETTERS * TV SHOW**

Would you benefit from increased penetration into the African American Community? If so, I would like to establish an ongoing advertising relationship with you.

Thanks for your interest in The Washington Informer. Founded in 1964, we can now help you reach over 50,000 readers each week through our award winning newspaper print edition; a weekly average of 17,500 unique visitors through our award winning website; 7,500 weekly subscribers through our weekly email newsletter, and potentially 300,000 viewers through our Washington Informer TV Show.

We are your BEST link to the African American Community and hopefully together, **we can help you reach our targeted market in order for you to win the loyalty, trust, positive perception, awareness, and response from new customers, clients, or participants in your events or organizations.**

I am the advertising and marketing director for The Washington Informer, and I would like very much to invite you to advertise your products, events, programs, opportunities and/or services to our target market. Many large and small businesses have realized the value of an association with The Washington Informer. Also attached are our rate card, and some information which should help you make an informed decision when you think about advertising in The Washington Informer, on-line at www.washingtoninformer.com, in our email newsletters, or on our TV Show.

In order to begin getting familiar with us you can see every issue of the print edition at:

Washington Informer Archives

Again, we are your BEST link from anywhere to the African American community, as we count many local and national lawmakers, politicians, and community and business leaders among our loyal readers and subscribers. Each and every member of The Congressional Black Caucus and The DC City Council have subscriptions to The Washington Informer. I can offer testimonial after testimonial, as to the positive results our advertisers receive from ads placed with the Informer. **We are also audited by CVC (circulation verification council), and listed in SRDS.**

Please click here to get the a PDF version of the [Media Kit](#) .

Please feel free to contact me with any questions or concerns, so we can discuss options.

Ron Burke

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