

# The Fayetteville Press Newspaper

## Celebrating 19 Years of Community Service

### Serving Fayetteville, Fort Bragg, Spring Lake & Raeford, NC

# 2010 Advertising Rate Card

## The Fayetteville Press

Celebrating 19 Years of Community Service!

www.fayettevillepress.com

Volume 19, No. 1

Holiday Edition 2008

Fayetteville, NC

The greatest American story ever told:

## Barack Obama

The 44<sup>th</sup> President of the United States

By Jay McKrae - www.fayettevillepress.com  
Tuesday, November 4, 2008, will be done in history as "The greatest American story ever told," and you always remember where you were the night Senator Barack Obama was elected President. How fortunate President-elect Obama's grandmother, Madelyn Dunham, did not die to hear the announcement by "Senator Barack Obama, the 44th President of the United States." Her influence over Barack Obama's life made him who he is today. Madelyn Dunham passed away on the eve of the election, November 3. According to President-elect Obama, "She was the person who encouraged an and allowed me to take chances. Our debt to her is beyond measure."

**Was America ready?**  
We see much of the media focus on race, while others questioned whether or not America was ready for a black man to be President. I would have preferred, "Is Barack Obama ready to be President?" However, when you pin it down to a person's race, you are saying that another African American doesn't deserve the same as a white man, and an election and purpose, and Obama are equal. With that kind of mindset, it's easy to understand the reaction from those who didn't support Obama. However, the next five days the negative energy should have disappeared. Your favorite golfer missed the putt, your favorite tennis player couldn't out the mound.

It's a victory for all who supported Obama in his quest. We are well familiar with America's history when the only safe haven for African Americans was home or dreaming of King Home - a haven from the cancer of racial hatred. This cancer kills the spirit of many in this day and remains resistant to chemotherapy. Although Barack Obama's racial history is herald, thanks to the Civil Rights Era and "practical" Americans - of all races - who elected him as president, it is a painful reminder of the pain and making of possible things for Barack Obama, not only in race, but also, he elected the 44th President of the United States.

It was all in vain, but did you grow tired of "Can America be ready for a Black President?" I would never grow what that actually meant. How could Americans get ready for a Black President? Study Motown's list of greatest hits. Identify the members of the Sugar Hill Gang. Recite the lyrics to James Brown's "The Big Payback." Do the Backstreet boys without spilling juice on the carpet. Learn how to skin chitterlings! I guess they're all stereotypes, but you get my point. I guess the answer to the aforementioned question was "Yes we can."

**It started in Iowa**  
During the primaries in Iowa, the residents shocked them, when they voted for the "Black guy." Then, the Black guy had a name - Barack Obama. In Pennsylvania, it was reported that one in five voters said the race of the candidate was among the top factors in deciding how to vote. I did not make this up - race matters. It's been said that these episodes of racial anger against Obama and other African Americans have nothing to do with race. It's all about party affiliation. Okay, okay, right there! When Bill Clinton was elected President, did we hear about hate groups increasing their membership or states about African Americans being attacked? For those who can remember, when Jimmy Carter was elected, was it like that? Why do hate movements - especially one of this magnitude, around the world, other countries celebrated Obama's victory. President Bush said, "Praise, they will."

The Fayetteville Press Newspaper welcomes the First Family: Barack, Michelle, Malia Ann and Natasha (Sasha) Obama, and puppy.



President-Elect Barack Obama

President-Elect Barack Obama's rise to a triumph of the American spirit. It will be a shining light to watch the Obama family step through the doors of the White House. "Linda, a corporate executive said, 'My initial reaction was for my daughter. She's 17 and college-bound. She has an interest in politics, and with Obama winning the Presidency, and with Hillary opening more doors by doing so well as she did.' Then she went on to talk about her first son." "I was excited for my parents as well. My mom reminded me of how things were when she first came to Fayetteville, and what occurred when I was little. I could tell my dad, who is in his mid 60s, felt proud. I was about to turn 17 or 18 when I wondered how he survived Jim Crow. So, tonight, it was victory for him. I was surprised about that. Seventy-one, just had to sit down. I felt like calling my mother, and she's been gone for years. That's just how much of an impact it had on me. I remember growing up thinking this day would NEVER come. Jesse Jackson once said it best, 'From the out house to the White House'."

"George Washington and a city planned by the name of Prater & Leland chose the site of the White House. James Hoban, an Irish architect, was the designer. The building itself was put up by slaves along with Irish and Italian immigrants.

**Connection to First Family**  
When you see the Obama grace the stage, and stand before that massive crowd of supporters. It is a glorious day when people who don't look like you turn to you because you overcame their sentiments. It is a glorious day when, even through the individual racial pain, Americans are united in the spirit of this country knowing that they all came together to elect a man who represents the best of our race and the best of our country.

**Obama address supporters**  
When Barack Obama addressed the transformed nation of America and supporters, he proclaimed, "We are not just states and blue states, we will always be the United States of America." Now that is in the most powerful position in the country, does he have for a brighter tomorrow feel good? Let's also hope because of Tuesday November 4, 2008, we never return to a Black America or White America. More importantly, we will always remain the United States of America - free of sudden outbreaks from any racial hate group. Now, because of President Barack Obama, maybe, just maybe, your suddenly feel it okay to uncover their true feelings. Obama celebrated Obama's victory. President Bush said, "Praise, they will."

Welcome NC State Beauticians & Cosmetologists Assoc.  
70th Annual Trade Show & Convention \* April 18-21 Holiday Inn!

## The Fayetteville Press

Volume 19, No. 3

March 2009 Edition

Fayetteville, NC

## Fayetteville maintains diversity on the bench

Judge Toni S. King District Court Judge

By Jay McKrae  
www.fayettevillepress.com

Attorney Toni S. King, of Miller, King & Chase Law Firm, took the oath for District Court Judge, Thursday, March 5 in the Law Enforcement Center with a capacity filled courtroom of colleagues, family and friends looking on; her parents were also there to witness every step. The crowning moment was when she was sworn in by the court's Superior Court Judge E. Lynn Johnson and the honor, as the Law Enforcement Center.

King, after Presha selected Toni King in February to replace outgoing Judge Cheryl Brantly, who left the District Court bench last year in December after being elected in the state Court of Appeals.  
Toni's colleague and former law partner, Sherry Miller, introduced her, and even shared King's prior accomplishments. Then, she said she is proud to have her friend and attorney Sherry Miller, of Miller, King & Chase Law Firm, and her former law partner, Roger & Miller Law Firm, and Toni was there as an attorney. "I was impressed by her competence and knowledge," she said. Ayla, Obama added, "We've watched her grow and mature not only as an attorney, but also as a person, and we're proud to have her as our new judge." Other also thought back to their first encounter with Toni.



Judge Toni S. King

Took the oath for District Court Judge, Thursday, March 5 in the Fayetteville, NC Law Enforcement Center

Sherry Miller reflected on what King celebrated to reach judgehood. Toni King was born in Korea, and lived there before the family relocated to North Carolina. Living in Cumberland County, King also attended middle school and high school here. When her family moved to Germany, and after graduating from high school, King headed to Durham for a degree from North Carolina Central University. Then it was on to NCCU's School of Law. In 2008, she came back Fayetteville to practice law.

Visible shakin with joy, Toni King warmly embraced me and I appreciate it, and promise to carry out justice and maintain integrity while on the bench. I hope I continue to make you all proud." King later thanked everyone for coming to share in the moment.

The state District Court Judge Bush Kerver welcomed King to a group of judges and asked the group needed some diversity. "Cumberland County is a very unique county. It's a very diverse county, and King's placement on the bench made it more representative of the community we serve."

The state District Court Judge Bush King of African-American and Korean ethnicity.

## Bill Hennessee: Black History In Practice

By Val Jones  
www.fayettevillepress.com

On February 1, 2009, Fayetteville lost a gem of its history. In fact, it was a special loss to the nation. "My Dad Bill" Hennessee, an early music and pop singer, died on his 75th birthday night of the legend of Black History Month.

Bill Hennessee was black history in practice. He died early but he lived long. He was a name and once known throughout the radio and television world. He was a member of the National AM HERE, the National Black History Museum, and the National Black History Museum. Bill Hennessee was my mentor and hero in the world of music. He was a man of many talents. He was a man of many talents. He was a man of many talents. He was a man of many talents.

**He was history in the making!**  
Bill Hennessee lived most of his life in the present and distinctive voices and personalities of the past. He was a man of many talents. He was a man of many talents. He was a man of many talents. He was a man of many talents.



Bill Hennessee was a man of many talents. He was a man of many talents. He was a man of many talents. He was a man of many talents. He was a man of many talents. He was a man of many talents. He was a man of many talents. He was a man of many talents.

Greenk Fraternity & Sorority Merchandise & Paraphernalia Just Arrive!

hnj art gallery  
Bronco Square Across From Fayetteville State University  
Call: Hafecna at (910) 818-4668 / 583-0505  
Also check-out the New Arrival: Exclusive Cell Phone Watches  
Your 24/7 Smart Cell Phone Watch  
University Dollar Store Next Door

# The Fayetteville Press Newspaper

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# The Fayetteville Press Newspaper

## *Media Buyer Information Page*

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### **To Media Buyer**

Enclosed is the **Media Rates Kit 2010** of The Fayetteville Press Newspaper.

### **Answers To Frequently Asked Questions:**

1. Our **Nonprofit & Profit Net Rates** are all the same.
2. Our Web Site is: [www.fayettevillepress.com](http://www.fayettevillepress.com) and our E-mail is: [fayepress@aol.com](mailto:fayepress@aol.com).
3. We mail approximately **600** or more newspapers to our subscribers & mail list each month by bulk rate mail. We are a **FREE** Newspaper.
4. Our newspaper is distributed to local area businesses through newspaper boxes and newspaper racks in mostly **Minority Owned Businesses** in The Fayetteville/ Fort Bragg, Spring Lake & Raeford NC areas. A total of **6300** newspapers are distributed this way; the rest of the newspapers are mailed, with the remainder kept on-hand at our office location.
5. Our circulation (by County) of **The Fayetteville Press Newspaper**: **5,000** newspapers in Cumberland County/Fayetteville, NC and approximately **800** Newspapers in Raeford / Hoke County NC.
6. You can e-mail us your **Advertisement** in a PDF File to: [fayepress@aol.com](mailto:fayepress@aol.com) or mail us a **PDF** copy burned on a **CD** rewrite disk.
7. Most full process color advertisements are placed on the Back Page of Section A or B, or Page 2, Section A, or Section B, Page 2b in **The Fayetteville Press Newspaper**. Please call the office to negotiate process color & premium positioning as we develop the insertion of your **Ad Campaign**.
8. We are a **Monthly Minority Newspaper** serving Fayetteville, Cumberland & Hoke Counties for over 18 years. If you have any questions please call JJ Jones or Maritza Gourdine (Administrative Assistant) at: **(910) 323-3120** office or JJ Jones' cell - **(910) 476-9958** or view our Web-Site at: [www.fayettevillepress.com](http://www.fayettevillepress.com).

Thank You  
*JJ Jones* - Publisher

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[www.fayettevillepress.com](http://www.fayettevillepress.com)

# The Fayetteville Press Newspaper

## 2010 Rate Card

### Quick Reference List

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1. Circulation: (Monthly) 7000 Copies Each Edition
2. Size: Broadsheet (21 inches) \*Line Screen .....85%
3. Rates: Open Rate Per Inch: (Camera Ready) .....\$13.35 net

\* Note: All rates are billed net rate  
\*Agency fees are not included in rates

4. Front Page Spot -Lite Stories \* (6 Col x 8 inch)  
Includes Color Photo.....\$800.00
5. Classified & Bid: (\$3.00 Per Line/ Average 30 Characters Per Line)  
Point Size.....10 Points Per Character
6. Insert Rates..... Five Cents Per Insert \*Minimum 6000 insertions
7. Publication Date.....(Call office for date)
8. Deadline Dates.....(Call office for date)
9. Process Color charge for Ads or Stories: \$100.00



# The Fayetteville Press Newspaper

www.fayettevillepress.com

## 2010 Advertising Rates

\*7000 Copies (Monthly)

### Column Inch \*Net Rates

Open Rate Per Inch -----\$13.35

*\*Agency fees are not included in rates*

### General Ad Size Displays \*Net Rate

One Box 2 col x 3".....\$80.00  
Two Box Ad 2 col x 6" or 4 col x 3".....\$160.00  
Three Box Ad 2 col x 9" or 6 col x 3".....\$240.00  
1/4 Page Ad.....\$400.00  
1/2 Page Ad.....\$800.00  
Full Page Ad.....\$1,600.00

### Front Page Spot-Lite Stories

With One Color Photo----- (6 Col x 8 inch) .....\$800.00

### Classified Rates

\$3.00 Per Line (Average 30 Characters Per Line).....Point Size - 10 point

### Inserts Rates

\$50.00 Per 1000 (Minimum 6000 Inserts, Five Cent Per Insert)

**\*Process Color Rate \$100.00**

# The Fayetteville Press Newspaper

## History & Distribution

[www.fayettevillepress.com](http://www.fayettevillepress.com)

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### WHAT IS THE FAYETTEVILLE PRESS NEWSPAPER?

Now celebrating 19 years of community service, **The Fayetteville Press Newspaper** is a fresh, comprehensive minority newspaper designed specifically for the residents of **Fayetteville, Ft. Bragg, Pope Air Force Base, Hope Mills, Spring Lake and Raeford, NC**. **The Fayetteville Press Newspaper** has been in existence since **1989**. **The Publisher & President** is **Mr. J.J. Jones**. **The Fayetteville Press Newspaper** is published Monthly and is currently circulated among an estimate of **35,000** residents and businesses (**and growing**). Each publication contains timely, creative issues, features, facts, articles and advice.

### HOW IS THE FAYETTEVILLE PRESS DISTRIBUTED?

**THE FAYETTEVILLE PRESS** uses a **Targeted Distribution System**.

It is distributed by the following methods:

1. **Hand delivered to various businesses, organizations & churches.**
2. **Distributed & mailed to various institutions such as Universities, Banks, Community Centers and Business Groups.**
3. **Mailed directly to Subscribers.**
4. **Coin-operated Newspaper Boxes.**



# The Fayetteville Press Newspaper

## 2010

### *Deadline & Circulation*

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**7,000 NEWSPAPERS PER EDITION**

***Broadsheet (21 INCHES)***

***Monthly***

### **Deadline for Advertisement & Copy**

Deadline for advertisement is the Friday before publication

Contact our office for the exact

### ***Deadline Date***

\*Note: Some Deadline Dates May Change Due To Holidays, Etc. Call For Exact Date!

### **BREAKDOWN (Monthly 7000 copies)**

<b>3,000</b>	Coin-Operated Newspaper Boxes
<b>3,200</b>	Local Businesses (in Racks)
<b>600</b>	Subscriptions / Mailing List
<b>200</b>	On-Hand

# The Fayetteville Press Newspaper *Placed Into Local Businesses Newspaper Racks*

<b>Newspaper Businesses Route</b>	<b>Number of Papers</b>	<b>Placed in racks</b>	<b>Zip Code</b>
1. Fayetteville Murchison Rd Route	600 newspapers	10 in each rack	28301
2. Ramsey Street Route	500 newspapers	10 in each rack	28311
3. Bragg Blvd Route	500 newspapers	10 in each rack	28303
4. Haymount Hill Route	400 newspapers	10 in each rack	28304
5. Cliffdale Road Route	300 newspapers	10 in each rack	28314
6. Spring Lake NC Route	300 newspapers	10 in each rack	28390
7. Hope Mills, NC Route	300 newspapers	10 in each rack	28348
8. Raeford, NC Route	300 newspapers	10 in each rack	28376

**Total number of The Fayetteville Press  
placed into local businesses newspaper racks**

**3200 papers**

[www.fayettevillepress.com](http://www.fayettevillepress.com)

# The Fayetteville Press Newspaper

## *Coin Operated Boxes*

### Breakdown

#### By Newspapers and Zip-Code

Newspaper Box Location	Newspapers Placed Into Boxes	Zip Code
1.Fayetteville Main Post Office	300 newspapers	28301
2. Cumberland County Court House	300 newspapers	28301
3.Fayetteville, NC City Hall	300 newspapers	28301
4. V-Point Grocey Store	300 newspapers	28301
5. Post Office - Eutaw Branch	300 newspapers	28303
6. Daves Waffles House	300 newspapers	28303
7. K&W Restaurant	300 newspapers	28304
8. Post Office -Haymont Hill	300 newspapers	28304
9. Post Office-Raeford Road	300 newspapers	28306
10.Post Office -Spring Lake, NC	300 newspapers	28390

**Total number of The Fayetteville Press Newspapers placed into coin-operated newspaper boxes:**

**3000 papers**