

# The Fayetteville Press Newspaper

## Celebrating 22 Years of Community Service

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

# 2012 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 44th President of the United States

By Joe McKee - www.fayettevillepress.com

Tuesday, November 4, 2008, will go down in history as "The greatest American story ever told" and you'll always remember where you were the night Barack Obama was elected President. How unfortunate President-elect Obama's grandmother, Madelyn Dunham, did not live to hear the announcement, "Senator Barack Obama, the 44th President of the United States." Her influence over Barack Obama's life made him what 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 and allowed me to take chances. Our debt to her is beyond measure."

**Was America ready?**  
We saw 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 sit it down to a person's race, you are saying that another African American down the street who has no credentials and no direction 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 dissipated, your favorite golfer missed the put, your favorite tennis player couldn't cut the mustard.

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 being home—a haven from the cancer of racial hatred. This cancer kills the spirit of many to this day and remains resistant to chemotherapy. Although America's racial history is hard, thanks to the Civil Rights Era and persistent Americans of all ethnicities—for seeing the pain and making it possible for Barack Obama, not only to run, but also to elect the 44th President of the United States.

It was all in vain, but you did grow tired of "Can America be ready for a Black President?" I could never grasp what that actually meant. How could Americans be so ignorant? Identify the members of the Sugar Hill Gang. Recall the lyrics to James Brown's "The Big Payback." Do the handclap without spilling juice on the carpet. Learn how to cut chintz! I know 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 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 noted that these episodes of racial unrest against Obama and other African Americans have nothing to do with race. It's all about party affiliation. Okay, stop right there! When Bill Clinton was elected President—did we hear about hate groups increasing their membership or stories about African Americans being attacked? For those who can remember, when Jimmy Carter was elected, was it like that? Why do hate groups suddenly feel it is okay to sneer their true feelings?



President-Elect Barack Obama

When African Americans came to this country they were brought here to be enslaved forever. It was supposed to be permanent, not for a few days or months, but forever. Furthermore, in Virginia, if a slave killed his slaves it was a punishable crime, because if he stayed his own property he must have had good reason. Besides, had slavery never happened, there really would have been no real purpose behind the headlines—"The First African American President."

**Tuesday, November 4, 2008**  
As the votes came in, I couldn't help but think about what the night when you read the screen "Barack Obama is the 44th President of the United States," somebody passed out! I know somewhere in America, they didn't believe it was a magical night. The biggest victory was realizing that people of all races and nationalities elected Barack Obama to be the 44th President of the United States, a man who didn't look like him felt he endorsed their sentiments regarding the direction of this country. "What a night to remember."

**Reactions**  
Behind the scenes the country several workers were prohibited from Obama and other African Americans have nothing to do with race. It's all about party affiliation. Okay, stop right there! When Bill Clinton was elected President—did we hear about hate groups increasing their membership or stories about African Americans being attacked? For those who can remember, when Jimmy Carter was elected, was it like that? Why do hate groups suddenly feel it is okay to sneer their true feelings?

short-tenor Barack Obama's view is a triumph of the American story. It was a stirring sight to watch an 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 as well as she did." Then she went on to talk about her sisters. "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 still feel my, who is in his mid 60s, full period. I was almost in tears! I've often wondered how he survived Jim Crow. So tonight, I was a victor for him. I was happy about that." Seventy-one year old, retired school teacher, Yolana said, "I 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. One Jackson once said it best, "From the top house to the White House." Did you know slaves built the White House?"

"George Washington and a city planned by the name of Peter L'Enfant 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.

**Conversion to First Family**  
When you see the Obama grace the stage, and stand before that massive crowd of supporters, did you quickly embrace them as family? It's a glorious day when people who don't think like you turn to you because you revere their sentiments. It is a glorious day when, even through the multicolored racial past, Americans can feel pride in this country knowing that they all came together to elect a man who represents a once condemned people. November 4, 2008 will go down as a glorious day for all of America. Rest assured, President-elect Barack Obama will feel the weight of the world. It's not over, it's just beginning. Most important, it's preparing himself for all the political games, media, rhetoric and scrutiny that lie ahead.

**Obama addresses supporters**  
When Barack Obama addressed the tearful man of admirers and supporters, he proclaimed, "We are not red states and blue states. We will always be the United States of America." Now that is the most powerful position in the country, doesn't it? Let's also hope for a brighter tomorrow feel good! Let's also hope because of Tuesday November 4, 2008, we will never return to a Black America as they're America. Never recognizing, we're not the United States of America with hope and dreams for every Black male personality who would ever grace the arena's entrance.

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

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

## The Fayetteville Press

Volume 19 No. 2

March 2009 Edition

Fayetteville, NC

Fayetteville maintains diversity on the bench

### Judge Toni S. King District Court Judge

By Joe McKee  
www.fayettevillepress.com

Attorney Tom S. King, of Miller, King & Law Firm, took the oath for the District Court Judge, Thursday, March 5 in the 1st Judicial Center with a capacity filled court room of colleagues, family, and friends. King said, "My parents were and there is no one else." The crowd stood in the hallway, and the courtroom doors were open to listen to the swearing-in ceremony. Superior Court Judge E. Lynn Johnson did the honors, at the Law Enforcement Center.

Gov. Roy Cooper selected Toni King in February to replace outgoing Judge Cheryl Brantley, who left the District Court bench last year in December after being elected to the state Court of Appeals. King's colleague and former law partner, Sherry Miller introduced her, and even shared King's personal accomplishments. They said that the story of how they met, Attorney Sherry Miller, of Miller, King & Co., and Toni was there as an intern. "We were surprised by her competence and knowledge," she said. Attorney Sherry Miller said, "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 newest judge." Other folks brought back their best memories with Toni.



Photo by JJ Jones

### 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 endured to reach judgeship. 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, but when her family moved to Germany, and after graduating from high school, King headed to Duke for a degree from North Carolina Central University. That was on a "Duke's School of Law in 2001, the only Black Fayetteville to practice law. "I really didn't want to go. I thought King said, "You've embraced me and I appreciate it. I'm glad to be here. I want to stay and maintain integrity while on the bench. I hope I contribute to make you all proud." King thanked everyone for coming to share in the moment.

District Court Judge Judge Beth Carver welcomed King to a group of judges county and the group received some diversity. "Cumberland County is a very unique county and is a very diverse community, and King's placement on the bench made it more representative of the community we serve." The new District Court Judge Toni King to of African-American and Korean ethnicity.

Congratulations District Court Judge Toni S. King.

### Bill Hennessee: Black History In Practice

By Joe McKee  
www.fayettevillepress.com

On February 7, 2009, Fayetteville had a part of its history. In fact, Black radio to general for a part of its history with the passing of the legendary William "Big Red" Hennessee. It's a somber day, and it's especially fitting that the presence of state representative for the 10th district, Bill Hennessee, was at the funeral of Black History Month.

Bill Hennessee was a Black history proponent. He worked nearly half a century in radio. His career spanned from 1960 to 1990, with the station 100.9 AM WJZY. He later became known as the voice of the Fayetteville State University. Bill Hennessee was a Black history proponent. He worked nearly half a century in radio. His career spanned from 1960 to 1990, with the station 100.9 AM WJZY. He later became known as the voice of the Fayetteville State University. Bill Hennessee was a Black history proponent. He worked nearly half a century in radio. His career spanned from 1960 to 1990, with the station 100.9 AM WJZY. He later became known as the voice of the Fayetteville State University.



### Bill Hennessee: Black History In Practice

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**Greek Fraternity & Sorority Merchandise & Paraphernalia Just Arrive!**  
hnj art gallery  
Bronco Square Across From Fayetteville State University  
Call: Hafena 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  
Exclusive Cell Phone Watches  
Greek Art

# The Fayetteville Press Newspaper

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Web: www.fayettevillepress.com

# The Fayetteville Press Newspaper

## *Media Buyer Information Page*

### To Media Buyer

Enclosed is the **2012 Media Rates Kit for 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 or 3, 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 21 years. If you have any questions please call JJ Jones 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

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

# The Fayetteville Press Newspaper

## 2012 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) .....\$16.67 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: **\$100.00**

# The Fayetteville Press Newspaper

www.fayettevillepress.com

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## 2012 Advertising Rates

**\*7000 Copies (Monthly)**

### Column Inch \*Net Rates

Open Rate Per Inch \_\_\_\_\_ \$16.67

*\*Agency fees are not included in rates*

### General Ad Size Displays \*Net Rate

One Box 2 col x 3".....	\$100.00
Two Box Ad 2 col x 6" or 4 col x 3".....	\$200.00
Three Box Ad 2 col x 9" or 6 col x 3".....	\$300.00
1/4 Page Ad .....	\$500.00
1/2 Page Ad.....	\$1000.00
Full Page Ad .....	\$2000.00

## 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 22 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

**2012**

## *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 dates**

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

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

**3,000**      **Coin-Operated Newspaper Boxes**

**3,200**      **Local Businesses (in Racks)**

**600**      **Subscriptions / Mailing List**

**200**      **On-Hand**

# The Fayetteville Press Newspaper

## *Placed Into Local Businesses Newspaper Racks*

Newspaper Businesses Route	Number of Papers	Placed in Racks	Zip Code
1. Fayetteville Murchison Rd Route	600 Newspapers	10 in 60 Racks	28301
2. Ramsey Street Route	500 Newspapers	10 in 50 Racks	28311
3. Bragg Blvd Route	500 Newspapers	10 in 50 Racks	28303
4. Haymount Hill Route	400 Newspapers	10 in 40 Racks	28304
5. Cliffdale Road Route	300 Newspapers	10 in 30 Racks	28314
6. Spring Lake NC Route	300 Newspapers	10 in 30 Racks	28390
7. Hope Mills, NC Route	300 Newspapers	10 in 30 Racks	28348
8. Raeford, NC Route	300 Newspapers	10 in 30 Racks	28376

**Total number of  
Fayetteville Press Newspapers  
placed into local businesses &  
newspaper racks  
3200 Papers**

# The Fayetteville Press Newspaper

## *2012 Coin Operated Boxes*

### Breakdown

### By Newspapers and Zip-Code

Newspapers Placed Into Boxes	Zip Code
1. 300 newspapers	28301
2. 300 newspapers	28302
3. 300 newspapers	28303
4. 300 newspapers	28304
5. 300 newspapers	28305
6. 300 newspapers	28306
7. 300 newspapers	28314
8. 300 newspapers	28390
9. 300 newspapers	28376
10. 300 newspapers	28348

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

**3000 Papers**



# The Fayetteville Press Mail List by Zip Code 2012

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## Newspaper Breakdown For The Fayetteville Press Newspaper

By Zip Codes (Mailed Papers) = **623**

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### Zip Code 275 Paper Mail List

1. 27509 - 10 Papers
2. 27545 - 16 Papers
3. 27546 - 9 Papers
4. 27560 - 8 Papers
5. 27501 - 8 Papers
6. 27533 - 5 Papers
7. 27531 - 9 Papers
8. 27524 - 19 Papers

**Total 275 Mail Papers = 84**

### ZIP Code 276 Paper Mail List

1. 27604 - 5 Papers
2. 27670 - 5 Papers
3. 27609 - 5 Papers
4. 27603 - 5 papers
5. 27602 - 5 Papers
6. 27699 - 5 Papers
7. 27601 - 5 Papers
8. 27615 - 4 Papers
9. 27603 - 3 Papers
10. 27607 - 5 papers

**Total 276 Mail Papers = 47**

### Zip Code 283 Paper Mail List

1. 28376 - 10 Papers
2. 28311 - 15 Papers
3. 28390 - 5 Papers
4. 28306 - 13 Papers
5. 28334 - 1 Papers
6. 28352 - 1 Papers
7. 28309 - 10 Papers
8. 28356 - 7 Papers
9. 28371 - 1 Paper
10. 28384 - 3 Papers
11. 28348 - 1 Paper
12. 28358 - 1 Paper
13. 28330 - 21 Paper

**Total 284 Mail Papers = 89**

### Zip Code 284 Paper Mail List

1. 28403 - 10 Papers
2. 28451 - 13 Papers
3. 28401 - 8 Paper
4. 28405 - 6 Paper
5. 28460 - 17 Paper
6. 28463 - 5 Paper

**Total 284 Paper Mail List = 59**

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# Fayetteville Press Newspaper Mail List

## 2012 By Zip Code & Paper Amount Cont.)

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### Zip Code

### Papers Mailed

#### NC State Mail List Zip Code

1. 27804
2. 27701
3. 28677
4. 27470
5. 27708
6. 28681
7. 27113
8. 28801
9. 28202
10. 27284

1. 8 Papers
2. 5 Papers
3. 7 Papers
4. 6 Papers
5. 8 Papers
6. 10 Papers
7. 4 Papers
8. 14 papers
9. 8 Papers
10. 2 Papers

**NC State Zip Codes Papers Mailed  
= 72 Papers**

#### Fayetteville, NC ZIP Codes

1. 28301
2. 28302
3. 28303
4. 28305
5. 28307
6. 28314
7. 28304

1. 27 Papers
2. 50 Papers
3. 30 Papers
4. 18 Papers
5. 22 Papers
6. 43 Papers
7. 15 Papers

**Total Fayetteville, NC  
Zip Codes Papers Mailed  
= 205 Papers**

# Fayetteville Press Newspaper Mail List By

## 2012 Zip Code & Papers Mailed

### Mixed States Mailed Papers

1. 30305 - 1 Paper
2. 88005 - 1 Paper
3. 45014 - 2 Papers
4. 76202 - 3 Papers
5. 21061 - 1 Paper
6. 10019 - 1 Paper
7. 37209 - 1 Paper
8. 90028 - 2 Papers
9. 10036 - 1 Paper
10. 30336 - 1 Paper
11. 36117 - 1 Paper
12. 37947 - 1 Paper
13. 37072 - 1 Paper
14. 48211 - 1 Paper
15. 37218 - 1 Paper
16. 36117 - 1 Paper
17. 36116 - 1 Paper
18. 34944 - 1 Paper
19. 34947 - 1 Paper
20. 48204 - 1 Paper
21. 38127 - 1 Paper
22. 07039 - 1 Paper
23. 20510 - 1 Paper
24. 30077 - 1 Paper
25. 32202 - 1 Paper
26. 19720 - 1 Paper
27. 10022 - 1 Paper
28. 90210 - 1 Paper
29. 10019 - 1 Paper
30. 92335 - 1 Paper

31. 31705 - 1 Paper
32. 31315 - 1 Paper
33. 10017 - 2 Paper
34. 10013 - 1 Paper
35. 31204 - 1 paper
36. 30135 - 1 Paper
37. 36105 - 1 Paper
38. 33634 - 1 Paper
39. 33630 - 1 Paper
40. 10017 - 1 Paper
41. 85211 - 1 Paper
42. 30077 - 1 Paper
43. 07206 - 1 Paper
44. 20515 - 1 Paper
45. 94506 - 1 Paper
46. 07060 - 1 Paper
47. 65810 - 1 Paper
48. 20515 - 1 Paper
49. 75240 - 1 Paper
50. 07094 - 1 Paper
51. 22043 - 1 Paper
52. 20036 - 1 Paper
53. 30120 - 1 Paper
54. 45011 - 1 Paper
55. 10104 - 1 Paper
56. 07201 - 1 Paper
57. 10017 - 1 Paper
58. 20515 - 1 Paper
59. 19701 - 1 Paper
60. 02120 - 1 Paper
61. 37994 - 1 Paper
62. 43608 - 1 Paper

**=67 Paper Zip Codes Mailed**