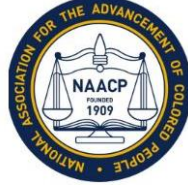


## NAACP Houston Branch Quarterly Newsletter – NAACP Now



The Houston Branch NAACP Newsletter has been in circulation since the early 2000's. Since then, we have printed and distributed over 160,000 hard copies of our quarterly newsletter. As of 2017, the NAACP Houston Branch is shifting away from hard copies of our newsletter. We currently print approximately 1,000 hard copies of our newsletter each quarter in the case that our members, sponsors, and/or supporters desire a physical copy; all others are distributed electronically. NAACP Now has a **viewership/readership of greater than 16,000** individuals and organizations.

Viewership **diversity** - The NAACP is a multi-racial organization with leadership, membership and sponsorship of varying racial and social economic backgrounds. NAACP Now reaches a diverse niche group of individuals, small businesses, corporate sponsors, community based organizations, churches, schools and **potential customers** for you. An ad in the Houston Branch News would subliminally tell the reader that you are a supporter of our **advocacy** and a business with a **social conscience**.

Our national office in Baltimore, MD hosts the NAACP National Convention each year in a variety of cities across this nation. Our quarterly newsletter is placed in competition for the annual NAACP Thalheimer Award. Consequently, our newsletter is read and viewed by judges from all over the country. We have consistently placed and won this highest award for the quality of the articles, readership and consistency of this publication.

**Why purchase an AD in NAACP Now?** In summation:

1. Connect with NAACP members and supporters
2. Viewership/Readership > 16, 000
3. Viewership/Readership Diversity:
  - NAACP Members, Corporations, Executives, Social Media followers, Entrepreneurs, Community Based Organizations, Small Businesses, Churches
4. PRICING!!!
  - ¼ page ad: \$100
  - ½ page ad: \$200
  - Full page ad: \$400
  - Back cover ad: \$800

If you are interested in purchasing an ad in NAACP Now to highlight your business or activities, increase your business product or service visibility, please call 713-526-3389 or email: [branch@naacphouston.org](mailto:branch@naacphouston.org)

# NAACP Houston Branch NAACP NOW Ad Purchasing Form



**Date:** \_\_\_\_\_

**First Name:** \_\_\_\_\_ **M.I.** \_\_\_\_\_ **Last Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **St:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone #:** (\_\_\_\_) \_\_\_\_\_ **Cell #:** (\_\_\_\_) \_\_\_\_\_ **Email:** \_\_\_\_\_

**Ad Size:**  ¼ page  ½ page  Full Page  Back Cover

**Which Quarter:**  1<sup>st</sup> Quarter  2<sup>nd</sup> Quarter  3<sup>rd</sup> Quarter  4<sup>th</sup> Quarter

**Total Price of Your Ad(s):** \_\_\_\_\_

**Payment Method:**  Cash  Credit  Check  Money Order

M/C  Visa  Amex  Discover **Card#** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_

**Signature As It Appears On Card** \_\_\_\_\_

By signing below, you are agreeing to purchase an ad in NAACP Now. You agree to send your ad in .jpg, .png, .pdf, or word document format by the agreed upon date (typically five days prior to printing) to [news@naacphouston.org](mailto:news@naacphouston.org). Please sign below if you agree.

**Sign:** \_\_\_\_\_ **Date:** \_\_\_\_\_