

McFarlane

MEDIA

WEBSITE

Over 1,000 impressions per day.
Podcasts, local and world news.
Banner ads and free classified
advertising available.

NEWSPAPER

The Journal for Community News,
Business and the Arts. Audited
circulation of 35,000, distributed
to Minneapolis, St. Paul and
surrounding suburbs.

E-NEWSLETTER

Sponsor Insight Culture Weekly:
Arts, Entertainment, and Reviews
emailed to subscribers inboxes
weekly.

RADIO

Sponsor Conversations with
Al McFarlane, a public policy and
community issue based discussion
with moderator Al McFarlane



ALL ADVERTISING INQUIRIES
612-588-1313 • SALES@INSIGHTNEWS.COM

MAKING THE GLOBAL LOCAL



INSIGHT NEWS started in 1974 as a color-cover magazine based in and serving Minneapolis' African American north side. It was owned by Graphic Services, Inc., a general printing and magazine publishing firm in Northeast Minneapolis. Al McFarlane, headed the Midwest Public Relations division of Graphic Services.

McFarlane, a 26 year-old media enthusiast, had previously worked for the St. Paul Pioneer Press as a reporter and for General Mills in public relations. He purchased rights to INSIGHT NEWS in 1975 and began publishing as a community newspaper in 1976.

Conceived as a free to the reader, advertiser supported newspaper, INSIGHT NEWS was at the forefront of a burgeoning neighborhood and community newspaper industry in the Twin Cities.



INSIGHT NEWS found its niche by providing concentrated distribution, both door-to-door and newsstand delivery, in communities that had the least effective penetration by the daily newspapers.

In addition, INSIGHT NEWS tackled tougher stories than its competitors, with a strident, yet, professional voice. INSIGHT NEWS championed the idea of culture as an asset, not a liability, in a marketplace that would soon be transformed by waves of immigration of African Americans from Chicago, Gary, IN and

Kansas City, and by Africans from, Lagos, Accra, Mogadishu and Addis Ababa, joined by Spanish speaking immigrants from the Caribbean, Central and South America, and by Asian immigrants from Vietnam, Laos, Thailand and Cambodia.

McFarlane and INSIGHT NEWS supported the creation of other newspapers serving communities of color. He organized ethnic newspaper owners to form the Minnesota Minority Media Coalition.

In 1996 INSIGHT NEWS became the first African American-owned publication in Minnesota to establish a presence on the World Wide Web. As one of only a handful of Black newspapers on the Internet, INSIGHT NEWS has enabled readers all over the world access to its unique brand of journalism.

In 1997 INSIGHT NEWS once again distinguished itself from its competitors by initiating a series of public policy forums. In partnership with community radio station KMOJ, INSIGHT NEWS has brought the people who would serve the community in elected office, in education and in business to meet African American voters and consumers face to face.

>>NNPA Award for best feature photography
Earcie Allen Photographer.

IN-SIGHT (noun)

1. The capacity to discern the true nature of a situation; penetration.
2. The act or outcome of grasping the inward or hidden nature of things or of perceiving in an intuitive manner.

RELATIONSHIP MARKETING



^^^Rev. Jesse Jackson and the late Sen. Paul Wellstone (D-MN) in Downtown Minneapolis.

In business as in life, quite often the question is not whether, but how?

Forward thinking marketers no longer ask whether there is a viable opportunity in marketing to Black consumers. Now, the question is simple. How can I establish and grow market share in the most dynamic segment of the consumer purchasing marketplace?

At INSIGHT NEWS, we've developed a reputation over our 28 year history of asking--and answering--hard questions for our readers and our advertisers.

Along the way, we at INSIGHT NEWS have found that our unflinching commitment to our business and social communities has created dividends for our publications: trust and loyalty. We have discovered our gift for building relationships between ourselves and our community, and between our community and our advertisers.

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^^^Minneapolis Mayor R.T. Rybak, Al McFarlane, and former Minneapolis Mayor Sharon Sayles Belton at the Public Policy Forum.

According to market research performed by Market Intelligence, Inc., reader loyalty is the foundation of our relationship with 108,000 INSIGHT NEWS readers.

This loyalty, while priceless to us as a news gathering entity, was quantified by Market Intelligence, as a relationship with a bottom line well in excess of \$1,300,000,000 estimated buying power of Black people in the Twin Cities.

Most important to us, were findings that, in an era where many are cynical about the media, the majority of our readers trust and rely on the contents of our publications.

We attribute such loyalty to the fact that INSIGHT NEWS has grown up with our community. From humble North Minneapolis beginnings, in 1974, INSIGHT NEWS has grown into a chain of three publications (*Insight News*, *Greater Southside*, and *St. Paul*) which serves the metro area's entire African American community and growing populations in Duluth, Rochester, St. Cloud, Worthington and Mankato.

INSIGHT NEWS, owned by McFarlane Media, is a major part of a communications group, with over a million dollars in revenue.

We like to say our good fortune is a reflection of our neighbors. INSIGHT NEWS readers own cars, homes, travel and shop at levels equal to or greater than the general population.

BUSINESS MISSION:

Providing preferred access to Black consumers for businesses, agencies, and organizations.

EDITORIAL MISSION:

Information, Instruction, Inspiration in a user-friendly, culturally relevant communications vehicle

RADIO

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NEWSPAPER

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NEWSPAPER ADVERTISING

1/16 PAGE \$698.40 2 COLUMNS X 5 INCHES	Inserts \$85/thousand 1/4 PAGE \$2,199.96 3 COLUMNS X 10.5 INCHES
1/8 PAGE \$1,047.60 2 COLUMNS X 7.5 INCHES OR 3 COLUMNS X 5 INCHES	
1/2 PAGE \$4,399.92 6 COLUMNS X 10.5 INCHES	
FULL PAGE \$8,799.84 6 COLUMNS X 21 INCHES	

DISPLAY DETAILS

PCI RATE:	\$69.84
FULL COLOR:	\$1350
PROD.CHARGE	\$100

	COLUMNS	INCHES	PICAS
1 COL	1.667"	10p	
2 COL	3.458"	20p9	
3 COL	5.25"	31p6	
4 COL	7.042"	42p4	
5 COL	8.833"	53p	
6 COL	10.625"	63p9	

CLASSIFIED DETAILS

PCI RATE:	\$75.96
PROD.CHARGE	\$10

	COLUMNS	INCHES	PICAS
1 COL	.93"	5p5	
2 COL	2.015"	12p1	
3 COL	3.088"	18p6	
4 COL	4.156"	24p11	
5 COL	5.25"	31p6	
6 COL	6.312"	37p10	
7 COL	7.397"	44p5	
8 COL	8.46"	50p9	
9 COL	9.534"	57p3	
10 COL	10.625"	63p9	

ONLINE ADVERTISING

ONLINE CLASSIFIEDS ADS

\$1 PER LINE PER DAY (3 DAY MINIMUM)

E-BLAST SPONSORSHIP

1 WEEK CAMPAIGN \$162.50
120 X 600 PIXELS

ONLINE DISPLAY ADS

HOME PAGE

IAB SKYSCRAPER \$375/WEEK
120 X 600 PIXELS

IAB BUTTON 2 \$250/WEEK
120 X 90 PIXELS

IAB MEDIUM RECTANGLE \$500/WEEK
300 X 250 PIXELS

COMMUNITY / EVENTS

IAB SKYSCRAPER \$375/WEEK
120 X 600 PIXELS

IAB BUTTON 2 \$185/WEEK
120 X 90 PIXELS

IAB MEDIUM RECTANGLE \$280/WEEK
300 X 250 PIXELS

ALL OTHER PAGES

IAB SKYSCRAPER \$250/WEEK
120 X 600 PIXELS

IAB BUTTON 2 \$125/WEEK
120 X 90 PIXELS

IAB MEDIUM RECTANGLE \$188/WEEK
300 X 250 PIXELS

MINIMUM 4 CONTINUOUS WEEKS

6 MONTH AGREEMENT	20% DISCOUNT
12 MONTH AGREEMENT	40% DISCOUNT

CONSECUTIVE FREQUENCY DISCOUNT

4X=5%	8X=10%	12X=15%
16X=25%	20X=30%	24X=35%

RADIO ADVERTISING

ANNUAL SPONSORING PARTNER 52 CONSECUTIVE WEEKS	\$45,000
FORUM PARTNERS 25 CONSECUTIVE PROGRAMS	\$24,000
CATEGORY SPONSOR ONE PROGRAM PER MONTH FOR TWELVE MONTHS	\$11,000
WEEKLY SPONSOR TEN WEEKS MINIMUM	\$1,000/WEEK

ALL ADVERTISING INQUIRIES

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PROMOTIONAL CALENDAR

JANUARY	Tribute to Dr. Martin Luther King	JULY	Rondo Days, 4th of July
FEBRUARY	Celebration of African American Achievement	AUGUST	Back to School
MARCH	Black Press Week Celebration of African American Women – Women’s History Month	SEPTEMBER	Labor Day, Fall Home Improvement
APRIL	Spring Home Improvement	OCTOBER	Focus on Business and Economic Development
MAY	Memorial Day, Salute to Graduates	NOVEMBER	African American Holiday Shopping Guide
JUNE	Black Music Month; Juneteenth	DECEMBER	In the Spirit – Focus on Christmas and Kwanzaa

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TOTAL AVERAGE CIRCULATION FOR THE TWELVE MONTH PERIOD ENDED JUNE 30, 2009

TYPE OF PUBLICATION: Community Newspaper
FREQUENCY: Weekly
LOCATION: Minneapolis, Minnesota
PUBLISHED BY: McFarlane Media Interests, Inc.
ESTABLISHED: 1974

CONTACT INFORMATION:
1815 Bryant Avenue N
Minneapolis, Minnesota 55411
Tel: (612) 588-1313
Fax: (612) 588-2031
Batala-Ra McFarlane, Publisher
Al McFarlane, Advertising Director
Jamal Mohamad, Circulation Director

Circulation Data

	Monday 31,396	%
1. TOTAL AVERAGE DISTRIBUTION	31,396	89.7
A. Paid (>50% of basic price)		
1) Home Delivery	-	-
2) Mail Subscriptions	-	-
3) Single Copy Sales	-	-
4) Employee Copies	-	-
5) Newspaper in Education	-	-
6) Bulk	-	-
Paid Circulation	-	-
B. Other Paid (sold at less than 50%)		
1) Home Delivery	-	-
2) Single Copy Sales	-	-
3) Newspaper in Education	-	-
4) Event Sales	-	-
5) Bulk	-	-
Total Other Paid	-	-
Total Paid	-	-
C. Unpaid Distribution*		
1) Home Delivery	-	-
2) Mail	487	1.4
3) Residential Bulk	-	-
4) Non-Residential Bulk	30,909	88.3
5) Samples	-	-
Total Unpaid Distribution	31,396	89.7
D. Total Distribution (sum of A,B,C)	31,396	89.7
Returns	3,404	9.7
All Other Copies (Service, Files)	200	0.6
Net Press Run	35,000	100.0

*See paragraph 4 for distribution explanation

2B. Average circulation and distribution for the three year period ending with this report.

<u>Quarter Ended</u>	<u>Paid</u>	<u>Other Paid</u>	<u>Unpaid</u>	<u>Distribution</u>
09-30-2006	-	-	30,632	30,632
12-31-2006	-	-	30,834	30,834
03-31-2007	-	-	30,335	30,335
06-30-2007	-	-	29,969	29,969
09-30-2007	-	-	30,437	30,437
12-31-2007	-	-	30,520	30,520
03-31-2008	-	-	30,527	30,527
06-30-2008	-	-	30,533	30,533
09-30-2008	-	-	30,948	30,948
12-31-2008	-	-	31,376	31,376
03-31-2009	-	-	31,726	31,726
06-30-2009	-	-	31,534	31,534

3. Publisher's policy, subscription rates, other information concerning report

Policy is to publish a weekly community newspaper printed in photo offset and broadsheet size. Advertising is sold to various accounts within the publisher's market area of Hennipen and Ramsey counties, surrounding Minneapolis, Minnesota.

The following adjustments were made in the average circulation as shown in the publisher's statements for the period audited:

100 copies were moved from All Other Copies to Non-Residential Bulk

30 copies were moved from Returns to Unpaid Mail

4. Explanatory/additional data

Unpaid non-residential bulk (Item 1C4) - Carrier Delivery of five or more copies placed at transient locations, including stores, restaurants, motels, public buildings, shopping centers and copies placed in street boxes and display racks at high traffic locations. Number of copies is subject to weekly adjustment reflecting seasonal and other changes in demand.

5. Field verification of publisher's delivery system

CAC's bylaws do not require verification of carrier delivery by field verification for this paper since unpaid and/or voluntary/optional paid carrier single copies are less than 10% of the total circulation.

We have examined the records of the publication(s) for the period stated. Our examination was made in accordance with the Corporation's bylaws, rules and regulations, and auditing standards, and accordingly, include such tests of the accounting and circulation records and such auditing procedures as we considered necessary in the circumstances. In our opinion, this report presents fairly the circulation of the publication(s) for the period indicated.

6. One day distribution in county, town and zip code, including occupied households, for the single issue of
 MONDAY, JUNE 22, 2009

Hennepin County, MN	Zip Code	Occupied Households	Paid	Unpaid	Total Circ.	Proj. Circ.	% Coverage
Hopkins	55305	8,544	-	200	200	180	2.11
Minneapolis	55401	3,422	-	445	445	401	11.73
Minneapolis	55403	9,682	-	1,040	1,040	938	9.69
Minneapolis	55404	11,441	-	3,575	3,575	3,225	28.19
Minneapolis	55405	7,308	-	637	637	575	7.86
Minneapolis	55406	14,928	-	2,628	2,628	2,371	15.88
Minneapolis	55407	13,212	-	1,555	1,555	1,403	10.62
Minneapolis	55408	14,213	-	885	885	798	5.62
Minneapolis	55409	4,921	-	725	725	654	13.29
Minneapolis	55411	8,550	-	7,005	7,005	6,320	73.92
Minneapolis	55412	8,227	-	760	760	686	8.33
Minneapolis	55413	5,424	-	410	410	370	6.82
Minneapolis	55415	1,015	-	125	125	113	11.11
Minneapolis	55417	11,010	-	250	250	226	2.05
Minneapolis	55418	13,020	-	725	725	654	5.02
Minneapolis	55422	11,615	-	200	200	180	1.55
Minneapolis	55423	14,734	-	100	100	90	0.61
Minneapolis	55427	9,714	-	50	50	45	0.46
Minneapolis	55429	9,756	-	755	755	681	6.98
Minneapolis	55430	7,669	-	450	450	406	5.29
Minneapolis	55431	7,491	-	50	50	45	0.60
Minneapolis	55443	10,727	-	750	750	677	6.31
Minneapolis	55454	2,494	-	850	850	767	30.75
Minneapolis	55455	196	-	465	465	420	>100.00
Total Hennepin County, MN			-	24,635	24,635	22,225	

Ramsey County, MN	Zip Code	Occupied Households	Paid	Unpaid	Total Circ.	Proj. Circ.	% Coverage
Saint Paul	55101	2,870	-	550	550	496	17.29
Saint Paul	55102	8,675	-	580	580	523	6.03
Saint Paul	55103	4,531	-	495	495	447	9.86
Saint Paul	55104	16,499	-	5,450	5,450	4,917	29.80
Saint Paul	55105	11,257	-	845	845	762	6.77
Saint Paul	55108	5,907	-	150	150	135	2.29
Saint Paul	55113	16,681	-	70	70	63	0.38
Saint Paul	55114	1,021	-	390	390	352	34.46
Saint Paul	55117	15,106	-	1,025	1,025	925	6.12
Total Ramsey County, MN			-	9,555	9,555	8,620	

Miscellaneous County, zz	Zip Code	Occupied Households	Paid	Unpaid	Total Circ.	Proj. Circ.	% Coverage
Various	99999	0	-	610	610	550	0.00
Total Miscellaneous County, zz			-	610	610	550	

Total Circulation	-	34,800	34,800	31,396		
		Miscellaneous	0	0		
		All Other Copies	200	3,604		
		Net Press Run	35,000	35,000		

Circulation analysis by zip code reflects gross figures

Source: Claritas/Market Statistics: Demographics USA Zip Edition 2008.

NOTE: Since the Insight News is primarily a bulk delivered publication, household count figures are not representative of true zip code penetration.