



Why should you advertise with Unrelenting Media, Inc.?

We are widely recognized as the premier conduit to broadcast your message to the African American community in Las Vegas, Nevada. Utilizing our advertising services your organization truly receives the best of both worlds.

In print media no publication catering to the African American community in Las Vegas, Nevada can match our *circulation*¹. We have invested in custom magazine racks, which prominently display our publication in high traffic areas throughout the valley.

For those readers who prefer to read publications on their tablet or smart phones, we utilize a digital application that produces a sleek E*ZINE, hosted on our website (<http://theurbanvoice.com>) and shareable on a variety of Social Media Networks and via SMS Text Message.

And lastly, for nearly a decade we have invested significant resources into developing a meaningful and robust social media presence at <http://facebook.com/theurbanvoice>. Our completely organic fan base has been cultivated for years and allows our message to be broadcast to an ever increasing audience.

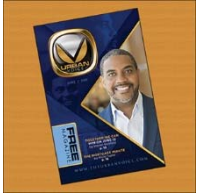
Why are there two publications?

Our bi-annual publication of **2019 URBAN DIRECTORY, SPRING EDITION**, a comprehensive guide of African American owned businesses and those which cater to the African American community in Las Vegas, Nevada. In print and online, The Urban Directory affords your organization the opportunity to heighten its profile in the community through advertisement.

In addition to **The Urban Directory**, **Unrelenting Media, Inc.** proudly presents our monthly publication **The Urban Voice**, which enlightens its readers utilizing a variety of columns covering topics including Community Events, Health & Wellness, Theology, Life & Business Success, Nutrition, Leadership, and more. Our **FREE** magazine is distributed in over eighty (80) locations throughout the Las Vegas, Nevada.

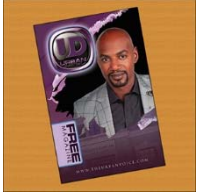
Both publications are distributed from custom digest magazine wire racks. The locations of which can be gleaned by reviewing the section titled "Distribution Points." Of course, both are distributed electronically via our website at <http://theurbanvoice.com> and on Social Media via <http://facebook.com/theurbanvoice>.

¹ Circulation, in regards to print media, is defined as the number of copies of a given publication that are distributed.



THE URBAN VOICE MONTHLY PUBLICATION

10,000 Printed Editions



2019 URBAN DIRECTORY, SPRING EDITION BIENNIAL PUBLICATION

20,000 Printed Editions

COMBINED MONTHLY SOCIAL MEDIA REACH²

44,589 The number of people who had post from our Social Media platform, enter their screen.

COMBINED MONTHLY SOCIAL MEDIA POST ENGAGEMENTS³

11,629 The number of times people engaged with posts on our Social Media platform through likes, comments, shares and more.

EDITORIAL CALENDAR FOR THE URBAN VOICE MONTHLY PUBLICATION

EDITION		EDITORIAL		ADVERTISING		PRINT		DISTRIBUTION
JULY 2018	T	June 19, 2018	T	June 26, 2018	R	June 28, 2018	M	July 2, 2018
AUGUST 2018	R	July 19, 2018	R	July 26, 2018	T	July 30, 2018	W	August 1, 2018
SEPTEMBER 2018	T	August 21, 2018	T	August 28, 2018	R	August 30, 2018	T	September 4, 2018
OCTOBER 2018	T	September 18, 2018	T	September 25, 2018	R	September 27, 2018	M	October 1, 2018
NOVEMBER 2018	F	October 19, 2018	F	October 26, 2018	T	October 30, 2018	R	November 1, 2018
DECEMBER 2018	T	November 20, 2018	T	November 27, 2018	R	November 29, 2018	M	December 3, 2018
JANUARY 2019	W	December 19, 2018	W	December 26, 2018	F	December 28, 2018	T	January 1, 2019
FEBRUARY 2019	M	January 21, 2019	M	January 28, 2019	W	January 30, 2019	F	February 1, 2019
MARCH 2019	F	February 15, 2019	M	February 25, 2019	W	February 27, 2019	F	March 1, 2019
APRIL 2019	F	March 15, 2019	T	March 26, 2019	R	March 28, 2019	M	April 1, 2019
MAY 2019	W	April 17, 2019	W	April 24, 2019	F	April 26, 2019	W	May 1, 2019
JUNE 2019	M	May 20, 2019	M	May 27, 2019	W	May 29, 2019	M	June 3, 2019

NOTES. M = Monday, T = Tuesday, W = Wednesday, R = Thursday, F = Friday, Submission to print occurs by 07:00HRS PST

DEADLINE FOR THE 2019 URBAN DIRECTORY, SPRING EDITION BIENNIAL PUBLICATION

The submission deadline for the 2019 URBAN DIRECTORY, SPRING EDITION is November 15, 2018. Distribution will take place from November 30, 2018 through June 30, 2019. For this particular edition the distribution will last approximately seven (7) months in order to align future distribution dates with the current election cycle.

² As tallied Thursday, March 1, 2018 for time period February 1, 2018 through February 28, 2018 on www.facebook.com/theurbanvoice

³ As tallied Thursday, March 1, 2018 for time period February 1, 2018 through February 28, 2018 on www.facebook.com/theurbanvoice

DISTRIBUTION POINTS

At each of the below listed locations a WIRE RACK, which holds approximately 300 copies (@ 32PP), has been placed. Each is regularly refilled throughout the month. There are approximately 60 locations (ostensibly those with less retail foot traffic) where magazines are distributed in bundles of 20 (eg. *Mortgage Solutions*, *House of Fades Barbershop*, *Expertise Cosmetology*).

AFROTIQUE 2249 S. Rainbow Blvd. Las Vegas, NV 89106	Democracy Prep 1201 W. Lake Mead Las Vegas, NV 89106	KCEP 88.1FM 330 W. Washington Ave. Las Vegas, NV 89106	Sacred Geometry Yoga 515 Rose Str. Las Vegas, NV 89106	TC's BBQ Crib 3655 S. Durango Dr. Las Vegas, NV 89147
Annie's Kitchen 1212 D. Str. Las Vegas, NV 89106	Doolittle Community Center 1950 N. J Str. Las Vegas, NV 89106	Mario's Westside Market X2 1960 N. MLK Blvd. Las Vegas, NV 89106	Second Baptist 500 W. Madison Ave. Las Vegas, NV 89106	Unity Baptist Church 543 Marion Dr. Las Vegas, NV 89110
Bell's Market 720 W. Owens Ave. Las Vegas, NV 89106	First AME 2446 N. Revere Str. N. Las Vegas, NV 89030	Nehemiah Ministries 3606 N. Rancho Blvd. Las Vegas, NV 89106	Serenity Funeral Home 3435 W. Cheyenne Ave. N. Las Vegas, NV 89032	Urban Chamber 1951 Stella Lake Str. Las Vegas, NV 89106
Best Meat Co. 2362 Lexington Ave. Las Vegas, NV 89106	Gritz Café 1911 Stella Lake Str. Las Vegas, NV 89106	Pearson Community Center 1625 W. Carey Ave. N. Las Vegas, NV 89030	Soul Foo Young 1216 W. Owens Ave. Las Vegas, NV 89106	Victory MBC 500 W. Monroe Ave. Las Vegas, NV 89106
Clark County Govt. Center 500 Grand Central Parkway Las Vegas, NV 89155	Homie's Cinnamon Rolls 3035 E. Tropicana Ave. Las Vegas, NV 89121	Raw Remedies 203 E. Colorado Ave. Las Vegas, NV 89104	St. James Catholic Church 1920 N. MLK Blvd. Las Vegas, NV 89106	

ADVERTISING RATES FOR THE URBAN VOICE MONTHLY PUBLICATION

	FINAL SIZE	SAFE AREA	(1X)	(3X) 10%	(12X) 30%	
<i>Quarter-Page (Run of Publication)</i>	2.3133" (W) X 3.5067" (H)	2.3133" (W) X 3.5067" (H)	<input type="checkbox"/>	\$250 <input type="checkbox"/>	\$675 <input type="checkbox"/>	\$2,100
<i>Half-Page Vertical (Run of Publication)</i>	2.3133" (W) X 7.3767" (H)	2.3133" (W) X 7.3767" (H)	<input type="checkbox"/>	\$400 <input type="checkbox"/>	\$1,080 <input type="checkbox"/>	\$3,360
<i>Half-Page Horizontal (Run of Publication)</i>	4.7500" (W) X 3.6167" (H)	4.7500" (W) X 3.6167" (H)	<input type="checkbox"/>	\$425 <input type="checkbox"/>	\$1,148 <input type="checkbox"/>	\$3,570
<i>Full-Page (Run of Publication)</i>	5.3750" (W) X 8.5000" (H)	4.8750" (W) X 8.0000" (H)	<input type="checkbox"/>	\$750 <input type="checkbox"/>	\$2,025 <input type="checkbox"/>	\$6,300
<i>Two-Page Spread (Run of Publication)</i>	10.7500" (W) X 8.5000" (H)	10.2500" (W) X 8.0000" (H)	<input type="checkbox"/>	\$1,400 <input type="checkbox"/>	\$3,780 <input type="checkbox"/>	\$11,760
<i>Centerfold Spread</i>	10.7500" (W) X 8.5000" (H)	10.2500" (W) X 8.0000" (H)	<input type="checkbox"/>	\$1,800 <input type="checkbox"/>	\$4,860 <input type="checkbox"/>	\$15,120
<i>Back Cover</i>	5.3750" (W) X 8.5000" (H)	4.8750" (W) X 8.0000" (H)	<input type="checkbox"/>	\$1,500 <input type="checkbox"/>	\$4,050 <input type="checkbox"/>	\$12,600
<i>Inside Front Cover</i>	5.3750" (W) X 8.5000" (H)	4.8750" (W) X 8.0000" (H)	<input type="checkbox"/>	\$1,350 <input type="checkbox"/>	\$3,645 <input type="checkbox"/>	\$11,340
<i>Inside Back Cover</i>	5.3750" (W) X 8.5000" (H)	4.8750" (W) X 8.0000" (H)	<input type="checkbox"/>	\$1,200 <input type="checkbox"/>	\$3,240 <input type="checkbox"/>	\$10,080
<i>Artwork Generation</i>					<input type="checkbox"/>	\$150

Artwork 'Design Templates' may be downloaded at www.theurbanvoice.com/design_templates.htm.

ADVERTISING RATES FOR 2019 URBAN DIRECTORY BIANNUAL PUBLICATION

	FINAL SIZE	SAFE AREA	(1X)
<i>Quarter-Page (Run of Publication)</i>	2.3133" (W) X 3.5067" (H)	2.3133" (W) X 3.5067" (H)	☐ \$400
<i>Half-Page Vertical (Run of Publication)</i>	2.3133" (W) X 7.3767" (H)	2.3133" (W) X 7.3767" (H)	☐ \$750
<i>Half-Page Horizontal (Run of Publication)</i>	4.7500" (W) X 3.6167" (H)	4.7500" (W) X 3.6167" (H)	☐ \$725
<i>Full-Page (Run of Publication)</i>	5.3750" (W) X 8.5000" (H)	4.8750" (W) X 8.0000" (H)	☐ \$1,250
<i>Two-Page Spread (Run of Publication)</i>	10.7500" (W) X 8.5000" (H)	10.2500" (W) X 8.0000" (H)	☐ \$2,000
<i>Centerfold Spread</i>	10.7500" (W) X 8.5000" (H)	10.2500" (W) X 8.0000" (H)	☐ \$2,500
<i>Back Cover</i>	5.3750" (W) X 8.5000" (H)	4.8750" (W) X 8.0000" (H)	☐ \$3,000
<i>Inside Front Cover</i>	5.3750" (W) X 8.5000" (H)	4.8750" (W) X 8.0000" (H)	☐ \$2,000
<i>Inside Back Cover</i>	5.3750" (W) X 8.5000" (H)	4.8750" (W) X 8.0000" (H)	☐ \$1,750
<i>Front Cover</i>	5.3750" (W) X 8.5000" (H)	4.8750" (W) X 8.0000" (H)	☐ \$4,500
<i>Listing</i>	N/A		☐ \$150
<i>Artwork Generation</i>			☐ \$150

SOCIAL MEDIA CAMPAIGNS

In coordination with advertisements in the current edition, advertisers can opt to have a Social Media Campaign developed for www.facebook.com/theurbanvoice. The administrative fee (*paid to Unrelenting Media, Inc.*) is **\$75.00**/per campaign. The level of sponsorship for the individual campaign will be determined by the advertiser and must be paid in advance. If existing artwork must be modified to conform to Facebook Guidelines additional fees may be incurred. To learn more simply call **(702) 306-2394**.

ONLINE ADVERTISING IN THE ONLINE DIRECTORY

To have your organization listed in our Online Directory in Las Vegas, Nevada, you have two options. You can purchase a **Featured Listing** for **\$125/annually**. Featured Listings are generated in the order they are purchased at the top of an individual category. Standard Listing can be purchased for **\$50/annually**. Standard Listings are generated in alphabetical order and below Featured Listings in an individual category. To preview our directory, click here http://theurbanvoice.com/regions/las_vegas/index.htm.

Unrelenting Media, Inc.

Joseph Abraham, Publisher

joseph@unrelentingmedia.com

P.O. Box 270065

Las Vegas, NV 89127

(702) 306-2394 T

Kelcey West, Marketing Director

kelcey@unrelentingmedia.com

(702) 860-6638 T

Will Reed, Sales Associate

will@unrelentingmedia.com

(303) 676-7427 T

Corporate Website: <http://unrelentingmedia.com>

Magazine Website: <http://theurbanvoice.com>

Social Media Site: <http://facebook.com/theurbanvoice>