



**New
Journal
& Guide**

Publishing Since 1900

**125 YEARS
OF NEWS
BY THE
PEOPLE
FOR THE
PEOPLE**

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TheNewJournalAndGuide.com

Our History

The New Journal and Guide is Virginia's oldest Black weekly newspaper and part of what makes Norfolk great. Now celebrating more than 100 years of continuous publication, we are a proud member of the African American Press comprising some 300 newspapers across the nation.

Begun in Norfolk in 1900 by the Supreme Lodge Knights of Gideon, a Black fraternal order, it was originally called the Gideon Safe Guide. The name later was changed to the Lodge Norfolk and Guide, and from 1910 to 1991, it was called both the Norfolk Journal and Guide and the Journal and Guide. Since 1991, it has been called the New Journal and Guide.

The New Journal and Guide and other Black newspapers are considered an institution in the African American community because our mission is to mirror the society we serve. The lens through which we view the world not only records history as it is happening, but gives meaning to events as they relate to being Black in America.

By the time World War II was underway, the Journal and Guide was the largest Black employer in the South. Circulation soared to over 100,000 and the paper was the only one south of the Mason Dixon line to carry a national edition. It won four consecutive Wendell Wilkie awards for outstanding journalism. Along with the Chicago Defender, the Baltimore Afro-American and the Pittsburgh Courier, the Journal and Guide took the lead in informing the Black community on events as they related to such issues as housing and job discrimination among Black soldiers. At that time, the Guide ranked fourth in circulation among Black newspapers in the United States.

The New Journal and Guide upholds a long-standing tradition and mission as an advocate for the African American community. It is a wholly Black-owned and operated business, providing jobs and opportunities in the fields of journalism, business administration and management.

Many persons have made outstanding contributions to the continuing publication of the Journal and Guide tradition, notably, P.B. Young, Sr. (the founding publisher who served more than 50 years and for whom a Norfolk public housing community is named), Thomas Young, P.B. Young, Jr., Bernard Young, Southall Bass, John Q. Jordan, John Hinton, Dr. Milton A. Reid, and Dr. Carlton B. Goodlett.

The New Journal and Guide publishes each Thursday and has a readership that extends throughout the United States and abroad. We report news and information at the local, state, national and international levels that affect the African American community. Our main distribution area is Hampton Roads, Va.

The current publisher and owner is Brenda H. Andrews, who is also the company president.



NEW JOURNAL AND GUIDE



NEWS FROM THE BLACK PERSPECTIVE SINCE 1900

PUBLISHER BRENDA H. ANDREWS

www.TheNewJournalAndGuide.com

P.O. Box 209

Norfolk, VA 23501

Ph: (757) 543 - 6531

Fax: (757) 543 -7620

Email: njguide@gmail.com

Website: www.thenewjournalandguide.com

The New Journal and Guide is Hampton Roads' oldest most widely read and most respected weekly source of information. Our paper is a broadsheet and is published each Thursday. We are especially proud of our 100-plus-year-old legacy as a Hampton Roads institution.

When you read our paper, you will know that this is a medium seeking to inform, enhance, encourage, and inspire the community we serve to move ahead, in spite of the odds. We place a special emphasis on local concerns and features. We are well aware of the competitive business environment. We believe advertisers should get the highest return possible on their advertising dollar when targeting Hampton Roads' Black Consumer Market. The New Journal and Guide has a weekly circulation of Approximately 15,000 and the paper stays in the home a full seven days. With the pass around factor, our paper is seen by an estimated 30,000 people each week.

We feature special editions and supplements to the New Journal and Guide throughout the year. We kick off the year with a special edition saluting Dr. Martin Luther King, Jr. During February and March, we salute Black History Month and Black Press Month. Our Minority Business Supplement in October is also a popular edition designed to get our advertisers' messages to the target audience.

Publisher: Brenda H. Andrews

Advertising: Brenda H. Andrews

Chief Reporter Leonard E. Colvin

New Journal and Guide Publishing Company, Incorporated

A Proven Advertising Tool New Journal and Guide

The following is a partial listing of national, regional, and local advertising companies and products which advertise in our publication.

Bank of America * Virginia Press Association * Buying Time * Johnson Marketing * Sentara * Hampton Roads Community Foundation * Shiloh * Blue Pyramid * Virginia Symphony * Ford * Health and Human Services * Food Lion * Dominion * Nauticus * Norfolk Academy * Norfolk Collegiate School * Norfolk Public Schools * Chesapeake Public Schools * Roanoke City Public Schools * Va. Beach City Public Schools * Home Depot * Lowe's * AARP * Norfolk Botanical Gardens * Congressman Bobby Scott * Attucks Theatre * Festevents * Office of National Drug Control Policy * Virginia Stage Co. * Hampton Roads Planning District * Norfolk International Airport * Old Dominion University * Norfolk State University * Central Michigan University * Hampton University * Paul D. Camp Community College * Eastern Shore Community College * Tidewater Community College * TNCC * Virginia Tech * College of William & Mary * City of Norfolk * City of Chesapeake * City of Virginia Beach * City of Newport News * City of Suffolk * City of Portsmouth * City of Hampton * Hampton Roads Regional Jail * Norfolk Redevelopment & Housing Authority * Hampton Redevelopment & Housing Authority * Suffolk Redevelopment & Housing Authority * Portsmouth Redevelopment & Housing Authority * Chesapeake Redevelopment & Housing Authority * Opportunity Inc. of Hampton Roads * Colonial Services Board County of Sussex * WHRO * WAVY-TV 10 * Blueridge General, Inc. * WVEC-TV * Virginia Department Of Health * Virginia Department of Highways & Transportation * Portsmouth Health District * County of York * Norfolk Public Library * E.V. Williams * Virginia Port Authority * US Environmental Protection Agency

OVERVIEW

COMMUNITY INVOLVEMENT: We take pride in being an active part of our community. We lend support to our organizations and provide a number of free services for our audiences, such as free publication of their church news, social news and area news hotline. Our newsroom staff volunteers during the summer to tutor reading and math to area children. We provide a Speaker's Bureau which is available free of charge to community groups.

POLITICAL INVOLVEMENT: We take an active role in the political process. We encourage participation in the political process among our audiences, and try to present the issues in a manner that relates to their concerns with emphasis on how it affects them so they can make a clear decisions.

CHURCH AFFILIATION: The Black newspaper was born out of the Black Church, and gospel music has been the root of the Black experience; thus, our very existence is connected into that of the church. Weekly, we have a religious page that encompasses the Southside as well as the Peninsula and features religious columns, news items and church services.

SOCIAL ISSUES: Major issues directly affecting the Black community are also of prime concern to us. What the social clubs, the civic and community groups and individuals are doing to support America's system of freedom and justice is important to our readers. The motto of the New Journal and Guide is: **"Dedicated to the cause of the people...no good cause shall lack a champion and evil shall not thrive unopposed."**

2025 New Journal and Guide Rate Sheet

The New Journal and Guide is published weekly on Thursday.

DISPLAY AD OPEN RATES

Local/Regional	National
per col in....\$15.60	per col in...\$21.63

DISPLAY AD CONTRACT RATES

(26 weeks minimum)

Local/Regional	National
per col in....\$13.40	per col in...\$18.45

***** **COLOR** *****

\$100.00 more per color

PAGE MECHANICS

Broadsheet (h x col x rate)

10.125" W x 21" h/6 Columns Per Page

1.6 inches/one col	3.3 inches/2 col
5 inches/3 col	6.7 inches/4 col
8.4 inches/5 col	10.125 inches/6 col

CLASSIFIED ADS

\$10.00 x col x height

INSERTS

We currently **are not** accepting inserts

DEADLINES

Insertion Orders: Friday 5 p.m.

Ad Copy: Noon Monday

SEND CAMERA READY ADS TO:
NJGUIDE@GMAIL.COM

FULL PAGE

(10.125"w x 21"h)

Open Rates	Contract Rates
Local/Regional \$1966.00	Local/Regional \$1728.60
National - \$2725.65	National - \$2324.70

HALF PAGE

Vertical 5"w x 21"h

Horizontal 10.125"w x 10.5"h

Open Rates	Contract Rates
Local/Regional \$982.80	Local/Regional \$844.20
National - \$1362.69	National - \$1162.35

QUARTER PAGE

Vertical 5"w x 10.5"h

Horizontal 10.125"w x 5.25"h

Open Rates	Contract Rates
Local/Regional \$491.40	Local/Regional \$422.10
National - \$681.35	National - \$581.18

EIGHTH PAGE

Vertical 3.33"w x 8"h

Horizontal 6.7"w x 4"h

Open Rates	Contract Rates
Local/Regional \$249.60	Local/Regional \$214.40
National - \$346.08	National - \$295.20

[illegible]

**Domestic
with N. Whiteaker**



1000 N. Whiteaker
PO Box 48
Greenville, SC 29602
Tel: 864/233-1111

Domestic with K. Lee



1000 N. Whiteaker
PO Box 48
Greenville, SC 29602
Tel: 864/233-1111

Domestic with K. Lee



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PO Box 48
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Tel: 864/233-1111

Domestic with K. Lee



1000 N. Whiteaker
PO Box 48
Greenville, SC 29602
Tel: 864/233-1111

Smooth 88.1
Where Jazz Lives
THE ESSENCE OF HAMILTON UNIVERSITY

VISIT US ONLINE WWW.WHOV.ORG

Business Cards

68 | January 27, 2022 - February 3, 2022

From The Guide's Archives

is being prepared entirely by volunteer workers from the various churches of the city.

LEGAL NOTICE

[illegible][illegible]

THE ULTIMATE CHECKERBOARD



WINNERS

- 1. 104th Cavalry
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Financial Controller & Analyst

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569.99
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1-888-414-1000



REQUIRE FOR QUALIFICATION

CONTRACT # 0017174801012

104 AIRBORNE DIVISION EXPRESS (104TH AIRBORNE DIVISION)

SEGMENT 1 IN DESIGNER PROFILE

The Virginia Department of Transportation (VDOT) is seeking...
 1. 101st Airborne
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Classified



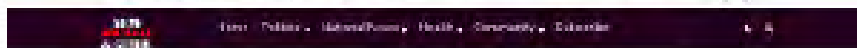
HOME PAGE LEADER AD

1600x400px (large)

22.3x5.5in

Weekly
\$475

Monthly
\$1800



THE BIRMINGHAM JOURNAL
BIRMINGHAM, ALA. | 100 YEARS OF
THE BIRMINGHAM JOURNAL



THE BIRMINGHAM JOURNAL
BIRMINGHAM, ALA. | 100 YEARS OF
THE BIRMINGHAM JOURNAL



Proctor's New Fire Chief Is City's First Woman and Former African American

By [Name] [Date]
The Birmingham Journal and Guide has announced the hiring of its new fire chief, a woman and a former African American.



FREE TEST KITS
CLICK HERE TO GET YOUR FREE TEST KIT
[Text about COVID-19 testing]

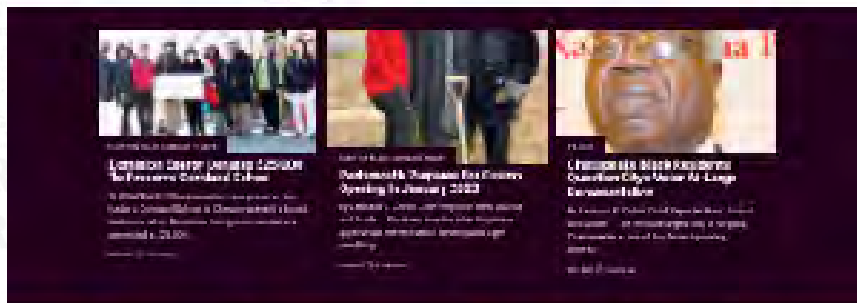
FEATURE SIDE BAR

300x250px (small)

4.2x3.6in

Weekly
\$250

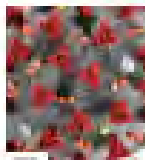
Monthly
\$850



ATTORNEY TO THE JUDGE
[Text about a legal case]



PROCTOR'S NEW FIRE CHIEF
[Text about the new fire chief]



COVID-19 UPDATE
[Text about COVID-19 cases]



COMMUNITY
[Text about community events]



PROCTOR'S NEW FIRE CHIEF
[Text about the new fire chief]



PROCTOR'S NEW FIRE CHIEF
[Text about the new fire chief]



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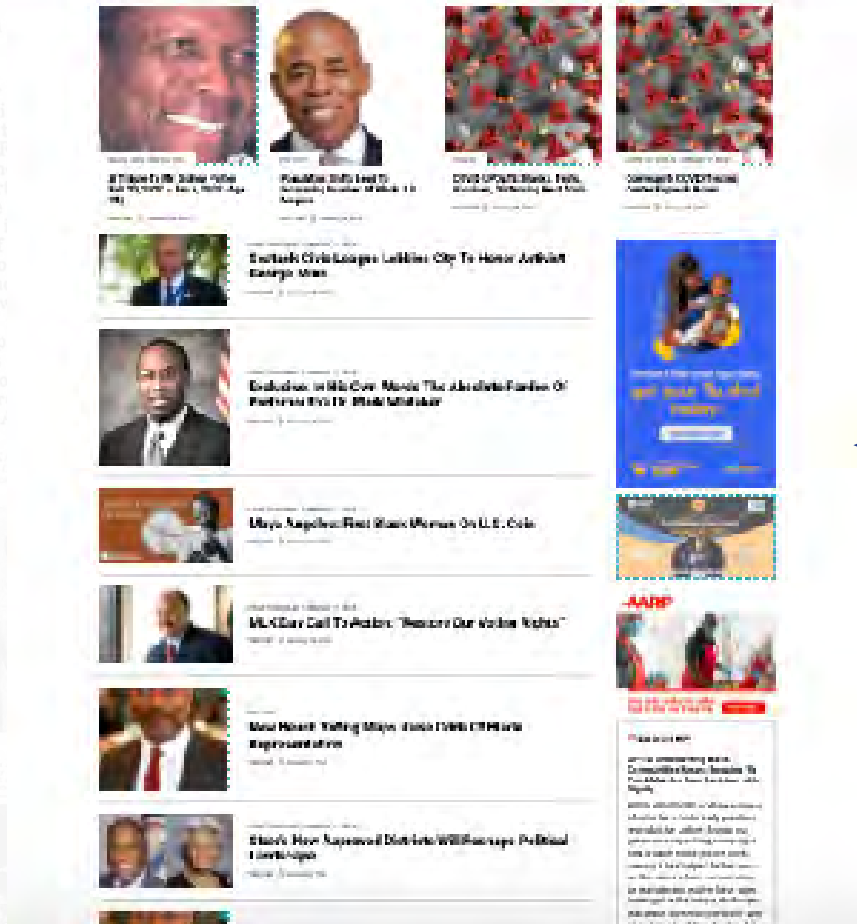
HOME PAGE SIDE BAR

300x250px (small)

4.2x3.6in

Weekly
\$200

Monthly
\$750





INSIDE LEADER AD

960x90px (small)
13.33x1.25
Weekly \$300 Monthly \$1000

1600x400px (large)
22.3x5.5in
(most popular ad space)

Weekly \$400 Monthly \$1200



INSIDE SIDE BAR

300x250px (small)
4.2x3.6in
Weekly \$175 Monthly \$650

ARTICLE/POST AD

300x250px (small)
4.2x3.6in
(most viewed ad space)

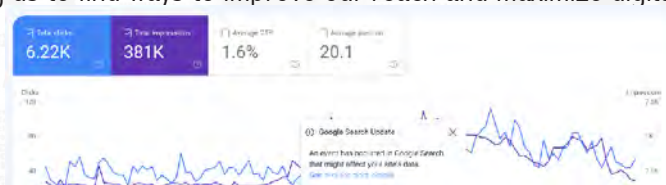
Weekly \$250 Monthly \$850

New Journal and Guide Digital AD Space

Our Website is monitored by Google's Search Console allowing us to find ways to improve our reach and maximize digital content.

Viewership

NJG's Digital AD buys is our youngest component to a 122year old company. Within 2yrs we were able to rank in popular search engining and quickly attract tens of thousands unique views per month. We constantly explore new tools and common methods such as SEO (Search Engine Optimization)so that our content can be easily found on the World Wide Web.



New

JOURNAL & GUIDE

P.O. BOX 209 NORFOLK, VA 23501
(757) 543-6531 FAX (757) 543-7620

Brenda H. Andrews, Publisher

2025 Print Advertising Rates **(Width x Height)**

Full Page: 10.125" x 21"

\$1966.29 (b/w)

\$2166.29 (color)

Half Page: 10.125" x 10.5"

\$982.80 (b/w)

\$1182.80 (color)

Quarter Page: 5" x 10.5"

\$491.40 (b/w)

\$691.40 (color)

Eighth Page: 3.33" x 8"

\$249.60 (b/w)

\$449.60 (color)

New

JOURNAL & GUIDE

P.O. BOX 209 NORFOLK, VA 23501
(757) 543-6531 FAX (757) 543-7620

Brenda H. Andrews, Publisher

2025 Online Advertising Rates **www.thenewjournalandguide.com**

Home Page Leader Ad: 1600 x 400 px

Weekly: \$475.00 Month: \$1800.00

Inside Leader Ad: Large (1600 x 400) Small (960 x 90) px

Weekly: \$300.00 Month \$1000.00
Weekly: \$400.00 Month \$1200.00

Featured Side Bar: 300 x 250 px

Weekly: \$250.00 Month: \$850.00

Home Page Side Bar: 300 x 250 px

Weekly: \$200.00 Month: \$750.00

Inside Side Bar: 300 x 250 px

Weekly: \$175.00 Month: \$650.00

In Article/Post AD: Small (300 x 250) px

Weekly: \$250.00 Month: \$850.00

NEW JOURNAL AND GUIDE

125 Years In 2025

Experienced. Trusted. Dedicated.



OUR TEAM HAS MORE THAN

154 YEARS

OF AWARD-WINNING NEWS COVERAGE

Publisher: Brenda H. Andrews

Chief Reporter: Leonard E. Colvin

Associate Editor: Rosaland Tyler

National NNPA Correspondent: Stacy Brown



Source: <https://www.nnpa.com/anniversary>

Your Support Matters