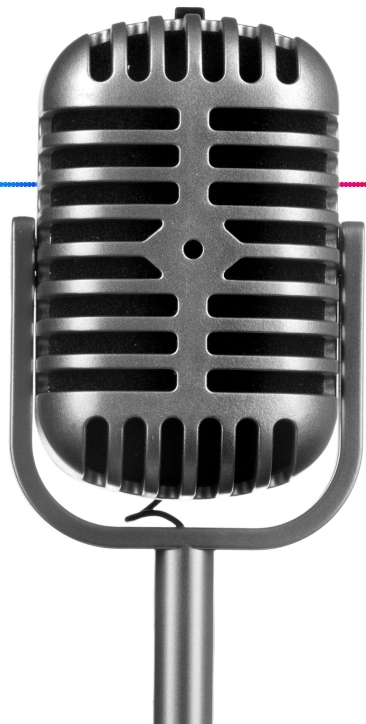




*"The Official Podcast of the New Journal and Guide"*



**The New Journal and Guide**

**Office:** 5127 E Virginia Beach Blvd, Norfolk, VA 23502

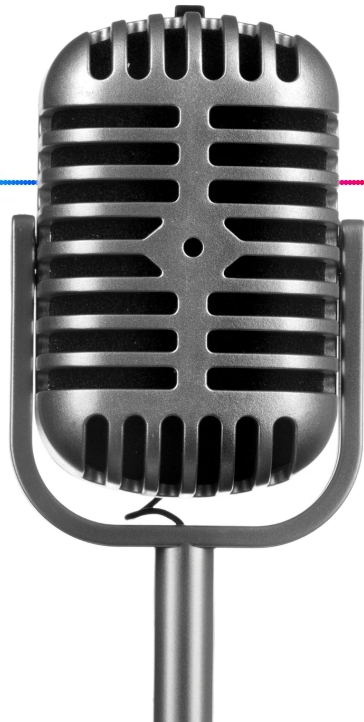
**Contact:** (757) 543-6531 | [njguide@gmail.com](mailto:njguide@gmail.com)

**Website:** [www.thenewjournalandguide.com](http://www.thenewjournalandguide.com)

**“ During World War II, NJG achieved remarkable prominence: it was “the largest Black employer in the South” with circulation over 100,000, and reportedly “the only [Black newspaper] south of the Mason–Dixon line to carry a national edition.” The paper even won four consecutive Wendell Willkie awards for journalistic excellence.**

**”**





## ABOUT NJGPOD

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NJGPOD is the official podcast of The New Journal and Guide, a distinguished African American-owned newspaper with a legacy spanning over 124 years. Based in Norfolk, Virginia, and serving the Hampton Roads area, the publication has been a cornerstone in delivering news and insights pertinent to the African American community.

The podcast extends this legacy into the digital realm, offering weekly episodes that delve into topics such as politics, community affairs, arts, education, health, and faith. Each episode features exclusive interviews, cultural commentary, and narratives that resonate with both local and national audiences.



# NJGPOD: SEASON ONE

**EPISODE 1:** Host Brenda H. Andrews and

Guest Host Ernest Lowery Pilot Episode

**EPISODE 2:** Leonard Colvin on Journalism and the Black Press

**EPISODE 3:** Leonard Colvin Discusses the New Journal and Guide Archives

**EPISODE 4:** Wayne Lynch on Policing in America

**EPISODE 5:** Annette Dunbar Humanitarian Award

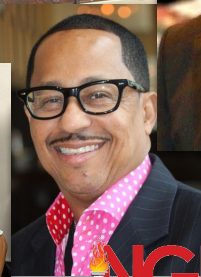
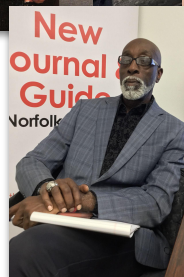
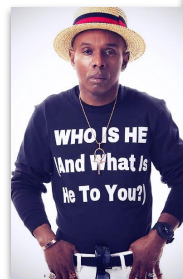
**EPISODE 6:** Eric Majette NAACP President Talks About Integration

**EPISODE 7:** Delores Dudley, Hampton Roads Poet

**EPISODE 8:** Bridging Lives with Jennifer Douglas

**EPISODE 9:** Portsmouth's Father-Hood Re-entry Program

**EPISODE 10:** Norfolk's Book Store Owner Bro. Furqaan Ali Addresses Black Business and Literacy



# AUDIENCE PROFILE

- **Demographics:** Predominantly African American listeners aged 25–55+, with a strong female representation (63% Female - 36% Male).
- **Our Geographic Reach:** Primarily serving Norfolk, Portsmouth, Virginia Beach, Chesapeake, Suffolk, and the Peninsula (12% nationally and 3% international).
- **Interests:** Engaged in topics related to civil rights, health, education, local news, and faith.
- **Engagement:** High listener loyalty with active participation across multiple platforms.



#### SEASON SPONSORSHIP

# 7x Advertising Opportunities

**Inclusions:** Comprehensive integration into a 8-12 episode themed season; cross-promotion across all NJG channels (print, web, podcast, social media); custom ad reads, interviews, and product placements.

**Investment:** \$2,500–\$5,000 per season.



#### EPISODE SPONSOR

**Inclusions:** Pre-roll, mid-roll, and post-roll ad placements; "Brought to you by" mentions.

**Investment:** \$150–\$500 per episode, depending on placement and duration



#### BRANDED SEGMENTS

**Inclusions:** Customized segments or Q&A sessions sponsored by your brand; mentions in show notes and website articles.

**Investment:** Starting at \$750 per episode.



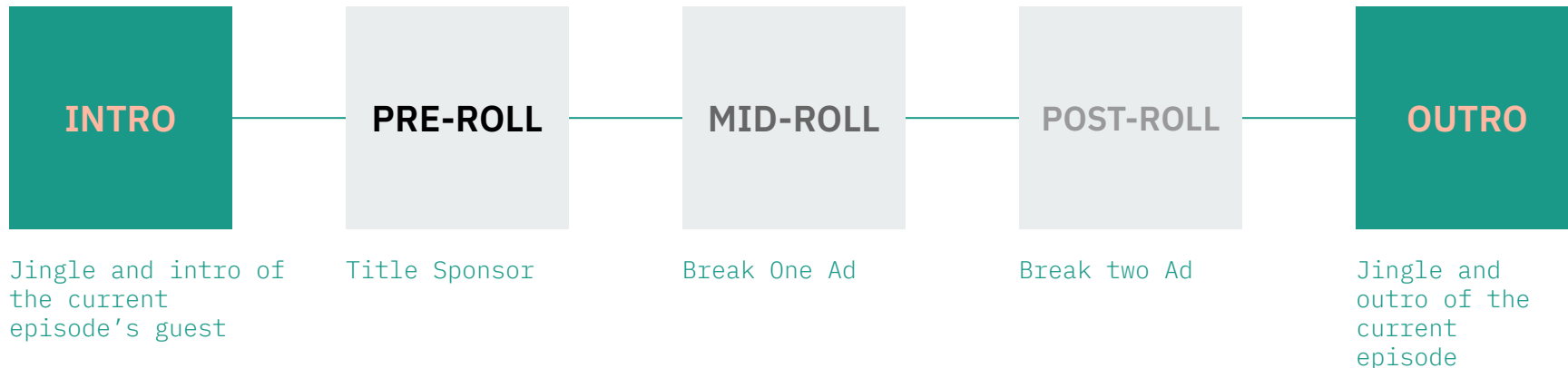
#### NEWSLETTER & PODCAST BUNDLE

**Inclusions:** Featured advertisement in our weekly newsletter (10,000+ subscribers); logo and link in NJGPOD-related website articles.

**Investment:** \$1,000 per month.

# NJGPod's Placement For Advertisers

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Margot Lee Shetterly, author of Hidden Figures

**“ NJG’s legacy is widely recognized in media history. Margot Lee Shetterly, author of Hidden Figures, specifically credits Black-press archives like the Norfolk Journal and Guide with enabling her research: “if not for the archives of the Black Press such as the ‘Norfolk Journal and Guide’... the inspiring story of Black women geniuses at NASA would not have been possible to tell. ”**





# WHY ARE WE THE RIGHT CHOICE FOR YOU?



## Reputable

With 125 Years of serving the community, NJG has built a solid reputation in the black community.

## Preservation

Our publications are submitted to the library of congress and used in many films and books.

## Market Share

NJG's ads reach a large, desirable African-American audience (30% local population)



# NJGPOD, The official Podcast of the New Journal and Guide

NJG's ads reach a large, desirable African-American audience (30% local population [media.hamptonroads.com](http://media.hamptonroads.com)) and carry the weight of a historic brand. Its integration into university databases and state archives (e.g. ProQuest, LOC, LVA microfilm [lva.virginia.gov](http://lva.virginia.gov)) demonstrates its enduring importance. Culturally, NJG is portrayed as a trusted community voice ("trusted and audacious voice of Black America"). Advertisers benefit not just from visibility, but from NJG's legacy of credibility and relevance in the Black community.



# Ask About the 4-in-1 Advertisement Bundle

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DIGITAL

AUDIO/VISUAL

04





**Site:** [www.thenewjournalandguide.com](http://www.thenewjournalandguide.com)

**Phone:** (757) 543-2431

**Email:** njguide@gmail.com

**Address:** 5127 E. Virginia Beach Blvd  
Norfolk, Virginia 23510

## Contact