

# DA GHETTO TYMZ magazine

**KNOWLEDGE OF SELF CAN ONLY BE FOUND UNDAGROUND**

## 2005 ADVERTISEMENT-MEDIA RATE GUIDE

DA GHETTO TYMZ MAGAZINE | POBOX 71 | NYC 10159  
WWW.DAGHETTOTYMZ.COM | INFO@DAGHETTOTYMZ.COM

# Da GHETTO TYMZ

## magazine

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Step into the realm of edutainment. The cipher began April 10th, 1993. Originally a newsletter, **Da Ghetto Tymz magazine** quickly became the source for African history, coupled with current events, from a young African perspective infused with the intellect hip-hop culture creates. Using ebonically laced lingo as its writing style has enabled DGT to keep its finger on the pulse of the resurrected vibe of African liberation. The primary founding of Da Ghetto Tymz magazine is to bond the ever-widening gap between our Elders and the youth. We realize the importance of the preservation of our history and with the numerous obstacles lying before our youth today, there is a dire need for the maintenance of bridges created encompassing the African Diaspora.

Da Ghetto Tymz magazine promotes African knowledge of self by way of informing the children of Africa, world-wide of our infamous past, present and developing future – again, with an urban educational twist.

Contrary to popular belief, African people *are* reading. We are re-awakening and through this re-awakening process, there is a need for growing and contagious desire to learn more. This is where the work of Da Ghetto Tymz magazine steps in to fulfill this need.

This publication reaches thousands of readers monthly extending from New York to California, including Africa, the Caribbean, Canada, London and and Brazil. In addition, our readership has global access via our website **[www.daghattotymz.com](http://www.daghattotymz.com)**. Inside each issue, our readers are able to obtain vital information on current and historical news and views pertaining to the African Diaspora, on both national and global issues, enhancing the severely challenged self-esteem of African people.

To continue our self proclaimed #1 Ranking as the world's #1 Afrikan/Pan-Afrikan centered magazine, each issue the reader includes various articles on the topics of history, health, religion and education, plus 14 informative departments like 'Y IZ Dat?!', 'Fo Yo N'fo', 'Poetry' and 'Wake Up'.

With an already established readership over the last 12 years, your Black-owned business will have access to a conscious community well aware of the importance of supporting Black-owned businesses. Our consistant presence has spanned over 12 years. April 2003 marked our 100th consecutive issue. We hope you will seriously consider allowing us assist you in exposing your business to a larger market.

Looking forward to establishing a working relationship with you,

M'Bwebe Aja Ishangi fka Jehvon Buckner

CEO

Da Ghetto Tymz magazine

[info@daghattotymz.com](mailto:info@daghattotymz.com)

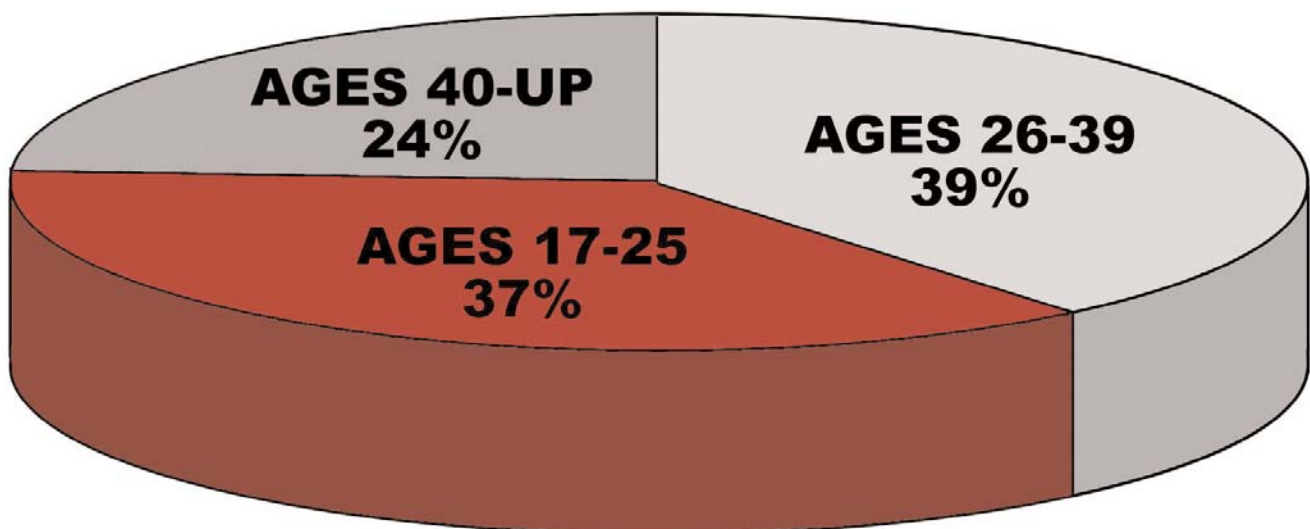


## OUR TARGET AUDIENCE

Da Ghetto Tymz magazine targets the African Diaspora of all ages across the world, in particular the 17-35 audience. This age group consists of the largest spending power among other age groups. They make up a variety of personalities: high schoolers, college students and post-graduates, young parents and most have entered the first phase of their working lives. Most express a zest for entertainment as well as intellectual stimulation. This, of course, is the Black business market.

In the New York area alone, we are fast approaching 7,000 readers and subscribers. These readers are yearning for Black-owned businesses to patronize. They are the active, curious and artistically creative with the ability and financial resources to go after what they want; and most importantly, they want to purchase from Black-owned businesses in their community.

Our work at Da Ghetto Tymz (DGT) has spanned the world, enabling us to touch Africans not only in America but Canada, the Caribbean, Europe, Asia and yes, Mama Africa. Along with our writer's thoughts and philosophies, this magazine also allows us to introduce African-owned businesses and culture. With a monthly circulation of 10,000 plus (and growing), each month a reader of this magazine is also a potential customer and supporter of what you do!



**DA GHETTO TYMZ MAGAZINE READERSHIP BY AGE GROUP**

## GENERAL INFORMATION

Size: 10x14 inch Tabloid  
Paper stock: †Cover and Balance = 30lb. Newspaper stock  
# of pages: Approximately 32-52  
Finishing: Folded  
Black and White Ink

## MAGAZINE SPECIFICATIONS...

## PRODUCTION ASSISTANCE...

Our design department provides assistance in construction and design for display ads to the advertiser for use in Da Ghetto Tymz magazine for an extra charge of \*\$50.00.

## PUBLICATION DAY...

The 15th of each month prior.

## ADVERTISING DEADLINE...

Deadline for receipt of advertising material is close of business (cob) and 1 month before the month prior. Exceptions on a case by case basis.

## PAYMENT GUIDELINES...

Advanced payment is required of all advertisers without an established record of prompt payment with Da Ghetto Tymz magazine. Bills are payable upon receipt. Interest charges will incur on accounts 30 days or more delinquent.

†for special issues and upon request, the cover (including back cover, front and back inside pages) can be upgraded to 40lb. white paper with or without color.

\*\$50.00 base price on simple ad design.

## DGTDEPARTMENTS

### WAKE UP...

Monthly feature highlighting therapeutic remedies to deprogram your mindstate.

### U MUS B' BUGGIN'...

Monthly feature pointing out incidents that seem inhumane or outright sadistic.

### HEALTH...

Promoting vegetarianism, we offer alternative information to better your health (wholistically) and to warn you of the dangers many substances used for human consumption.

### HIPHOP/ENTERTAINMENT...

Monthly feature highlighting both positive and negative aspects hip hop culture has on entertainment.

### Y IZ DAT?!...

Monthly feature highlighting scenarios that make you wonder, "Y IZ Dat?!"

### FO YO N'FO...

Monthly feature highlighting breakthrough current and historical information.

### ILL SUBLIMINALZ...

Monthly feature highlighting subliminal messages enclosed in advertisements in field of multi-media.

## DGTDEPARTMENTS**CONT'**

### BLAST FROM DA PAST...

So that our readers can reflect, each month we summarize a past issue of Da Ghetto Tymz, promoting the relevance of the entire collection of Da Ghetto Tymz magazines.

### DID U KNO?...

Monthly feature revealing information most like not known to the average person.

### QUOTABLE NOTABLES...

An added dose of inspiring, influential and sometimes shocking quotes regarding the self-esteem of Black people.

### POETS CORNER...

Monthly stimulation from signed and unsigned poet's around the world.

### BOOM SHOTS...

Monthly feature highlighting our sheroes and heroes who have dedicated lifelong work and effort to the advancement of Black people.

### NUMEROLOGY...

Monthly feature dealing with metaphysics and numerology and how they are seen in our society.

# MECHANICALSPECS

SUBMITTING YOUR ARTWORK:

ALL FILES MUST BE SUBMITTED ELECTRONICALLY IN THE FOLLOWING FORMAT:

**FILE TYPE: TIFF** (\$ 50.00 CONVERSION CHARGE FOR ANY FILES SUBMITTED IN OTHER FORMATS)

**COLOR FORMAT: CMYK** (\$ 50.00 CONVERSION CHARGE FOR ANY FILES SUBMITTED IN OTHER FORMATS)

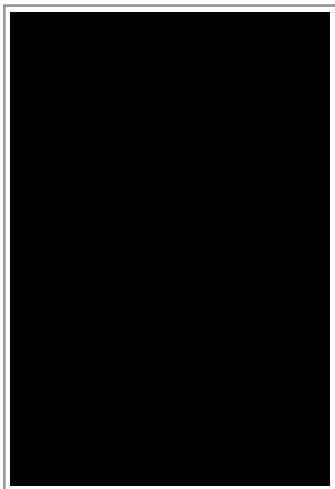
**RESOLUTION: 300 DPI** (FILES SUBMITTED IN AT LOWER RESOLUTIONS CANNOT BE PRINTED)



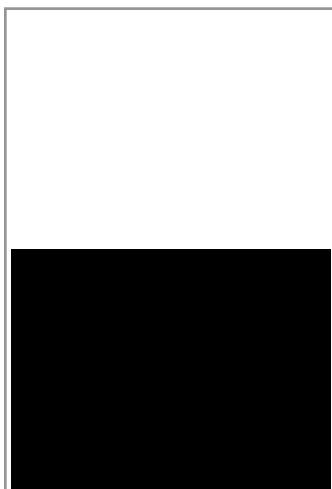
FILES SUBMITTED IN FORMATS OTHER THAN THE PRESCIBED METHOD WILL BE SUBJECT TO CONVERSION CHARGES. WRC NETWORK LIMITED AND MONARCH MAGAZINE WILL BE HELD HARMLESS FOR FONT DEFAULTS, OMISSIONS, MISPRINTS, FOR FILES SUBMITTED IN ANYTHING OTHER THAN TIFFS. FOR COLORCRITICAL FILES, PLEASE PROVIDE A COLOR KODAK PROOF TO ENSURE THE CLOSEST REPRODUCTION.

	WIDTH	HEIGHT	
FULL PAGE*			<b>PLEASE NOTE :</b> FULL PAGE ADVERTISEMENTS MUST HAVE BLEEDS ON THE HEADER AND FOOTER AS WELLAS THE LEFT AND RIGHT SIDE. ALL FULL PAGE ADVERTISEMENTS SUBMITTED WITHOUT THE CORRECT BLEEDS WILL RECIEVE A REGISTRATION BLACK BLEED.
TRIM SIZE	11	17	
LIVE AREA	10.875	16.825	
SIZE WITH BLEED	11.25	17.25	
HALF PAGE	11	8.5	
1/4 PAGE	4.25	5.5	

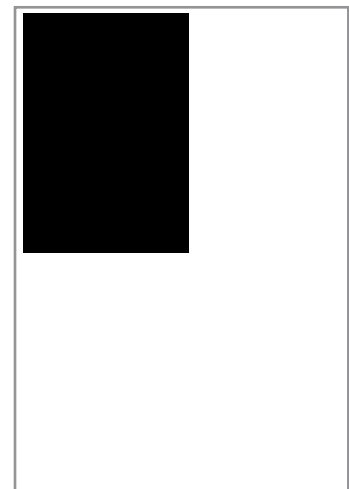
**FULL PAGE**



**HALF PAGE**



**1/4 PAGE**



MEDIA WILL NOT BE RETURNED. PLEASE PROVIDE ALL FILES ON MEDIA THAT YOU WILL NOT REQUIRE RETURNED.

**WE CAN DESIGN YOUR AD:** IF YOU REQUIRE AD DESIGN, LET OUR ADVERTISING FIRM DEVELOP YOUR ARTWORK AT A DISCOUNTED FEE OF \$60.00 PER HOUR. FOR INQUIRY, CONTACT US @ DESIGN@DAGHETTOTYMZ.COM OR CALL 347.365.3548

SEND YOUR ELECTRONIC FILES VIA E-MAIL TO: [design@daghattotymz.com](mailto:design@daghattotymz.com)

## DISPLAY ADVERTISEMENT RATE GUIDE

### COVER

	FRONT COVER	FRONT INSIDE	BACK INSIDE	BACK COVER
1 MONTH	\$??	\$135	\$135	\$150
3 MONTHS	\$??	\$375	\$375	\$420
6 MONTHS	\$??	\$760	\$760	\$850

### INSIDE PAGES

	FULL	1/2	1/4
1 MONTH	\$125	\$85	\$60
*CENTERED	\$140	\$100	n/a
3 MONTHS	\$345	\$230	\$150
*CENTERED	\$390	\$270	n/a
6 MONTHS	\$500	\$385	\$240
*CENTERED	\$550	\$435	\$295

\*3 and 6 month contracts are available with a percentage of the price deducted contingent on contract length and display ad size.  
 We also accept business cards for \$55 per edition.

### DGT.com ANIMATED AD & ANIMATED BANNER

	1 edition (2 months)	3 editions (6 months)	6 editions (1 Year)
*121x376 pxls (tall)	\$65	\$115	\$215
*413x69 pxls (wide)	\$75	\$125	\$225

\*ANIMATED BANNER AD STARTING AT \$250 - view on [www.daghettotymz.com](http://www.daghettotymz.com)'s homepage

\*excludes design cost, call for updated rate

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**W:** www.daghettotymz.com

# GHETTO TYMZ

magazine

**KNOWLEDGE OF SELF CAN ONLY BE FOUND UNDERGROUND**

## DISPLAY ADVERTISEMENT ORDER FORM

Client Name: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

— **CIRCLE APPROPRIATE SIZE DESIRED** —  
MAGAZINE:

FULL PAGE

HALF PAGE

1/4 HORIZONTAL

WEB (DAGHETTOTYMZ.COM):

ANIMATED BANNER

120x60pxls

468x60pxls

ART: Digital w/ Hardcopy proof \_\_\_\_\_

Hardcopy Only \_\_\_\_\_  
(will be scanned)

No Art Supplied \_\_\_\_\_

For Which Issue (Month/Yr): \_\_\_\_\_ Ad Size Cost: \$ \_\_\_\_\_

Date of Order: \_\_\_\_\_ Artwork: \$ \_\_\_\_\_

Ordered by (print name): \_\_\_\_\_ **TOTAL** \$ \_\_\_\_\_

Signature \_\_\_\_\_ Position/Title: \_\_\_\_\_

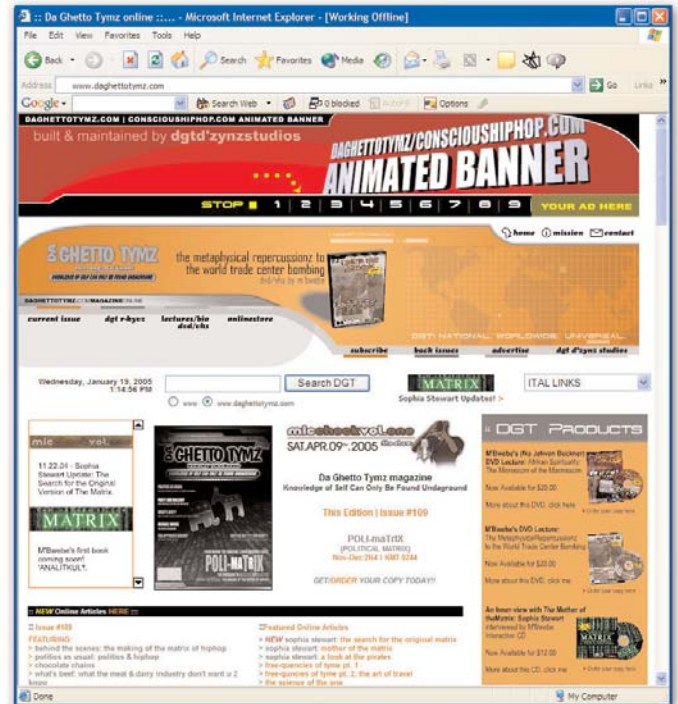
**WWW.DAGHETTOTYMZ.COM**

**SITE DESCRIPTION**

*Knowledge of Self Can Now Be Found On The Internet!*

DAGHETTOTYMZ.com is the premium online destination for various individuals. From those who want the latest perspectives in the socio-political realm to those in search of a deeper meaning of self, each viewer will find unique alternative-thought which stimulates a need to communicate.

DAGHETTOTYMZ.com complements the magazine by packing an interactive medium with exclusive interviews, historical perspectives, Q & A's, Health issues and more. It provides the viewer with up-to-the-minute news and scene reports, forums, chat rooms and personals, as well as, a streaming section where the user can listen to the music of independendant artist's they've read about in the magazine as well as an assortment of movie trailers and other DGT Products.



DAGHETTOTYMZ.com offers:

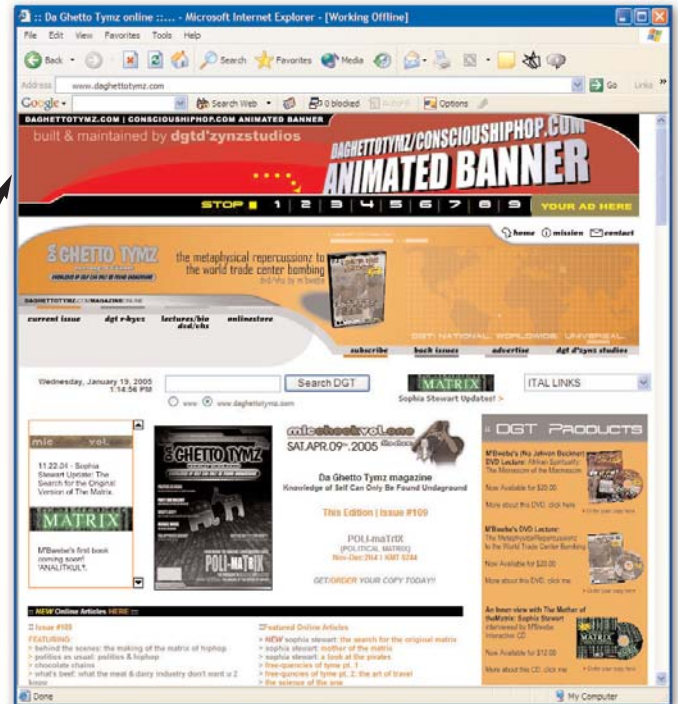
- o Cover stories, features, reviews and more from Da Ghetto Tymz magazine
- o Exclusive Interviews
- o Online, Streaming and Video Exclusives
- o Photo Gallery
- o Complete Library of Archived Articles
- o Forums
- o Urban Fashions

## UNIQUE SELLING PROPOSITION

DAGHETTOTYMZ.com provides advertisers with the opportunity to target a vertical audience interested in conscious/spiritual development, the latest music and info on upcoming artist's. Advertisers may utilize high profile sky-scraper, leaderboard, and island unit positions that truly create strong brand awareness to users viewing the webpage.

\*Even more effective is our very own Animated Banner Ad powered by DGT D'Zynz Studios. This is a new and attractive way to draw our viewers to your site with a Flash-implemented and animated banner complete with sound and moving graphics.

DAGHETTOTYMZ.com offers advertorial content within the online exclusives sections and homepage. DAGHETTOTYMZ.com is very flexible in working to meet and exceed the online marketing objectives of advertisers using the internet as their medium.



\*For more information on our Animated Banner email: [design@daghettotymz.com](mailto:design@daghettotymz.com) or call (347)365.3548 for details.

### SITE STATS

December 2004  
 Site Visits: **1,854,028**

Source: *MediaHouse Software Inc.*

## CONTACT INFORMATION

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