

“Georgia’s Best Weekly”

The Savannah Tribune

Established in 1875

Reaching Over 50,000 Readers Weekly

Chatham, Bryan, Liberty, and Effingham Counties

Shirley James
President- Publisher

Tanya Y. Milton
Vice President-
Advertising Director

Tirany Reeves
Senior Graphic Designer
& Editorial Assistant

1805 Martin Luther King Blvd.
Savannah, GA. 31401
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912.233.6128



Savannah Tribune



Tribune1805



NATIONAL NEWSPAPER
PUBLISHERS ASSOCIATION



History

The Early Years

The Savannah Tribune has a proud and glorious heritage. A weekly newspaper covering news and issues related to Savannah's African American community, The Savannah Tribune, originally named The Colored Tribune, published its first edition in 1875. Founders John H. Deveaux, Louis B. Toomer, Sr., and Louis M. Pleasant, three African-American civic and business leaders, recognized the need for a newspaper dedicated to African-American in Savannah. The was in full publication with the exception of two hiatuses, 1886 print-city produce 1960 to closed its national trend. After re-emergence in 1973, The Savannah Tribune and continued as a front of positive efforts to improve the plight of African-Americans, and lift the entire community.

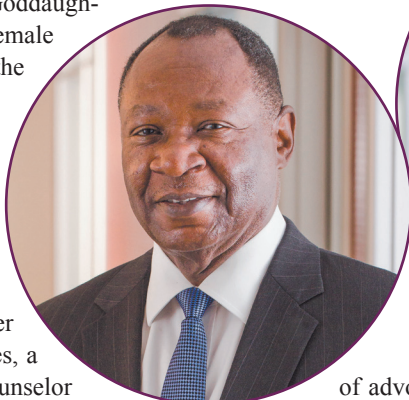


John H. Deveaux

Deveaux served as editor until 1889 when he was appointed as the Collector of Customs and moved to Brunswick, GA. Solomon "Sol" C. Johnson then assumed the editorship, and later purchased the paper upon DeVeaux's death in 1909. Sol C. Johnson ran the publication until his death in 1954. He was succeeded by his Goddaughter, Willa Ayers Johnson who became the first female owner and editor. Ayers Johnson continued the publication until September 1960.

Re-emergence

After a thirteen-year hiatus, banker Robert E. James re-established The Savannah Tribune in 1973. He was owner and publisher until 1983 when his wife, Shirley Barber James, a community leader, Licensed Professional Counselor and administrator at Savannah State University, became the second female publisher and sole owner. Under the James' ownerships, local and national news and issues that are primarily of interest to African Americans has dominated the pages of The Tribune,



Robert James

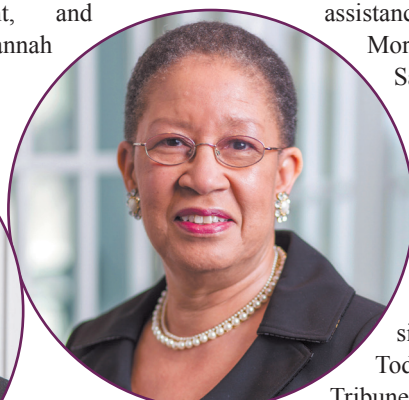
along with articles about local African American community events.

The Savannah Tribune experienced a surge in 2002 when Savannah native and veteran newspaper advertising salesperson, Tanya Milton, returned to manage the day-to-day affairs as General Manager and Advertising Sales Director.

Milton started her newspaper career at The Savannah Tribune in 1975. She relocated to Detroit in 1978, joined the sales staff of The Black Secretariat, and several years later, joined the Kansas City Star & Times (Kansas City, MO), as an advertising salesperson. Milton returned to Savannah in 1981, and served on the sales team at The Savannah Morning News for 21 years. Her return to The Savannah Tribune has been key to the newspaper's success during a period when many questioned the relevance of small, privately owned weekly newspapers.

In January 2006, an electrical fire scathed the inside of the newspaper's office at 916 Montgomery Street. The community rallied around The Tribune in the wake of the fire. Savannah State University offered Tribune staff members the use of computers in its journalism department, and assistance also came from Morning News and the Savannah College of Art and Design. The Tribune immediately re-located to 1805 Martin Luther King, Jr. Blvd., and did not miss publishing a single edition.

Today, The Savannah Tribune, "Georgia's Best Weekly," remains true to its proud, 143-year legacy of advocating for the uplift of its community and chronicling the contemporary activities of African Americans in Savannah and the nation.



Shirley James

"Georgia's Best Weekly"

The Savannah Tribune



The Colored Tribune

Rates

National Rate (\$20/column inch)

Full Page	Half Page	Quarter Page	Eighth Page
\$2520	\$1260	\$630	\$315

Open Rate (\$12/column inch)

Full Page	Half Page	Quarter Page	Eighth Page
\$1512	\$756	\$378	\$189

Classified Rate: (\$16/column inch)
Business Card: (\$100/month)

Contract Rate

13+ Weeks (\$10/column inch)

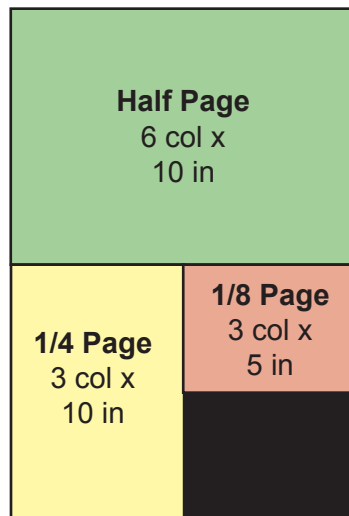
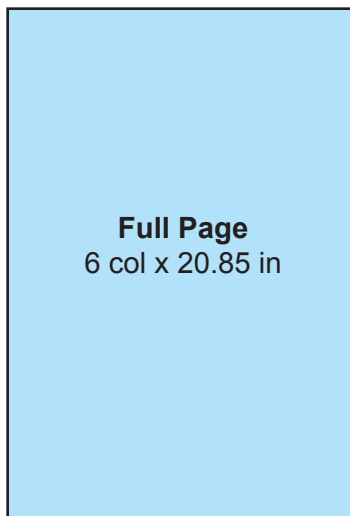
Full Page	Half Page	Quarter Page	Eighth Page
\$1260	\$630	\$315	\$157

Color Rates (Based on # of Colors)

Spot Color	2 Colors	3 Colors	4-Color
\$110	\$200	\$250	\$275

Political Rate: (\$14/column inch)
Church Directory: (\$50/month)

Sizes



Page 11.5 in x 22 in
6 Columns per page

Format 46" Press

**Size
(of Live Area)** 10.5 in x 20.85 in

Deadline Copy due by 5 PM Friday
Publishes every Wednesday

Column Sizes (In Inches)

1 Column	2 Columns	3 Columns	4 Columns	5 Columns	6 Columns
1.645"	3.417"	5.187"	6.958"	8.728"	10.5"

Digital

Measurements (pixels)

Type	Pixels
Leaderboard	728x90 or 760x90
Skyscraper	160x600
Half Page	300x600
Tile	320x50
Island	336x280
Medium Rectangle	300x250

CPM for ROS Banners is \$10 per 1000
We accept 3rd Party Ad Serving Tags!

Leaderboard 728px x 90px		
Skyscraper 160px x 600px	Tile 320px x 50px	Half Page 300px x 600px
	Medium Rectangle 300px x 250px	
	Island 336px x 280px	

Pre-Prints: Rate per thousand based
on Insert Size.

Online Rate: \$10 per 1M monthly
page views.

Distribution

We are a free weekly Wednesday newspaper with over 45,000 print edition readers throughout Bryan, Chatham, Effingham and Liberty counties, plus the thousands across the world who visit our website daily. We have both inside and outside racks in these locations. Our most unique circulation method is that we have partnered up with over 300 churches who distribute our paper to their congregation.

Savannah • Pooler
• Richmond Hill • Midway •

Weekly Distribution by Zip Code

Savannah	# of Papers
31401	2500
31404	1400
31405	1500
31406	1500
31415	800
31419	500
Garden City	# of Papers
31408	300

Pickup Your Copy Here!

Savannah	
Accessories & More; African American Health Info Center; Brighter Day Natural Foods; CVS Drugs; DeSoto Savannah; Johnnie Ganem's; Hair Dimensions; Doris Thomas Realty; Donna's Delicious Delights; Barnes Restaurant; BP; Food Lion; House of Prayer; RMG Civil Rights Museum; Citi Trends; Jackson Brother's Car Care; Lester's Florist; Boys II Men Barbershop; Joe Addison Motors; Sheppard's BP;	Diaspora Market Place; Jazzy Cutz; Unforgettable Bakery; Great Wall; Claire's; A Touch of Afrika; PK's Hair Salon; Senior Citizens, Inc; Sylvan Terrace Cleaners; Jake Williams Hair
Midway	
IGA; Gifted Creations Hair Salon; City Hall; Virtuous Woman Hair Salon. Dorchester Academy Museum	
Richmond Hill	
Baldinos	
Pooler	
ICON's Hair Salon & Boutique	

Staff



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Email me for any questions about
ad sizing, church & community
news, photos and articles!

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Newsletters are distributed every Wednesday on publication date.

Special Editions

January

MLK Edition

February

Black Heritage Festival
CSB Anniversary

March

Salute to Women

April

May

June

July

August

Savannah Tribune
Anniversary

September

October

November

Thanksgiving

December

Christmas
New Years

Media Partners



United Way
of the Coastal Empire

