

MEDIA OUTLET	LANGUAGE	INFO	PROPOSAL (FY24)	PRIMARY PP (FY 24)	PROPOSAL (FY25)	GENERAL PG (FY25)
DIGITAL						
Google AdWords	ALL			\$13,877.00		\$ 24,025.00
DIGITAL SUBTOTAL				\$13,877.00		\$ 24,025.00
PRINT			800K-1M impressions		800K-1M impressions	
African Mirror Newspaper	English/French	7,500 per month, w/ 75 MoCo distribution spots (supermarkets, bus stops, small business).	2-page, full color adverts, leader board on website homepage, 2 story articles	\$2,875.00	4-page, English/French full color adverts, leader board on website homepage, 2 story articles	\$ 5,750.00
Senior Beacon Newspaper	English	200,00 per month w/ 2,400 distribution sites.	2 1/4 color adverts, leader board on website homepage	\$1,823.00	4 1/4 color adverts, leader board on website homepage	\$ 3,000.00
The Korea Times	Korean	35,000 copies every day from Monday to Friday.	4 full color adverts, leader board on website homepage & translations	\$2,300.00	8 full color adverts, leader board on website homepage & translations	\$ 4,600.00
Washington Chinese News	Traditional & Simplified Chinese	10,000 issues a day, 4x days a week w/ 50 distribution locations in MoCo.	6 full color adverts (3 Traditional & 3 Simplified Chinese), leader board on website homepage & translations	\$3,000.00	10 full color adverts (5 Traditional & 5 Simplified Chinese), leader board on website homepage & translations	\$ 5,000.00
Washington Hispanic	Spanish	45,000 per week, w/ MoCo +2,500 distribution spots in DMV (Metro stations, bus stops & supermarkets).	4 1/2 page full color adverts, leader board on website homepage	\$3,000.00	4 1/2 page full color adverts, leader board on website homepage	\$ 3,000.00
Vision Times (new)	Chinese, English, Spanish, Vietnamese, German, French, Japanese	20k readers every week in DC metro area (Chinese/English), 7 languages online including: Chinese, English, Spanish, Vietnamese, German, French, Japanese. Online social media content. News coverage.			7 languages banner ads including: Chinese, English, Spanish, Vietnamese, Germany, French, Japanese. 4-page full color in Simplified Chinese.	\$ 5,000.00
El Tiempo Latino (new)	Spanish	50,000 copies every Friday (ABC audited) distributed in 1,700 points of distribution throughout the Washington DC metropolitan area and has a weekly readership of over 120,000 readers.			TBD	\$ 3,000.00
Atref Advertisements, LLC (FY22 & FY23)	Amharic	Distributed in more than 100 places including markets, restaurants and different businesses in the DMV. The total circulation is 8,000 copies/month.	3 full color adverts, leader board on website homepage & translations	\$1,000.00	6 full color adverts, leader board on website homepage & translations	\$ 2,000.00
Vietnamese American Services (FY22 & FY23)	Vietnamese	Develop online/social media Ad campaign, newsletter, mailing, flyer distribution, Senior Day program development and translation services.	2 full color adverts, leader board on website homepage, 1-2 voter registration events & 2 story articles	\$1,000.00	4 full color adverts, leader board on website homepage, 1-2 voter registration events & 2 story articles, 1 large mailers	\$ 2,000.00
PRINT SUBTOTAL				\$14,998.00		\$ 33,350.00

MEDIA OUTLET	LANGUAGE	INFO	PROPOSAL (FY24)	PRIMARY PP (FY 24)	PROPOSAL (FY25)	GENERAL PG (FY25)
RADIO						
Radio America (900AM)	Spanish	Talk-formatted info, entertainment & Latin music	1-minute commercials (106x), digital ads campaign development	\$5,000.00	1-minute commercials (212x), digital ads campaign development	\$ 10,000.00
WLZL (Radio El Zol (107.9FM_Entercom/Audacy)	Spanish	Spanish tropical/urban adult contemporary	30-second commercials (33x), digital ads campaign development	\$5,000.00	30-second commercials (66x), digital ads campaign development	\$ 10,000.00
WPGC (95.5FM-Entercom/Audacy)	English	Urban contemporary	30-second commercials (24x), digital ads campaign development	\$5,000.00	30-second commercials (98x), digital ads campaign development	\$ 10,000.00
WMAL (105.9FM-Cumulus Media)	English	News Talk	30-second commercials (52x), digital ads campaign development	\$5,000.00	30-second commercials (104x), digital ads campaign development	\$ 10,000.00
WMMJ (Majic 102.3 & 92.7FM-Urban One)	English	Urban adult contemporary	30-second commercials (12x), digital ads campaign development	\$3,000.00	30-second commercials (24x), digital ads campaign development	\$ 6,000.00
WTOP (103.5FM-Hubbard Broadcasting)	English & Spanish	Commercial all-news radio station	30-second commercials (56x), digital ads campaign development	\$6,500.00	30-second commercials (112x), digital ads campaign development	\$ 13,000.00
WASH (97.1FM-iHeartMedia)	English	Adult contemporary	30-second commercials (21x), digital ads campaign development	\$3,000.00	30-second commercials (42x), digital ads campaign development	\$ 6,000.00
WIHT (HOT 99.5FM--iHeartMedia)	English	Adult album alternative	30-second commercials (24x), digital ads campaign development	\$3,000.00	30-second commercials (48x), digital ads campaign development	\$ 6,000.00
WMZQ-FM (98.7FM--iHeartMedia)	English	Country music radio	30-second commercials (37x), digital ads campaign development	\$3,000.00	30-second commercials (74x), digital ads campaign development	\$ 6,000.00
WWDC-FM (DC 101--iHeartMedia)	English	Alternative rock radio	30-second commercials (24x), digital ads campaign development	\$3,000.00	30-second commercials (48x), digital ads campaign development	\$ 6,000.00
RADIO SUBTOTAL			389 commercials	\$41,500.00	778 commercials	\$ 83,000.00
TOTAL				\$70,375.00		\$ 140,375.00