

The Station That Cares



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REASONS TO ADVERTISE IN THE BLACK PRESS

A) BLACK BUYING POWER WAS ESTIMATED TO TOP \$600 BILLION IN 2000 AND \$700 BILLION IN 2001.

— UNIVERSITY OF GEORGIA'S SELIG CENTER

B) AFRICAN AMERICANS SPEND \$457 MILLION ON NEWSPAPER PURCHASES, SUBSCRIPTION AND NON-SUBSCRIPTION.

— TARGET MARKET NEWS

C) NEWSPAPER PURCHASES AMONG AFRICAN AMERICANS HAS REMAINED THE SAME, CONTRARY TO THE DOWNWARD TREND AMONG WHITE CUSTOMERS.

— NEWSPAPER ASSOC. OF AMERICA AND AMERICAN SOCIETY OF NEWSPAPER EDITORS

D) AFRICAN AMERICANS HAVE A TRUST LEVEL OF 80% FOR BLACK NEWSPAPERS, COMPARED TO 10% FOR WHITE NEWSPAPERS.

— KETCHUM PUBLIC RELATIONS

E) AFRICAN AMERICANS RESPOND MORE FAVORABLY TO TARGETED MESSAGES IN

MEDIA THAT DIRECTLY TARGETS THEM.

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THE GULF COAST'S ONLY URBAN TV STATION

Channel 12/Cable 39