

# STREET HYPE

'Community Lifestyle Newspaper'

## From The Publisher....

Dear Neighbors and Friends:

On April 1, 2006, the first issue of *Street Hype*, a community lifestyle newspaper that aims to entertain and educate hits the street of New York.

We are about disseminating information that highlights the challenges, opportunities and successes of people.

As a policy, we will not be bias to any political or religious organizations.

We will however, serve as a reliable medium for the expression of all views and opinions as permitted under the the US constitution.

It is a privilege and honor for us to be providing information to the public. We will therefore carry out our responsibilities with honesty and integrity at all times.

Through the pages of *Street Hype*, we hope to influence and promote success and better living condition of our readers.

Since there will be no cover charge for the paper, our advertisers will be our only source of revenue.

*Street Hype* is the most cost-effective medium to reach local residents.

We are inviting anybody who has a product or service to sell, to take advantage of our low cost advertising rates.

In support of our mission, we are looking forward to publish news releases or other community related information. Your small event could be our big story on the pages of *Street Hype*.

Your ideas and opinions are always welcome.



patrick@streethypenewspaper.com

Sincerely,  
Patrick Maitland



Business Address: 711 S Columbus, Mount Vernon, NY 10550

• Mailing Address: P.O Box 690467, Bronx, NY 10469

• Tel: 914-663-4972-3 • Fax: 914-663-4972

E-mail: [advertising@streethypenewspaper.com](mailto:advertising@streethypenewspaper.com)

or [editor@streethypenewspaper.com](mailto:editor@streethypenewspaper.com)

Website: [www.streethypenewspaper.com](http://www.streethypenewspaper.com)

Published by: **JAMVISTA INC.**

# STREET HYPE

## Our Mission

Street Hype entertains, educates, promotes, informs as well as highlights the news, views and activities of ordinary people, primarily in New York. Street Hype is known as the people's paper- always reflecting the news and views of the community.

## Contents

News; Opinions; Entertainment; Health Care; Legal Matters; Natural Living; Food and Nutrition; Computer Technology; Careers Opportunities; Sports; Community Events; Educational Opportunities and Money Issues.

## Online Edition:

Average 80,000 hits per issue.

## Frequency of Publication:

Published biweekly on Thursdays.

## Mechanical Requirements

Tabloid-sized newspapers, printed by the offset printing process, camera-ready materials utilizing screens no finer than 85 lines per inch. Film must be right reading with emulsion side down.



Business Address: 711 S Columbus, Mount Vernon, NY 10550

Mailing Address: P.O Box 690467, Bronx, NY 10469

• Tel: 914-663-4972-3 • Fax: 914-663-4972

E-mail: [advertising@streethypenewspaper.com](mailto:advertising@streethypenewspaper.com)

or [editor@streethypenewspaper.com](mailto:editor@streethypenewspaper.com)

Website: [www.streethypenewspaper.com](http://www.streethypenewspaper.com)

Published by: **JAMVISTA INC.**

# STREET HYPE

## Readership and Circulation

STREET HYPE is the trusted source of news and information for over 450,000 readers. Audience of mainly African Americans and Caribbean nationals who are affluent, well-educated and business professionals -a high value target to advertisers.

## DEMOGRAPHICS

Reach a quality, targeted audience

- Median Age: 47.5
- Age 25-54: 57.7%
- Male/Female ratio: 40%/60%
- College Educated (I+yrs): 50%
- Married: 56.0%
- Employed: 69.6%
- Median HHI: \$60,023
- Median Home Value: \$255,415

## Distributions

A network of over 2,000 state-wide outlets including: Banks; Post Offices; Libraries; Hospitals; Churches; Apartment Buildings; Schools; Newspaper stands, Business places in the New York metropolitan areas:  
**-Bronx; Brooklyn; Queens; Mount Vernon; Manhattan; Staten Island; Westchester; White Plains and New Rochelle.**  
Limited distributions in Connecticut; New Jersey.



Business Address: 711 S Columbus, Mount Vernon, NY 10550

Mailing Address: P.O Box 690467, Bronx, NY 10469

• Tel: 914-663-4972-3 • Fax: 914-663-4972

E-mail: [advertising@streethyphenewspaper.com](mailto:advertising@streethyphenewspaper.com)

or [editor@streethyphenewspaper.com](mailto:editor@streethyphenewspaper.com)

Website: [www.streethyphenewspaper.com](http://www.streethyphenewspaper.com)

Published by: **JAMVISTA INC.**



"COMMUNITY LIFESTYLE NEWSPAPER"

ADVERTISING CONTRACT

Prices Per Insertions

Table with 5 columns: Insert type, Full Page, 1/2 Page, 1/4 Page, 1/8 Page. Rows include Insert: 1-4 -b/w, Over 5- b/w, Insert:1-4-Color, Over 5-Color, and Page Sizes.

READERS' PROFILE

- Readership - Average 450,000 per issue;
• Age- 14-60 years • Caribbean Nationals; African Americans
• New York -- Bronx; Brooklyn; Queens; Mount Vernon;
Manhattan; Staten Island; Westchester; White Plains and
New Rochelle.

MAJOR CONTENTS

- News; Entertainment; Technology; Health; Laws; Politics

FREQUENCY OF PUBLICATION

Published biweekly on Thursdays

DEADLINES

All editorial and adverts material must be submitted at least 5 days business days prior to deadline.

Classified Ads - b/w
• Business Card (1.5" h x 2.5" w) = \$35 or 3 for \$99
• 3"x 2.5" = \$60 or 2 for \$99

I/we agreed to place advertisement in Street Hype under th following conditions:

Size: \_\_\_\_\_ @ \$ \_\_\_\_\_ + \$ \_\_\_\_\_ = \$ \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_
(Color) (# of runs)

Less Discount: \$ \_\_\_\_\_ (%) = Total Cost: \$ \_\_\_\_\_

Select Payment Method: • Cash • Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_ Balance \$ \_\_\_\_\_

• Bill me later (Subject to credit approval)

Terms: Cash or payment due within five days of publication; Check payable to 'Jamvista Communications'

Client/Company: \_\_\_\_\_

Name of Manager/CEO/Owner: \_\_\_\_\_

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

Zip Code: \_\_\_\_\_ State: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Tel: \_\_\_\_\_

Signed by:X \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Street Hype's Rep: x \_\_\_\_\_ Date: \_\_\_\_\_

Completed and signed Contract e-mailed, faxed or submitted to:

The Advertising Manager, Street Hype Newspaper

711 S Columbus, Mount Vernon, NY 10550
• Mailing Address: P.O Box 690467, Bronx, NY 10469
• Tel: 914-663-4972-3 • Fax: 914-663-4972
E-mail: advertising@streethyphenewspaper.com
• Website: www.streethyphenewspaper.com
Published by: JAMVISTA INC.

# PLANNING CALENDAR 2011



ISSUES PUBLICATION DATE	DEADLINES ADVERTS & EDITORIAL	FOCUS & FEATURES	Street Hype Sponsored Events
JAN 1-18	Dec 26	New Year's Focus	
JAN 19-31	Jan 10	Birthday-Martin Luther King, Mon, Jan 17	
FEB 1-18	Jan 22	Black History Month; Valentine Day – Feb 14	
FEB 19-28	Feb 10		
MARCH 1-18	Feb 20		
MARCH 19-31	March 10		
APRIL 1-18	March 20		
APRIL 19-31	April 12	Mother's Day-- May 8	
May 1-18	April 21	Child's Month	
May 19-31	May 10		Street Hype Community Awards
JUNE 1-18	May 20	Father's Day – June 19	
JUNE 19-30	June 10	US Independence Day- July 4	
JULY 1-18	June 25		
JULY 19-31	July 10		
AUG 1-18	July 22	Jamaica Independence-Aug 8	
AUG 19-31	Aug 10		
SEPT 1-18	Aug 20	Labor Day—Sept 5	
SEPT 19-30	Sept 10		
OCT 1-18	Sept 20		
OCT 19-31	Oct 10		
NOV 1-18	Oct 20	Feature Thanksgiving (Nov 24)	
NOV 19-30	Nov 10	Friday, November 11 --Veterans Day	
DEC 1-18	Nov 20		
DEC 19-31	Dec 10	Christmas Feature	

Business Address: 711 S Columbus, Mount Vernon, NY 10550

• Mailing Address: P.O Box 690467, Bronx, NY 10469

• Tel: 914-663-4972-3 • Fax: 914-663-4972

E-mail: or editor@streethynewspaper.com

Website: www.streethynewspaper.com

Published by: **JAMVISTA INC.**