

The California ADVOCATE

Fresno's & Central Valley's Black Community Newspaper Since 1967

2026-27 MEDIA KIT

Serving The Fresno California Metro Area

*Including:
Cities of
Fresno,
Clovis,
Madera,
Lemoore,
Hanford,
Selma,
Visalia*

*Service Are
Fresno County,
California*

(Pop: 1.2 Million)



SEE ALL HBCU EVENTS INSIDE:
- **Kick Off Event**
- **Tailgate & Game**
- **HBCU Sunday Service**



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ADVOCATE**
Fresno's Black Community Newspaper Since 1967

The Central Valley NPHC HBCU WEEKEND In Fresno

(Special to the Advocate)
By Taylor C. Ashby,
President, Central Valley (NPHC)

"The Central Valley NPHC is proud to host the CALI X HBCU WEEKEND, a significant celebration of HBCU culture and the enduring legacy of the Divine Nine."

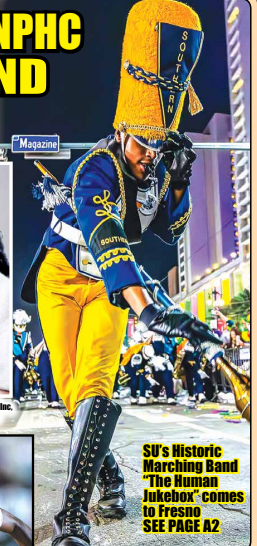
The Central Valley National Pan-Hellenic Council (NPHC) is proud to host the CALI X HBCU WEEKEND, a significant celebration of HBCU culture and the enduring legacy of the Divine Nine. This weekend is more than an event—it is a platform to inspire our youth, highlight the richness of HBCUs, and showcase the global and local impact of D9 traditions.

We are expecting numerous individuals, including HBCU alumni, Fresno State alumni, Southern University alumni, D9 members, community leaders, and more, along with several organizations' regional leadership to support this momentous occasion. This gathering will elevate the Valley as we work to reactivate and expand our chapters throughout the region, continuing over seventy years of transformative community impact."

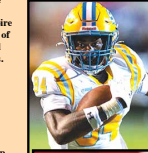
The Iota Nu Lambda chapter of APhiA welcomes Southern University to the Central Valley. This weekend is a celebration of the strength of community and the rich tradition of HBCUs. We're looking forward to transcending cultural boundaries and having a powerful and unforgettable experience together with a focus on community, service, and celebration.



Taylor C. Ashby,
CENTRAL VALLEY NPHC PRESIDENT -
Member of Delta Sigma Theta Sorority, Inc.
Alumnus - Merced Alumnae Chapter



**SU's Historic
Marching Band
'The Human
Jukebox' comes
to Fresno
SEE PAGE A2**



**SU's Honored 'The Dancing Dolls'
come to Fresno. SEE PAGE A4**



**PHONE: (559) 268-0941 EMAIL: ads@caladvocate.com
& caladvocatenews@gmail.com**

FRESNO'S BLACK COMMUNITY UPCOMING ANNUAL SPECIAL ISSUES



MAY 2026 THROUGH MAY 2027 // ADVERTISING DEADLINES & INFORMATION

8th Annual Black Maternal Health Week Special issue & Guide

Title: TBD

Print Date: April 13, 2027

Deadline to reserve space: March 13th, 2026

Deadline For Ad Copy: April 1st, 2026

Advocate's Graduate 2026 Commemorative Issue (D&P)*

Theme: **Celebrating Fresno's Rising Tide Of Black Excellence**

Print Date: May 30, 2026

Deadline to reserve space: May 10, 2027

Deadline For Ad Copy: May 20, 2026

Juneteenth Holiday 2026 Celebratory Issue (D&P)*

Title: **Honoring & Celebrating The End Of Slavery**

Print Date: June 15th, 2027

Deadline to reserve space: June 15, 2026

Deadline For Ad Copy: June 5, 2026

Christmas Holiday Issue Celebrating Christmas & 2027 New Year (D&P)*

Title: Print Date: December 18th 2026

Deadline to reserve space: December 1, 2026

Deadline For Ad Copy: December 10, 2026

Advocate's 50th Annual Dr. Martin Luther King Special Commemorative issue

Print Date: January 13th, 2027

Deadline to reserve space: January 1, 2027

Deadline For Ad Copy: January 11, 2027

2027 Black History Month Commemorative Issue: (D&P)*

Theme: **Central Valley's Historic Black Experience**

Print Date: February 20th, 2027

Deadline to reserve space: February 10, 2027

Deadline For Ad Copy: February 19, 2027

*(D&P) = Digital and Print Distribution

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CIRCULATION & DEMOGRAPHICS

Print: 22,600 Digital 28,800

Median Age: 35-45 years

% Married: 40%

Median Income:

\$35,500.00 to \$45,000.00

Readers per Copy (Print):

5-6 readers per copy

% African American: 96%

**Advocates combined print, digital,
social media platforms distribution reaches
73% of Fresno's Black Electorate
over 50% of Fresno's Black households
and 80% of Fresno's Black churchgoers
& 90 % of Black Owned Business**

Source Data: NNPA National Circulation/Readership

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Empowering Our Community

At Fresno State, students are challenged to discover their own passions, potential and what real difference they can make in life. They are equipped with the knowledge and skills necessary to succeed in their chosen field and uplift the communities they care about.

Located in the ninth most diverse city in the nation, Fresno State attracts students from all backgrounds. Here, students are prepared to solve even the most pressing challenges and adapt to a complex future.

With nearly 90% of students hailing from the Central Valley, Fresno State demonstrates the power to transform individuals and their families while elevating the quality of life in our region.

FRESNO STATE >>> fresnostate.edu

REMEMBERING THE PAST
SO WE CAN BETTER THE FUTURE



HEROES MAKE HISTORY



OBSERVING BLACK HISTORY MONTH
WITH HONOR & GRATITUDE

 myEECU.org

Federally insured by FDIC

BLACK HISTORY MONTH

and every month,
THE CITY of CLOVIS
is proud to support
THE ADVOCATE
and its dedication to
educate, entertain, and
inspire the community.




all in

on better health

We're reimagining healthcare for everyone in the Central Valley. From treatment when you're sick to preventive screenings to help keep you well, we're all in on the things that lead to a better you.

Learn more at CommunityHealthSystem.org

 COMMUNITY HEALTH SYSTEM

Join our Advocate local, statewide & national advertisers reaching Fresno's & the Valley's Black communities.

Message To Our 2025 Graduates

Fresno Police Chief MINDY CASTO

CONGRATULATIONS TO THE CLASS OF 2025

On behalf of the Fresno Police Department, I want to celebrate your incredible achievement. Whether you're graduating from high school or college, you've reached an important milestone through dedication, resilience, and hard work. Your journey has prepared you to take on new challenges, pursue your passions, and make a meaningful impact in the world.

As you step into this new chapter, remember that your community stands behind you. Fresno is proud of who you are and who you're becoming. Keep striving, stay grounded in your values, and lead with integrity. The future is bright because of people like you.

Wishing you success, joy, and purpose in all that lies ahead.

Mindy Casto
Chief Mindy Casto
Fresno Police Department

WE ARE HIRING!



FPDJOBS.COM
Fresno's #1 job board
@JOINFPD @JOIN FRESNO POLICE DEPARTMENT

Home Sweet Home Is Just a Loan Away!

Whatever your specific need may be, Noble has the right loan for you. We offer a variety of products including:

- 15, 20, & 30 Year Conventional Loans
- FHA • VA • USDA
- Reverse Mortgages
- Jumbo and Adjustable-Rate Loans



 **NOBLE CREDIT UNION**
Where you're worth more

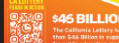
252-5000
Fresno | Clovis | Madera | Selma
NobleCU.com
Nobility insured by NCUA
Equal Housing Lender

 **education**
YOU PLAY, SCHOOLS WIN.

Thank you, California Lottery, for helping LESD rise to greatness."

SEANNE POWERS
Vice Principal
Madera Unified School District
Leland Elementary School

 **40 YEARS of education**

 **\$46 BILLION**
The California Lottery has raised more than \$46 billion in revenue helping the public education since 1985.

 **education**
YOU PLAY, SCHOOLS WIN.

GRATEFUL TO THE CALIFORNIA LOTTERY FOR EMPOWERING OUR SCHOOL WITH VITAL RESOURCES."

TAMIA MCINTYRE
Principal
Clovis Unified School District
Cesar Chavez Elementary

 **SUPPORTING TEACHERS**

\$1.3 BILLION
SUPPLEMENTAL FUNDING FOR PUBLIC EDUCATION IN CALIFORNIA SINCE 1985

YOU PLAY, SCHOOLS WIN.

She doesn't accept your excuse for not getting a colorectal cancer screening. And neither should you.



Black men and women are at higher risk for developing and dying from colon cancer, so doctors now recommend colorectal cancer screenings start at age 45. Not only are they free with any health plan, like those available through Covered California, some can even be done at home. Talk to your doctor today and don't skip the screenings... for your sake and hers.

 COVERED CALIFORNIA

Looking out for the ones you love

Emergency planning begins at home, but it doesn't stop there. It's just as important to consider the needs of your extended family, neighbors, and anyone who may rely on you in a crisis. When creating an emergency plan, talk with your loved ones about these key steps:

- BUILD A SUPPLY KIT.**
Stock up on essentials like food, water, batteries, flashlights and a battery-powered radio.
- PREPARE FOR POWER OUTAGES.**
Make sure everyone knows how to manually open the garage door if the electricity goes out. Consider backup power options like a generator or portable chargers.
- PLAN YOUR ESCAPE ROUTES.**
Map out safe exits from your home and neighborhood in case you need to evacuate quickly.

 To learn more ways to prepare for an emergency, visit safetyactioncenter.pge.com.

RECOVER SMOOTHER.

Now there's medication to treat COVID-19.

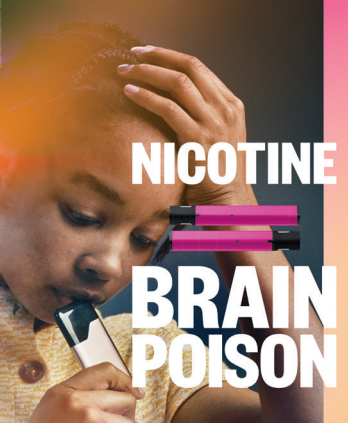
Taken by pill within the first five days of symptoms, these medications can stop COVID-19 from getting serious and may help you feel negative sooner. Early evidence also suggests these medications may help lower the risk of long COVID symptoms.

Visit YouCanBreathe.org or call 833-422-4255 to ask for COVID-19 medication.



 California Department of Public Health

NICOTINE BRAIN POISON



Nicotine is addictive, but it's also a neurotoxin that can plague the teen brain with anxiety, irritability, and impulsivity. Learn how you can help stop the tobacco industry from using vapes to addict the next generation.

 **UNDO** THE TOBACCO INDUSTRY'S NEXT MOVE UNDO.org

A Message from Greg A. Adams to Kaiser Permanente's Nurses

This month as the nation celebrates you, I want to express my personal gratitude and appreciation for the 45,000 nurses serving Kaiser Permanente throughout our 75-year history. Nurses have played a critical role in Kaiser Permanente's mission -- to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve.

2020 marks the 200th anniversary of Florence Nightingale's birth. It is through Florence's work on the front lines of a crisis, caring for injured soldiers during the Crimean War, that modern nursing was established as a profession. In the early 1900s, it was nurse Lavinia Dock who served at the front lines of the public health movement, dedicating her life to improving the health of the poor woman's rights, and the professional of nursing. And today, nurses are the heart of Kaiser Permanente's mission -- to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve.

Against the current backdrop of the COVID-19 pandemic, your place in our work is unwavering as you care for among the sickest patients and protect the health of many others with caring knowledge, skills, and wisdom. As caregivers, scientists and researchers, your experience, expertise, and innovation will continue to drive us forward.

Know that Kaiser Permanente celebrates you every day, every shift, all year long.

Sincerely,
Greg A. Adams
Chairman and CEO,
Kaiser Permanente



 KAISER PERMANENTE

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Plan your advertising year with The Advocate

Publication Schedule

APRIL 3, 2026 —

Special Issue Black Infant
Health + Cinco de Mayo;
Mother's Day

MAY 30, 2026 —

Graduates Special Issue
+ Memorial Day

JUNE 15, 2026 —

Special Issue
Juneteenth; + Father's Day;
4TH Of July holiday period

JULY 20, 2026 —

Back To School

AUGUST 17, 2026 —

Labor Day

SEPTEMBER 21, 2026 —

Black Health Care

OCTOBER 19, 2026 —

Halloween; Veterans Day

NOVEMBER 16, 2026 —

Thanksgiving

DECEMBER 21, 2026 —

Christmas Special Issue
+ New Year's Day

JANUARY 13, 2027 —

MLK 2027 Special Issue

FEBRUARY 15, 2027 —

BHM Special Issue

Reserve Early. **Your message deserves consistent
visibility. Advertise with The California Advocate.**

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The California **ADVOCATE**

Central California's African-American Community Newspaper

Circulation: Printed 26,400 Digital: 17,600

OUR RATES

SIZE	COLUMNS	INCHES	RATE
One Full Page	126 Col. In.	10"W X 20"T	\$4,977.00
One Half Page	63 Col. In.	10" W X 10.5"T	\$2,488.50
One Quarter Page	31.5 Col. In.	5"W X 10"T	\$1,244.25

PRINT FREQUENCY & DIGITAL RATES

60%-35% OF ABOVE PRINTED COPY RATES

ADVOCATE SOCIAL MEDIA: Includes 2 week digital ad or video posts

MECHANICAL

SIZE	PICA	INCH
Page Size	70.5 Picas	10"W X 20"T

**For more detailed digital
specs, info, and non profit
rates call our offices
@ (559) 268-0941**

ACCEPTABLE FILE FORMATS FOR PUBLICATION

We Accept The Following File Formats for Use in The California Advocate



Adobe Acrobat (Versions 4-6)



Adobe Photoshop (Versions 4-7)



Adobe Illustrator (Versions 7-10)



Macromedia Freehand (Versions 5-10)

The Following File Formats Are NOT Acceptable for Use in The California Advocate



Microsoft Powerpoint



Microsoft Word



Microsoft Publisher

WE ACCEPT AD MATERIALS IN BOTH **PC (WINDOWS)** AND **MACINTOSH (OS9-OSX)** FORMATS

SENDING AD MATERIALS VIA EMAIL

Ad Sizes Under 10 MB

If the files you are sending are under 10 megabytes in size, you can send them as an email attachment to **ads@caladvocate.com**. To help make your files send faster, we recommend archiving your files by using programs such as **WinZip** for PC or **Stuffit** for Mac. Please be sure to include any supplementary files that accompany your attachment, such as images or fonts.

Ad Sizes Larger Than 10 MB

If the files you are sending are over 10 megabytes in size you may wish to send your files via **FTP**. This method allows for larger file transfers and is the method we recommend in most cases. To send files via FTP, you will need an FTP client such as **WS FTP** or **Transmit** to send your files. You must contact us at **559.268.0941** or email us at **webmaster@caladvocate.com** in order for us to set up FTP for your use.

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ABOUT THE ADVOCATE

Celebrating 59 Years

Serving Central California & Fresno's African American Community

The California Advocate Newspaper was founded in 1967 by Lesly and Pauline Kimber. The weekly newspaper has been a maverick for African American and minority citizen causes in a community once deprived of basic privileges affecting the livelihood of so many. Publisher Les Kimber took his campaign for equality to yet another level when he was elected to the Fresno City Council for two terms. Pauline Kimber served as the editor and became a statewide evangelist for black women with her book "Every Wise Women Buildeth Her House". The couple's son, Mark Kimber, is currently the publisher of the California Advocate, which serves the Central Valley. Mark initiated the newspaper's anxiously anticipated "Drum Major for Justice Award Banquet" each year which observes the Dr. Martin Luther King Jr. holiday and honors notables from throughout the nation which are Drum Majors in their own endeavors. Mark also founded Kimber Kimber & Associates advertising agency and media placement firm representing over 150 African newspapers and magazines in the United States in corporate media buys. The Black Press in America is considered the voice and the information source for the country's Black communities. Since 1862 the Black Press continues to be the cornerstone of information in the Black community.



Lesly H. Kimber/Founder



Pauline Kimber/Founder



Mark Kimber/Publisher