



denver ^{urban} **SPECTRUM**
spreading the news about people of color



MEDIA KIT

2026 ADVERTISING GUIDE



Spreading The News about People of Color since 1987

**A WORLD-CLASS
PUBLICATION HIGHLIGHTING**
REAL STORIES
REAL PEOPLE
REAL NEWS

LET'S GROW YOUR BRAND *Together*

Great brands are driven by purpose.

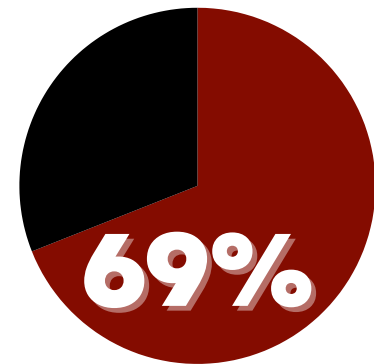
Our advertising solutions offer direct access to an authentic and engaged audience that is eager to discover and support brands that align with their values and enhance their lives.

Traditional & Digital Marketing Solutions

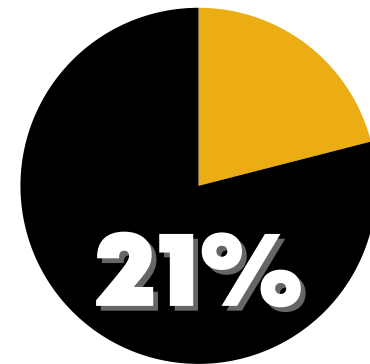
- SMALL TO MEDIUM BUSINESSES
- LARGE CORPORATIONS
- ORGANIZATIONS



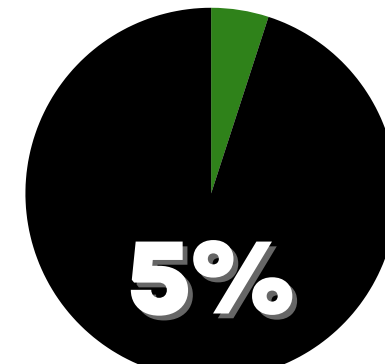
Print Readership **60,000+**



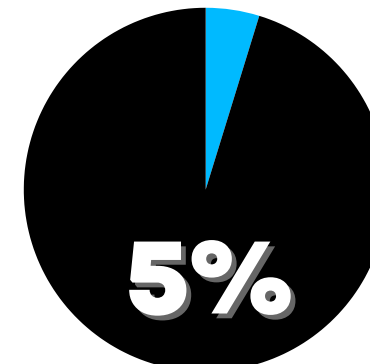
African American



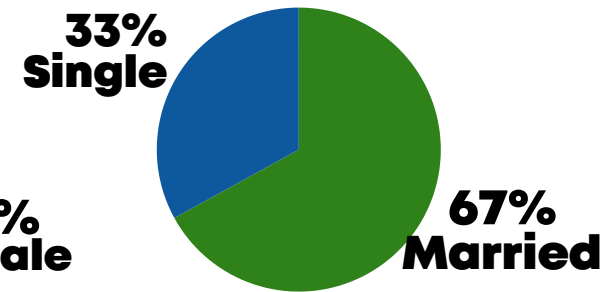
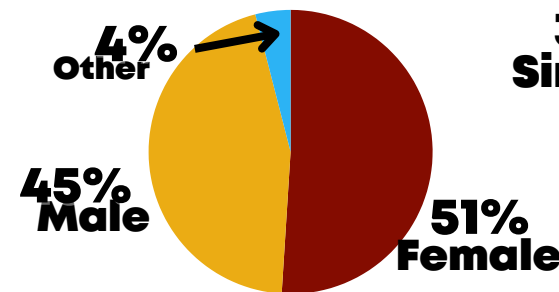
Hispanic & Latino



Asian & Native American



White



Digital Footprint **293,000+**

WEBSITE

NEWSLETTER

ETN PODCAST

RADIO SHOW

YOUTUBE

SOCIAL MEDIA



A direct connection to urban audiences

DUS IN NUMBERS

Meet The Audience



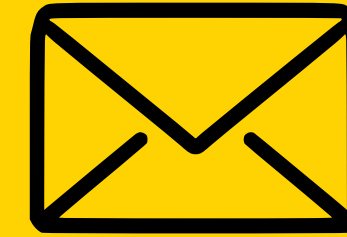
TRADITIONAL PRINT

60K



PAGE VIEWS

33K+



EMAIL SUBSCRIBERS

8K



PODCAST DOWNLOADS

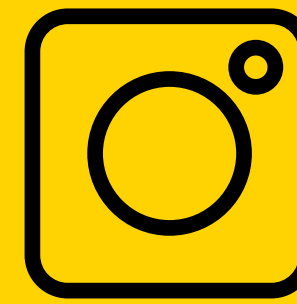
9.5K



3K+



3.3K+



1,600+



1,300+



122K
IMPRESSIONS

NUMBERS REPRESENT GENERAL, MONTHLY AND YEARLY FREQUENCY AS OF JAN 2026

THE POWER OF PARTNERSHIP

Denver Urban Spectrum is a well-respected, award-winning publication that champions community initiatives, increases media representation and amplifies stories that matter most to Colorado readers.

& COLLABORATION & AMPLIFICATION

As Colorado's premiere source of news for communities of color, our media partnerships build value and speak directly to target audiences along the Front Range. Our robust print and digital marketing solutions are designed with maximum impact in mind.



PRINT SOLUTIONS

Defining A Legacy

Despite tech-forward industry changes, **Denver Urban Spectrum** readers rely on monthly print publications for relevant, hands-on news they can trust.

Distributed to business locations throughout the Metro Denver area, direct circulation of the traditional print publication offers opportunities to capture the attention of new audiences with vibrant advertisements that stand out from the crowd.

FEATURED ARTICLES

EDUCATION

POLITICS & GOVERNMENT

BUSINESS & FINANCE

ENVIRONMENTAL HEALTH

HOME OWNERSHIP

TECHNOLOGY

ENTERTAINMENT

TRAVEL & TOURISM

SPORTS

SOCIAL JUSTICE

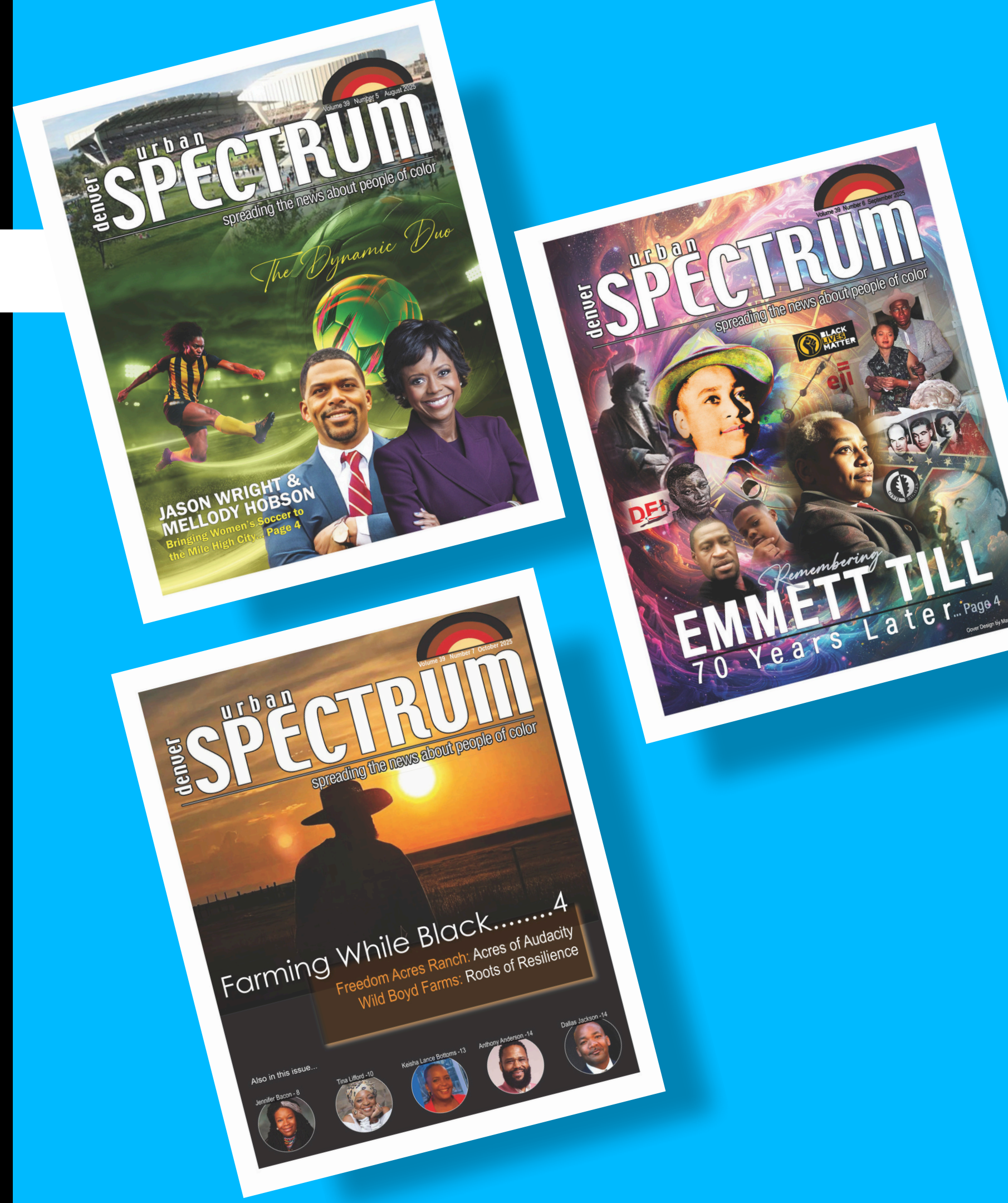
HISTORY

WELLNESS & NUTRITION

LOCAL & NATIONAL NEWS

SPIRITUALITY & FAITH

OP-EDS



What Are We Talking About?

MONTHLY COVERAGE

Issue

JANUARY 2025

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Theme

CELEBRATING DR. KING

BLACK HISTORY MONTH

WOMEN'S HISTORY MONTH

DUS ANNIVERSARY

MOTHER'S DAY

BLACK MUSIC / JUNETEENTH

SUMMERTIME IN THE ROCKIES

STATE OF THE CITY

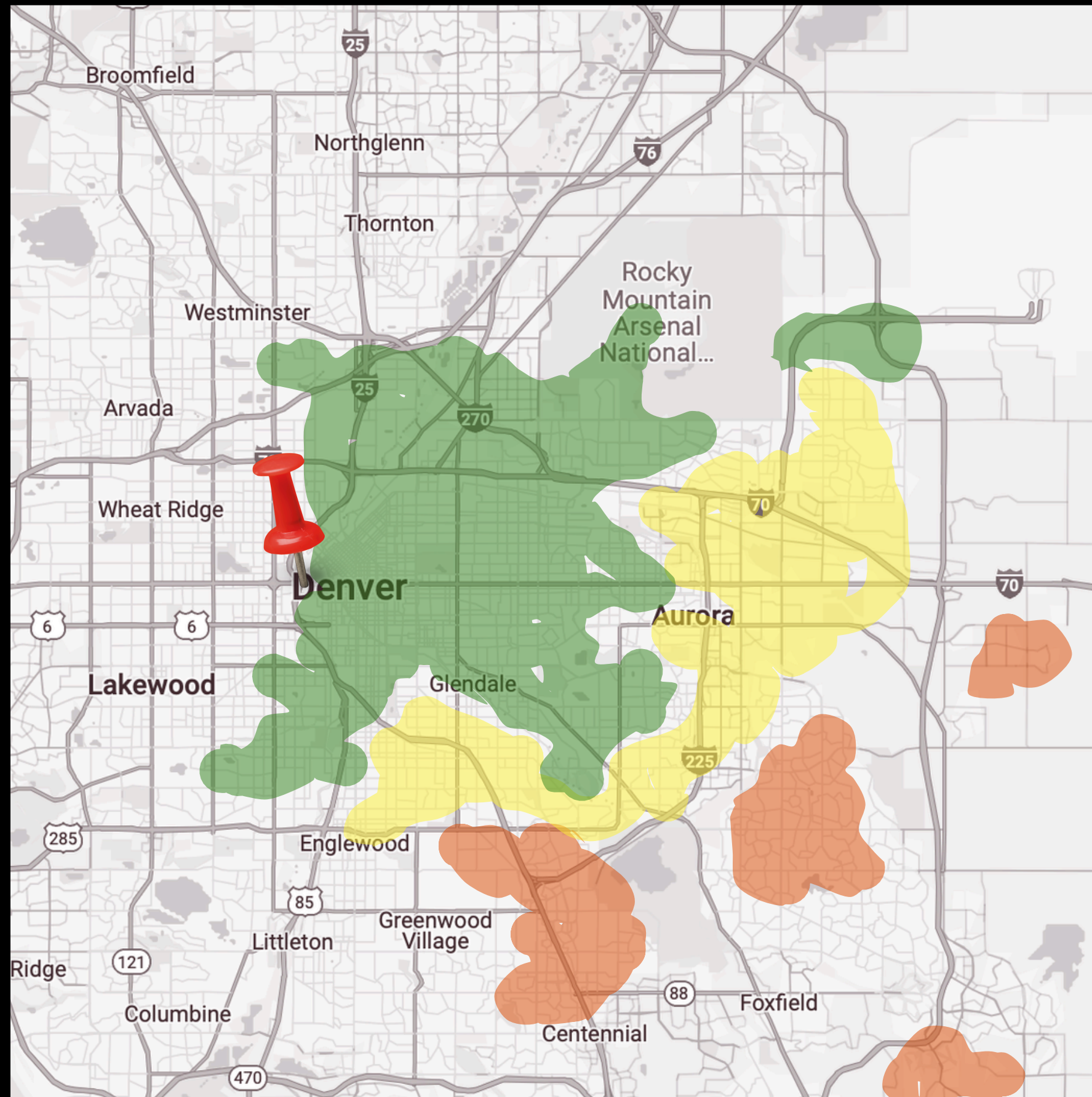
EDUCATION AND CAREERS

HEALTH AWARENESS

A SALUTE TO SENIORS

HOLIDAY SEASON





PRINT CIRCULATION

DENVER CORE

Downtown, Whittier, Park Hill, Five Points, RiNo, Highlands, Capitol Hill

DENVER CORE SOUTH

Cherry Creek, Glendale, Broadway, University of Denver, Washington Park

EAST DENVER/DIA

Montbello, Green Valley Ranch, DIA, Central Park, Montclair

AURORA

Centerpoint, Southlands, Downtown, Buckley, Lowry

SOUTHEAST SUBURBAN

Englewood, Cherry Creek, Denver Tech Center, Lone Tree, Parker

Find **Denver Urban Spectrum** at restaurants, dispensaries, college campuses, libraries, grocery stores, retailers and more!

PRINT RETAIL RATES

General & Corporate

2026

SIZES	1X RATE	3X RATE	6X RATE	9X RATE	12X RATE
Full Page	\$2,468	\$2,399	\$2,319	\$2,245	\$2,171
Junior Page	\$1,377	\$1,337	\$1,295	\$1,254	\$1,213
Half Page (H)	\$1,234	\$1,197	\$1,160	\$1,122	\$1,086
Half Page (V)	\$1,234	\$1,197	\$1,160	\$1,122	\$1,086
Quarter Page (H)	\$604	\$586	\$568	\$549	\$532
Quarter Page (V)	\$604	\$586	\$568	\$549	\$532
Eighth Page (H)	\$302	\$292	\$284	\$275	\$266
Eighth Page (V)	\$302	\$292	\$284	\$275	\$266
Sixteenth Page	\$145	\$140	\$135	\$131	\$128

PRINT RETAIL RATES

Nonprofit & Small Business

2026

SIZES	1X RATE	3X RATE	6X RATE	9X RATE	12X RATE
Full Page	\$1,851	\$1,794	\$1,740	\$1,684	\$1,629
Junior Page	\$1,033	\$1,003	\$971	\$941	\$909
Half Page (H)	\$926	\$898	\$870	\$842	\$815
Half Page (V)	\$926	\$898	\$870	\$842	\$815
Quarter Page (H)	\$453	\$440	\$426	\$412	\$399
Quarter Page (V)	\$453	\$440	\$426	\$412	\$399
Eighth Page (H)	\$227	\$219	\$213	\$207	\$200
Eighth Page (V)	\$227	\$219	\$213	\$207	\$200
Sixteenth Page	\$109	\$105	\$102	\$99	\$96

PRINT PRODUCTION GUIDELINES

PAYMENT

Full payment is due at time of order. Payment options are available with a minimum payment of 25%.

MATERIAL REQUIREMENTS

- Ads must be produced to specific page sizes
- Acrobat distiller file (.pdf) with all fonts embedded and minimum resolution 300 DPI
- CMYK color profile

SUBMISSIONS

- All files must be submitted by deadlines to: advertising@urbanspectrum.net

DEADLINES

PUBLICATION
January 2026
February
March
April
May
June
July
August
September
October
November
December
January 2027

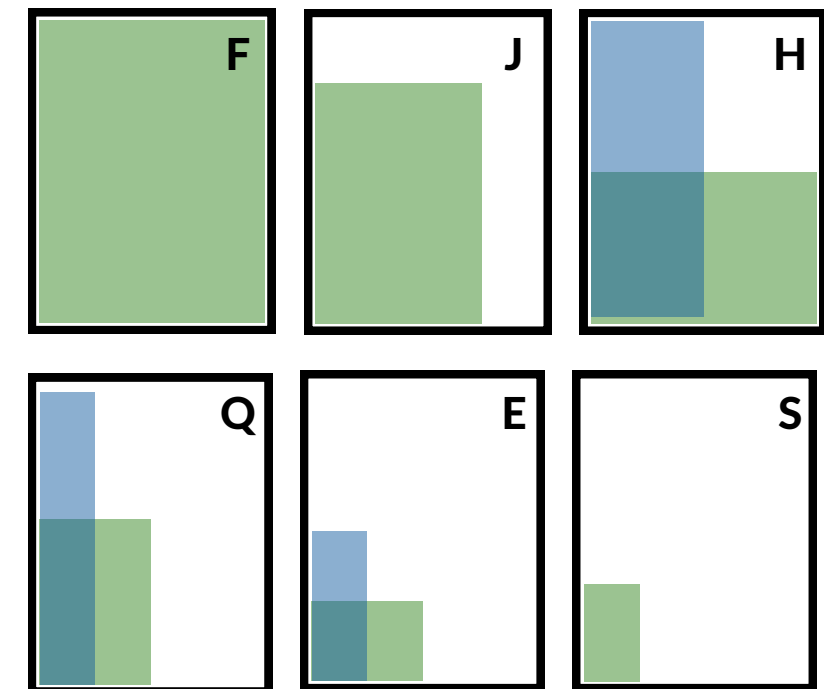
RESERVATION DEADLINE
Th: December 18, 2025
F: January 16
M: February 16
M: March 16
F: April 17
F: May 15
T: June 16
F: July 17
M: August 17
Th: September 17
F: October 16
M: November 16
Th: December 17, 2025

MATERIAL SUBMISSION
M: December 22, 2025
T: January 20
Th: February 19
Th: March 19
M: April 20
T: May 19
F: June 19
M: July 20
Th: August 20
M: September 21
M: October 19
W: November 18
M: December 21, 2025

Ad Specs

width x height

Full Page	8 x 10
Junior Page	6 x 7.5
Half Page (H)	8 x 5
Half Page (V)	4 x 10
Quarter Page (V)	4 x 5
Quarter Page (V)	2 x 10
Eighth Page (H)	4 x 2.5
Eighth Page (V)	2 x 5
Sixteenth Page	2 x 2.5



DIGITAL &

Marketing SOLUTIONS

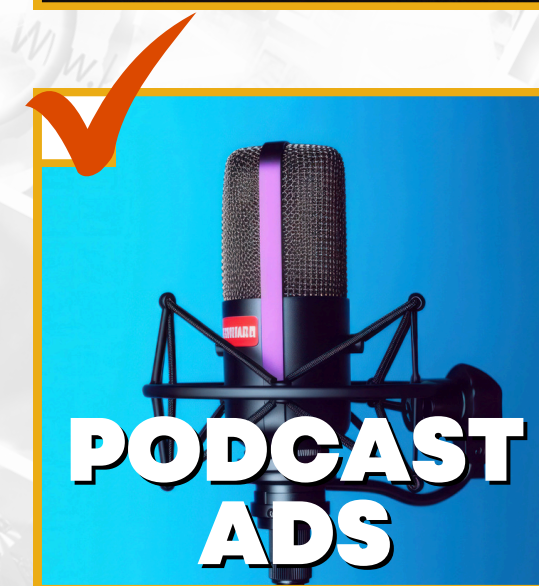
Denver Urban Spectrum's website is a state-of-the-art online destination, optimized for top-ranking results and brand recognition.

Along with email marketing solutions and a hyper-local event promotion tool, robust multimedia platforms are the perfect way to connect with audiences and tell your brand's story.

DIGITAL Suite

WEEKLY ADVERTISING GUIDE
EMAIL NEWSLETTER
MARKETING E-BLASTS
ONLINE E-PUBLICATION

SOCIAL MEDIA MARKETING
PROMO CALENDAR
PODCAST/RADIO ADS
BRANDED CONTENT
EVENT SPONSORSHIP

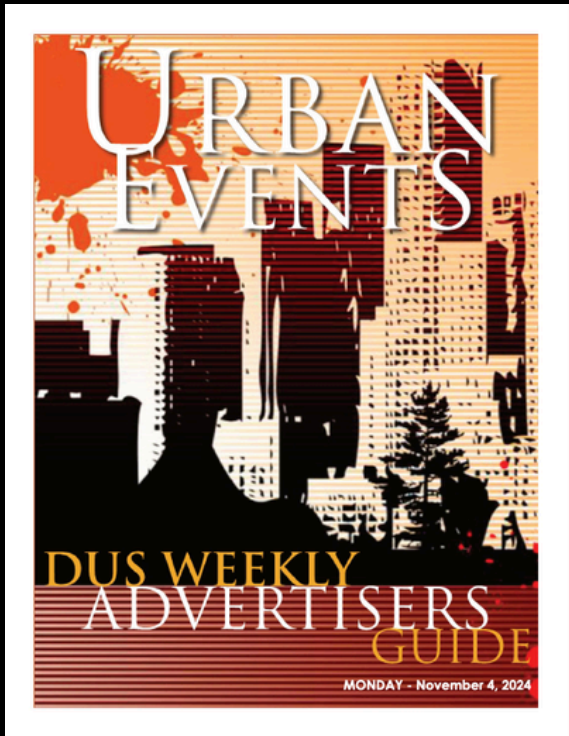


A choice for every channel

DIGITAL MARKETING RATES

WEBSITE BANNER ADS

	SIZE	FREQUENCY	RATE
1. HORIZONTAL BANNER (INCLUDES STICKY FOOTER MOBILE ONLY - 320 X 250)	728 X 90	ANNUAL	\$1,500
2. MEDIUM RECTANGLE	300 X 250	ANNUAL	INCLUDED
3. MOBILE FULL BANNER/ LARGE	320 X 50/ 100	ANNUAL	INCLUDED
1. HALF PAGE BANNER (#2 AND #3)	300 X 600	ANNUAL	\$2,000
2. BILLBOARD BANNER (#2 AND #3)	970 X 250	ANNUAL	\$2,000
1. MEDIUM RECTANGLE	300 X 250	QUARTERLY	\$ 500
2. MOBILE FULL BANNER/ LARGE	320 X 50/ 100	QUARTERLY	\$ 500



WAG (WEEKLY ADVERTISING GUIDE) URBAN EVENTS

COMPLIMENTARY WITH PRINT AD PLACEMENT

1 WEEK INSERTION: \$300

2 WEEK INSERTION: \$500

3 WEEK INSERTION: \$675

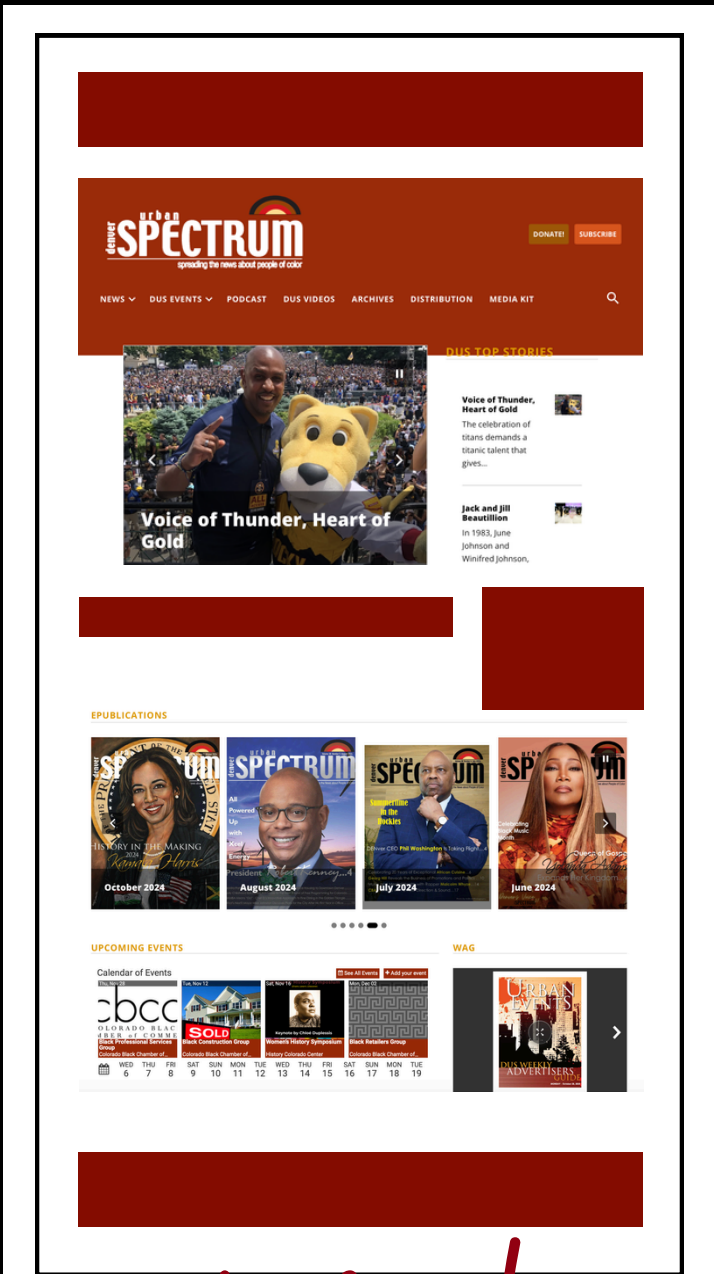
4 WEEK INSERTION: \$800

EXCLUSIVE E-NEWSLETTER E-BLAST: \$350 (RGB JPEG OR PNG)

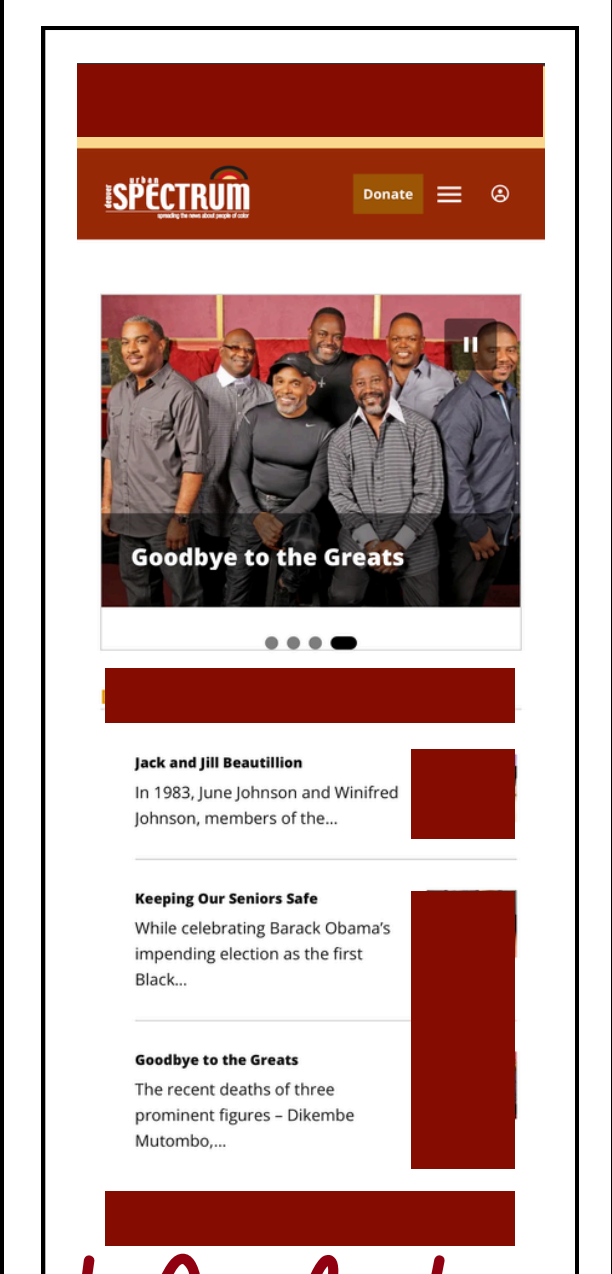
BUSINESS BEAT WEBSITE BANNER AD: \$300 MONTH

ETN RADIO PROGRAM MENTION - \$100 (PER MENTION)

SPECTRUM TALK PODCAST SPONSORSHIP - \$250 (WITH DISPLAY AD); \$500 (WITHOUT)



Website



Mobile

BRANDED CONTENT PACKAGES

The next level of digital marketing

Partnering with **Denver Urban Spectrum** provides an opportunity to promote your brand, with customized platforms that provide direct connection to a vibrant, inclusive community.

- Sponsored landing pages
- Expertly-crafted digital content
- Brand amplification
- *Exclusivity*

Email Advertising@urbanspectrum.net for a rate quote designed exclusively for your needs

Goal #1



Initiate
community
outreach

Goal #2



Increase
brand
awareness

Goal #3



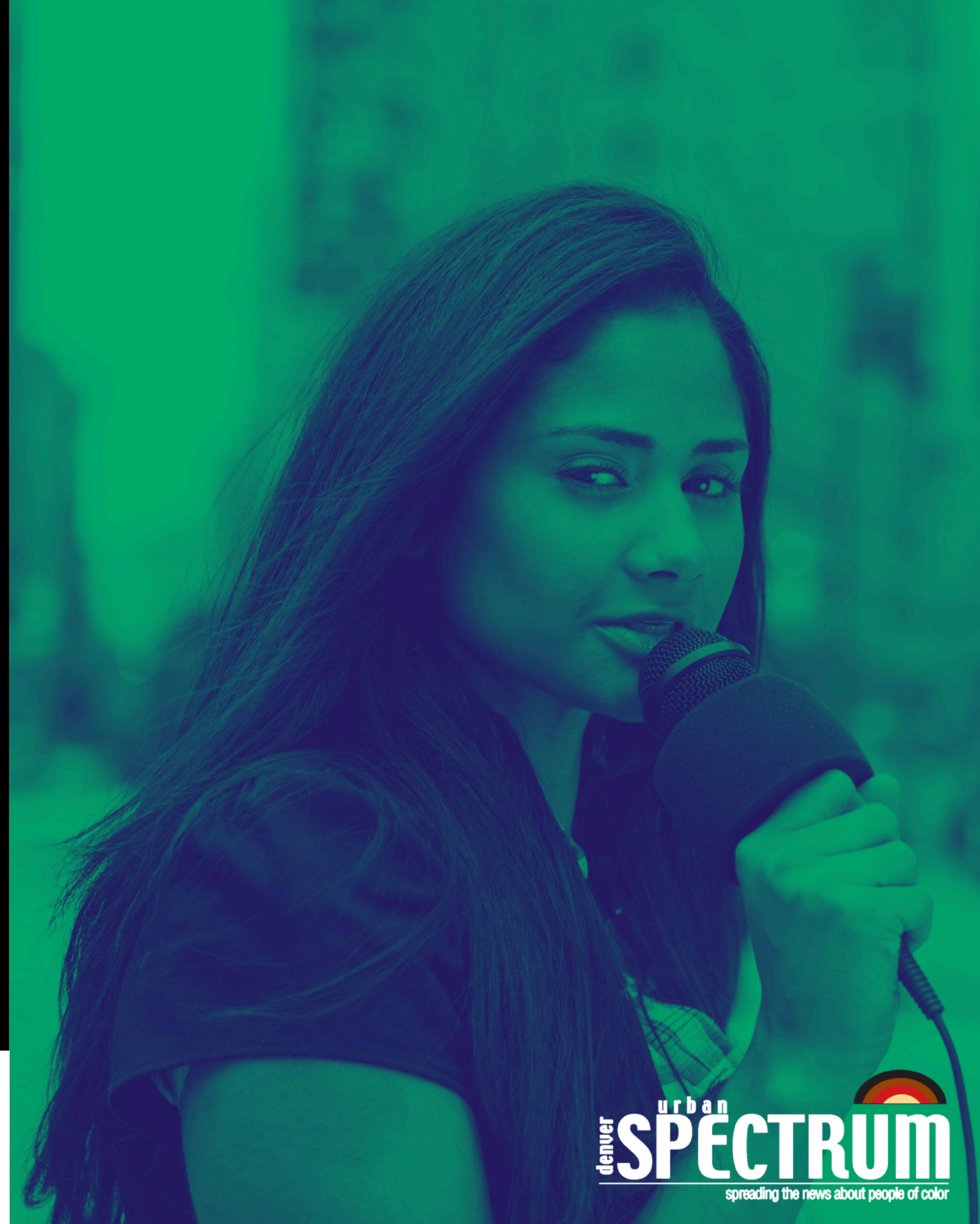
Access
multi-channel
networks



LOCAL MEDIA *Matters*

Homegrown journalism requires funding...from corporate partners and community supporters alike. As a member of several media collaboratives, **Denver Urban Spectrum** participates in annual giving campaigns and hosts periodic membership drives to increase revenue and engagement.

To support Denver Urban Spectrum, an award-winning media outlet across Colorado communities and the global online community, donate at www.DenverUrbanSpectrum.com



YOUR PARTNERS

Denver Urban Spectrum

Spreading the news about people of color since 1987.

With 38 years of award-winning publishing experience, we have the audience, track record, and credibility to effectively connect our valued corporate and community partners with audiences across multimedia platforms.

Our production team is prepared to support your mission, optimize your revenue, and highlight your brand across Colorado communities.

Rosalind “Bee” Harris - Publisher

Marion Boston - Digital Marketing Manager

Amanda Bierman - Advertising and Marketing Consultant

Karen Davis - Broadcast Coordinator

Tanya Ishikawa - Special Projects Assistant

Marketing solutions you can trust.



Rosalind “Bee” Harris



Marion Boston



Amanda Bierman



Karen Davis



Tanya Ishikawa



DENVER URBAN SPECTRUM

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ADVERTISING

Advertising@urbanspectrum.net

