



For years, advertisers have used newspapers like *Crossroads* and *On Common Ground* to reach the growing numbers of African - American consumers in their Zip codes





Now there is a **NEW** way of reaching African-American consumers in your Zip codes:

***IMANI DIRECT!***

Direct-mail advertising targeting  
African-Americans!

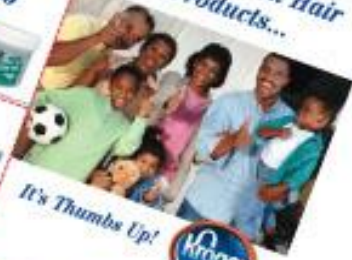
 **Imani DIRECT**

**Glamorize Yourself  
In The New Millennium  
with Kroger's  
Black Hair Care  
Products**



 <b>\$4.99</b>	 <b>\$6.99</b>
 <b>\$3.79</b>	 <b>\$2.99</b>
 <b>\$4.79</b>	 <b>\$4.83</b>

**When It Comes To  
Kroger's Black Hair  
Care Products...**



**It's Thumbs Up!**



**Connect The  
World....**



**WIRELESS WORLD**  
StoneCrest Mall  
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404.931.6783 - 404.314.9488



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plans

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doubles to  
10,000 when your child is 21**  
Test the premium savings the same  
— GROWUP GUARANTEE —

1 week at first year.  
Is valid for life to 20 years from child's  
10th birthday and child's death equal to 20  
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a multicultural revolution™

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mixed20 for a 30% volume discount of  
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www.mixedchicks.com

**Special Savings during  
Walgreens  
Black History Month**

<b>Save \$2</b> Walgreens Instant Value Coupon On Four Star Deodorant Cream	<b>Save \$2</b> Walgreens Instant Value Coupon On One of Deodorant Cream 200 ml or larger	<b>Save \$2</b> Walgreens Instant Value Coupon On One of Deodorant Cream 200 ml or larger
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## ***Why should small businesses still use Direct Mail Marketing?***

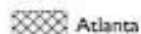
Posted by Alex Johnson under Marketing Tips

Small businesses who send direct mail advertisement to their customers find this to be a highly effective marketing strategy. While emails can be deleted immediately, people still head to their mailboxes daily.

According to the United States Postal Service, 98 percent of people retrieve their mail daily and 77 percent of people sort it immediately. This gives companies access to an audience who will potentially seek out their business right away.

With direct mail marketing, there is a high potential return on investment because this type of advertising is extremely narrowly targeted. Small businesses can market just to consumers that they think will be most likely to purchase from them, rather than mass advertising through television or email campaigns.

Direct mail proves to be a more personal way to reach potential and existing customers, and it encourages businesses to build a relationship with their customers. There is measurable feedback on direct mailing campaigns because businesses can directly count how many responses they see to their advertisement.



Atlanta

### Atlanta MSA Census Tracts

#### Segregation/Integration 2010

- Segregated - White
- Majority White
- Integrated
- Majority Black
- Segregated - Black
- Majority Black/Hispanic
- Majority Hispanic
- Segregated - Hispanic

