

We are excited that we received funding from the Google News Equity Fund to expand our reach to the local African American communities in the Baltimore and Washington DC metropolitan areas using digital “out of home” and “in-home” technologies. We see great value in building an information ecosystem that we can push content to across our targeted underrepresented areas with an intentional prioritization on representation.

For over 130 years the AFRO has supported small businesses. We are continuing in that tradition by offering our AFRO Digital Billboard Network (DBN) gratis to host sites.

As a result of the COVID-19 crisis, we closed our physical offices, stopped in store distribution and suffered from a dramatic decrease in print advertising revenue. We had to find a way to redirect our efforts to our digital presence and invest in the expertise needed to improve our information delivery system.

We understand our communities and the tremendous impact we can make. We pursued a proof of concept of a news and information delivery system for our target audiences using our existing curated content and relevant daily news. Leveraging technology like branded information walls with retail partners like restaurants, barber shops, salons and health clubs to deliver positive informative content to our audiences where they are. We now have the opportunity to build a new publishing interface where the digital “out of home” and “in-home” is new real estate for publishers to provide content to the various entities.

A recent Mackenzie & Company report stated “With the impending demise of third-party cookies and recent restrictions on using mobile-device identifiers for ad targeting, companies need to overhaul their advertising strategies to prepare for a dramatically different landscape. Our DBN offers an exciting alternative to advertisers since we can control the content alongside client ads that are not limited by technology barriers.

Our DBN launched in the Randallstown and Owings Mills area since we have a significant number of subscribers in the area and there is a large concentration of our target market. We have 9 locations with an additional screen at our headquarters.

The metrics we focus on are visits and impressions. Visits are the number of times a person was in front of the screens. Impressions are the number of times an ad played while the visitor was in the location. We are also able to share with our hosts traffic patterns for their patrons. Our latest data reported over 100,000 monthly impressions, 23,150 total monthly visits, an average dwell time of 74 min with each visitor receiving 4.93 deliveries of each ad.