





Steven Larken, the new national sales representative for the National Newspaper Publishers Association with the association's President Dr. Benjamin F. Chavis Jr.

Leading Media Industry Sales

Steven Larkin, a seasoned adver- media group which reaches over Cross, NAACP and Con Edison will tising sales leader, is the new national sales representative with the Association (NNPA), a group representing over 200 African-American newspapers across the coun- from Los Angeles. try, including the Portland Observer.

jamin F. Chavis Jr., the president

20.1 million readers per week.

Larken is an innovator who has National Newspaper Publishers positioned and sold print and digital ad space to national advertisers

Larkin reports directly to Dr. Ben- oping breakthrough advertising solutions for Merck Pharmaceutiand chief executive officer of the cals, The National American Red at 202-834-8375

make him an instant asset to our members," said Chavis.

"I am excited to officially work with the NNPA, as it is at the forefor more than two decades. He is front of the African-American media industry. I look forward to bring-"His hands-on experience devel- ing new, exciting opportunities to national advertisers", said Larkin.

For more information, call Larkin