

PRINT AD RATES & SPECS

No commissions paid on print, preprint, banner rates, or color fees.

No 'cash' discounts. Same rate for retail, political and national ads.

PRINT RATES | PUBLICATION DAY: THURSDAY WEEKLY

All Rates Are Net

Publication Page Size: 10.75" x 14"

Ad Sizes	Dimensions	B/W Rates	CLR Rates
Double Truck	21.25 x 13.0	\$10,455	\$10,855
Back Cover	9.75 x 13.0	\$5,712	\$6,112
Full Page	9.75 x 13.0	\$4,967	\$5,367
Jr. Full Page	7.788 x 13.0*	\$4,135	\$4,535
Half Page- H	9.75 x 6.333*	\$2,483	\$2,883
Half Page-V	4.812 x 13.0*	\$2,483	\$2,883
Quarter Page	4.812 x 6.333*	\$1,305	\$1,705
Bottom Strip	9.75 x 2.0	\$750	\$1,150
Eighth of Page	4.812 x 3.25*	\$668	\$1068



Deadlines:

One Week prior

Reservations |

Insertion Orders and

Ad Materials due

Thursday, 5pm

Send ads as PDF

(minimum 300 dpi) to:

ads@defendernetwork.com

*Indicates new ad dimensions | Frequency discounts available upon request

CLASSIFIED | LEGAL NOTICES

\$35.00 per column inch

► Request for estimates or ad proofs send to:

ads@defendermediagroup.com

► Classified ad copy must be submitted as a word document. No PDFs accepted.

► Design services available. All Ad copy must be accompanied by a request for space and the date.



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PRE-PRINT

FREQUENCY	4-16 TAB	20-44 TAB
1-3X	\$50 CPM	\$85 CPM
4-7X	\$45 CPM	\$80 CPM
8+X	\$40 CPM	\$75 CPM

► Rates for larger TABs available upon request.

► Full Press Run required for all insertions

► Add \$15.00 to CPM for FSIs requiring hand insertion

Deadline: Fourteen working days prior to the publication date. Reservations and/or cancellations of preprints must be made at least two weeks before scheduled insertion. Preprints must be received at least two weeks before scheduled insertion.

Preprints canceled after deadline, late arriving preprints, or preprints improperly folded, kidded or trimmed will be charged an additional handling fee based on costs incurred by Defender Network. Pallets or Boxed acceptable. Add 2% to the printing order to cover spoilage. Shipping Information: Defender Media Group, C/O Tri-Star Web Graphics, Attn: Ted Mazza, 4010 Airline Drive, Houston, Texas 77022.

Receiving Hours: Monday-Friday: 8 a.m.-p.m. only. Telephone:800.568.8113

SOCIAL MEDIA

Connect with Houston area Blacks on the fastest growing social media platforms: Facebook, Twitter and Instagram.

Deadline: Two weeks prior to launch date.

SM AD CAMPAIGNS

Custom designed Facebook ads targeted by age, gender, ethnicity, location and other filters.

*All packages include creative, copy, optimization and reports

89K

Impressions **\$1,400.00** net

185K

Impressions **\$2,800.00** net

480K

Impressions **\$5,800.00** net

BRANDED CONTENT
Contact us for digital rates for Targeted Audiences on DN+

DIGITAL

EMAIL MARKETING | E-BLAST

Use electronic newsletters with branded content to engage targeted audiences. Content supplied by the client or customized design rate \$300 + distribution cost.

Deadline: Two weeks prior to launch date.

Audience	Rate	Graphic Specs
25,000	\$750.00 net	Type: JPG or PNG
50,000	\$1150.00 net	Width: 600 pixels
50,001+	\$22.00 CPM	Maximum Height: 1728 pixels

WEB BANNERS

Four standard ad unit banner sizes are available.

Run of Site (ROS): \$500 monthly

Tags: Javascript File Size: 30-150 KB

Format: JPEG, GIF, and GIF Animated

Deadline: One week prior to launch date.

728 x 90 | 300 x 250 | 300 x 600 | 320 x50

Send Reservations and Materials to: ads@defendernetwork.com

Effective: January 1, 2022