

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	\$5,528
Jr. Full Page	7.788 x 13.0*	\$4,135	\$4,670
Half Page- H	9.75 x 6.333*	\$2,483	\$2,970
Half Page-V	4.812 x 13.0*	\$2,483	\$2,883
Quarter Page	4.812 x 6.333*	\$1,305	\$1,756
Bottom Strip	9.75 x 2.0	\$750	\$1,185
Eighth of Page	4.812 x 3.25*	\$668	\$1,100

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 2, 2023