

**PRINT AD RATES & SPECS**

**No Agency commissions paid on any Defender advertising.**

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	COLOR Rates
Double Truck	21.25 x 13.0	\$10,855
Back Cover	9.75 x 13.0	\$6,112
Full Page	9.75 x 13.0	\$5,528
Half Page- H	9.75 x 6.333*	\$2,970
Half Page-V	4.812 x 13.0*	\$2,970
Quarter Page	4.812 x 6.333*	\$1,756
Bottom Strip	9.75 x 2.0	\$1,185
Eighth of Page	4.812 x 3.25*	\$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.

**Deadlines:**  
One Week prior  
**Reservations | Ad Materials due**  
Thursday, 5pm  
Send ads as PDF (minimum 300 dpi) to:  
ads@defendernetwork.com

**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	<b>Type:</b> JPG or PNG
50,000	\$1150.00 net	<b>Width:</b> 600 pixels
50,001+	\$22.00 CPM	<b>Maximum Height:</b> 1728 pixels

**WEB BANNERS**

Four standard ad unit banner sizes are available.

**Run of Site (ROS):** \$1,000 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**