

HOUSTON'S LEADING BLACK INFORMATION SOURCE
SINCE 1930

RATE CARD 2024

PRINT AD RATES & SPECS

No commissions paid on print, preprint, banner, social media or e-marketing rates. No 'cash' discounts. Same rate for retail, political and national ads. **Publication Day:** Thursday. **Frequency:** Weekly.

Publication Page Size: 10.75" x 14"

Ad Sizes	Dimensions	Rate
Full Page	9.75" x 13"	\$5,800
Half Page - H	9.75" x 6.33"	\$3,100
Half Page - V	4.812" x 13"	\$3,100
Quarter Page	4.812" x 6.33"	\$1840
Bottom Strip	9.75" x 2"	\$1,240
Eighth of Page	4.812" x 3.25"	\$1,150

Deadline: Thursday at 5 pm CST one week prior to publication.
Submit ad as PDF (min. 300 dpi) to: ads@defendernetwork.com.

CLASSIFIED | BID NOTICES

\$35.00 per column inch. Use our self-serve classified system go to defendernetwork.com.column.us/place.

Deadline: One week prior.

Reservations, IOs and Ad Materials due: 5pm Thursday.

FREE-STANDING INSERTS

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

Full press run required for all products.

Add \$15.00 per thousand for hand insertion.

Reservations and Delivery Deadlines: Two weeks before publication.

Cancellations: One week before publication.

Spillage: Add 2% to the printing order

Ship to: Defender Media Group, c/o Tri-Start Web Graphics, Attn. Ted Mazza, 4010 Airline, Drive, Houston, Texas 77022

Receiving Hours: Monday – Friday, 8 am – 6 pm

BRANDED CONTENT

Contact us for rates for targeted audiences on DN+
Email: ads@defendernetwork.com.

SOCIAL MEDIA

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

Deadline: Two weeks before launch date.

89K impressions **\$1,400** net

185K Impressions **\$2,800** net

480K Impressions **\$5,800** net

WEB BANNERS

\$1,000 monthly for Run of Site (ROS).

Sizes: 728x90, 300x250 and 320x50.

Tags: Javascript File Size: 30-150 KB.

Format: JPEG, GIF and animated GIF.

Deadline: One week prior to launch date.

Send Reservations and materials to: ads@defendernetwork.com.

EBLAST

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

Deadline: Two weeks before launch date.

Audience	Rate
25,000	\$750.00 NET
50,000	\$1,150.00 NET
50,001+	\$22.00 CPM

Graphic Specs

- Type: JPG or PNG
- Width: 600 pixels
- Maximum Height: 1728 pixels

CLIENT COMBOS

Social and Email Solution

\$2,550.00

- Social Media 89K impressions
- Eblast – 50,000 residents

Print and Email Solution

\$4,125.00

- Half Page (9.75 in x 6.33 in or 4.812 in x 13)
- Eblast – 50,000 residents

Print, Email and Social Solution

\$7,000.00

- Half Page (9.75 in x 6.33 in or 4.812 in x 13)
- Eblast – 50,000 residents
- Social Media 89K impressions
- Web article -300 words

VIDEO

Video production available: pricing begins at \$2,500