

the NEW TRI-STATE DEFENDER

INFORMATION • INSPIRATION • ELEVATION

2017 General Rate Card

Effective 01/1/2017- All rates NET.

Display Rates (Column inch rates for non-standard ad sizes are also available upon request.)

(2017 Circulation 10,000 per week)

	1x	4x	16x	26x	52x
Full Page 11" (6c) x 21"	\$3,440.00	\$3,215.00	\$2,855.00	\$2,667.00	\$2,363.00
Junior I 9.146" (5c) x 18"	\$2,677.00	\$2,417.00	\$2,162.00	\$1,925.00	\$1,735.00
Junior II 7.292" (4c) x 15"	\$1,699.00	\$1,543.00	\$1,408.00	\$1,316.00	\$1,274.00
Half Page 11" (6c) x 10.5"	\$1,778.00	\$1,615.00	\$1,573.00	\$1,477.00	\$1,333.00
Quarter Page 5.437" (3c) x 10.5"	\$959.00	\$897.00	\$741.00	\$686.00	\$638.00
Eighth Page 5.437" (3c) x 5.25"	\$655.00	\$519.00	\$478.00	\$420.00	\$373.00
Sixteenth Page 3.583" (2c) x 4"	\$292.00	\$275.00	\$191.00	\$171.00	\$160.00
Business Card 3.583" (2c) x 2"	\$185.00	\$175.00	\$160.00	\$145.00	\$125.00
Additional Cost for Color Ads	\$150 (BC or 1/16) \$350 (1/8 Quarter)	\$500 (Half or or larger) \$750(Full Page)			

Display Ad Deadlines: Space Reservation - Friday (6 business days prior to publication); Copy requiring composition – Thursdays (7days prior to publication): Camera Ready copy – Tuesday Noon prior to publication.

Classified Ad Rates: \$9.50 per line (34-35 characters per line), three (3) line minimum. Classified Display Ads are available upon request. Classified Ad Deadline is **Monday prior to publication.**

Special Rates Available for Non-Profits.

Please email Bernal E. Smith, II besmith@tsdmemphis.com or call 901-523-1818 for more information.

See The New Tri-State Defender 2017 Full Media Kit for a list of upcoming TSD events, Commemorative Tabloid Ad Rates, Event Sponsorship Opportunities, Website Banner Ads, Weekly E-Blast Headline Banner Ads, Pre-Printed Insertions, etc.



2017 Digital Rate Card

Effective 01/1/2017- All rates NET.

tsdmemphis.com | TSD Digital Daily | TSD E-blasts | TSD Mobile
 (Mobile) Mid-South Small and Minority Business Directory

tsdmemphis.com BANNER ADS (120,000 unique visitors per month)

Leaderboard	728 x 90 pixels	\$1050/month
Top Right Rectangle	250 x 250 pixels	\$950/month
Right Rectangle	300 x 250 pixels	\$750/month
Wide Skyscraper	300 x 600 pixels	\$850/month
Floating		
600 x 800 pixels		\$875/month
Transition		
1020 x 800 pixels		\$1250/month

TSD Digital Daily BANNER ADS (Daily News e-mailed Mon-Sat to 45,000 email subscribers)

Leaderboard 728 x 90 Pixels	\$1,000/month
Lower Leaderboard 728 x 90 Pixels	\$850/month
Top Right 250 x 250 pixels	\$750/month
Right 300 x 250 pixels	\$650/month

TSD E-blasts (45,000 subscribers)

Email Blast Text Only	\$250 each
Email Blast with Display Ad	\$300 each

ACCEPTABLE FILE FORMATS:

TSD Mobile Application (12 month commitment)

- JPG, will be converted to JPG for upload.
- Color should be set to RGB.
- Maximum file size: 40KB (Larger files will be accepted, but will be reduced before uploading.
- **ANIMATED BANNER ADS:** GIF or SWF (Flash) files without audio. Keep animation length to

15 seconds maximum. (\$25 extra for animation)

PDF, TIFF, GIF, and PNG are accepted, but

Basic Directory Listing	10.00 per month or \$100.00 pre-pay
Premium Directory Listing	30.00 per month or \$300.00 pre-pay
Front Page Ad	100.00 per month or \$1000.00 pre-pay

SUBMISSION LEAD-TIME: Minimum three business days prior to start date.

LINKS: Digital ads can link through to the advertiser's own website if URL is provided.

AFFILIATE AD: Code generated by some third-party affiliate programs can be incorporated into the site. The ads must be sized and configured to fit a current ad location. Code should be submitted three days prior to start date to allow time to verify code and test.

Please email TSD Sales at advertising@tri-statedefender.com or call **901-523-1818** for more information. ***See the New Tri-State Defender 2016 Media Kit for a list of upcoming TSD events, Special Tabloid Ad Rates, Event Sponsorship Opportunities, Website Banner Ads, Pre-Printed Insertions and more!*** Special Rates Available for Non-Profits