



January 2021

Dear Advertising Partners,

Due to the state of the economy due to the COVID-19 pandemic, The New Tri-State Defender will offer a 20% discount on advertising through until further notice. We are also reducing the number of printed newspapers due to local businesses and government offices being closed. We are recommending our clients consider more digital advertising at this time. As we celebrate 70 years as a leader in the newspaper industry, we appreciate the support of advertisers and sponsors.

If one of our advertising team members can assist you, please don't hesitate to give us a call at 901.523.1818 or email us at advertising@tsdmemphis.com.

Sincerely,

Calvin Anderson
President, Best Media Properties
The New Tri-State Defender

Fran Seward
Sales Consultant

Deidre Malone
Vice President, Best Media Properties
The New Tri-State Defender

The New Tri-State Defender Media Kit 2021
(All rates are NET)
Print Circulation 4,000 per week

NATIONAL RATE CARD **(All prices are per week)**

Full Page (11" (6c) x 21")	\$2,752
Junior I (9.146" (5c) x 18")	\$2,142
Junior II (7.292" (4c) x 15")	\$1,359
Half Page (11" (6c) x 10.5")	\$1,422
Quarter Page (5.437" (3c) x 10.5")	\$767
Eighth Page (5.437" (3c) x 5.25")	\$524

Add \$120 for color ads
Inserts \$150 per thousand
The Non-Profit Discount is 10%

LOCAL RATE CARD **(All prices are per week)**

Full Page (11" (6c) x 21")	\$1,920
Junior I (9.146" (5c) x 18")	\$1,544
Junior II (7.292" (4c) x 15")	\$1,160
Half Page (11" (6c) x 10.5")	\$880
Quarter Page (5.437" (3c) x 10.5")	\$560
Eighth Page (5.437" (3c) x 5.25")	\$320
Front Page Bottom Strip (8.75 x 1.125)	\$1,200

Add \$120 for color ads
Inserts are \$150 per thousand

Classified Ad Rates: \$6 per line (34-35 characters per line), three (3) line minimum.
Classified Ad Deadline is Monday prior to publication.

Display Ad Rates are available upon request.

Space Reservation Friday-(6 days prior to publication); Copy requiring composition – Thursdays (7days prior to publication); Camera Ready Copy – Tuesday, Noon Prior to Publication.

Digital Rate Card

The New Tri-State Defender Digital Rate Card covers rates for TSDMemphis.com; TSD Digital Daily; and TSD E-Blasts;

TSDMemphis.com/Banner Ads

120,000 unique visitors per month

<u>Product</u>	<u>Cost per Month</u>
Leaderboard (728 x 90 pixels)	\$840
Top Right Rectangle (250 x 250 pixels)	\$760
Right Rectangle (300 x 250 pixels)	\$600
Wide Skyscraper (300 x 600 pixels)	\$680
Floating (600 x800 pixels)	\$700
Transition (1020 x800 pixels)	\$1,000

TSD Digital Daily Banner Ads

Daily News emailed to 20,000 email subscribers Monday – Sunday

Leaderboard (728x 90 pixels)	\$800
Lower Leaderboard (728 x 90 pixels)	\$680
Top Right (250 x 250 pixels)	\$600
Right (300 x 250 pixels)	\$520

TSD E-Blasts

20,000 subscribers

Email Blast Text only	\$200 each
Email Blast with Display ad	\$240 each

Minister and Church Directory (print only)

Business size ad	\$35 a month
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TSD -TV Programs

The programs listed are on the TSD-TV Network and are hosted on the TSD website, TSD YouTube page, and TSD social media platforms. The programs are partnerships with the New Tri-State Defender, Greater Memphis Media and the M1 TV Network. These programs will also be hosted and or shared on partners YouTube pages and social media platforms.

If you are interested sponsoring a program on the TSD-TV Network it will include an opening and closing announcement about the sponsorship, mentions during the program and if you have a 30 commercial it will run during the program. **Sponsorships are not exclusive unless exclusivity is requested. A monthly sponsorship is \$1,000 per program.**

Black Thought with host Dr. Noel Hutchinson

From expounding on scriptures in the pulpit to addressing the African American community's issues, Dr. Noel Hutchinson continues this line of thinking as the premise for ***Black Thought***. He looks at African American history and its relevance today, analyzes it, addresses current problems in the African-American community, and seeks solutions. He also delves into African Americans' thought processes and engages in enthusiastic conversation with his guests on such relevant issues as crime, recidivism, and education, among other topics.

The Brian Clay Chronicles with host Brian Clay

The Opioid Crisis in America to the stay of the execution of Purvis Payne, ***The Brian Chronicles*** is one of the well-known programs in the TSD-TV programming. Mr. Clay is one of the driving forces behind the establishment of TSD-TV. He is the CEO of Greater Memphis Media and an award-winning program host. He is the publisher of The I Vision Project and a graduate of LeMoyne Owen College, and former Vice President of the Shelby County Young Democrats.

Dialogue with Deidre with host Deidre Malone

Dialogue with Deidre is a current affairs program that focuses on what is happening in the national, state or local news. Ms. Malone is the President/CEO of The Carter Malone Group LLC. A former Shelby County Commissioner is engaging and formidable if she feels like a guest is transparent. She invites community, business, and government leaders to the show to discuss the latest issues impacting African Americans.

Memphis Law 101 with host Attorney Ursula Joi Woods

You can hear her monthly on the syndicated Bev Johnson Show on IHeart Radio and catch her as a legal analyst on the investigative crime show Fatal Attraction. Attorney Woods ***Memphis Law 101*** program will provide insight into some of the legal issues we face and provide insight as only she can.

Attorney Woods is the CEO of The Bankruptcy Firm & Preferred Title Real Estate Company. She is an undergraduate of Morris Brown College and Thurgood Marshall School of Law.

M1 Files with host Dr. Ivory Taylor

A Founder of the M1 TV Network and host of the M1 Files, Dr. Taylor, discusses African Americans' health and wellness and ways to build black wealth. Retired military and a successful entrepreneur is perspective brings hope and promise to those who tune into his show.

The Profit Margin with host Mark Yates:

The Profit Margin focuses on business issues that primarily affect African Americans, and the host interviews business leaders in the country. Mr. Yates is a Regional Vice President of the Tennessee Valley Authority, former Executive Director of The Black Business Association of Memphis and an owner of the restaurant Mahogany in Memphis, TN. The former investment banker is an undergraduate of Howard University and has an MBA from Vanderbilt University.

Call your TSD Sales Representative at 901.523.1818 or email advertising@tsdmemphis.com.

2021 EDITORIAL PLANNING CALENDAR

In response to 2020's culture-rattling events, a resilient African-American community is experiencing a renaissance that is positioning it to make better use of per capita income growth, dynamic population increases, and a promising rise in per-capita income. You can reach this potent market through the pages of *The New Tri-State Defender* (TSD). Sponsor or advertise in special-content editions of our weekly newspaper and/or sponsor advertising in our special pullout editions. Our extended-value options also include sponsoring a TSD signature event.

****2021 TSD Events****

Sponsorships Available for these Annual Signature Events

- **Best in Black / Awards Reception**
- **Women of Excellence**
- **Men of Excellence**

Ask for our Sponsorship Packages for these exciting Events!

****2021 TSD Special Emphasis Editions****

(Special coverage within the regular run of the weekly editions)

Editorial Calendar Continued

African-American History Month

Issue Date: Thurs., Feb 4

Space Reservations: Thurs., Jan 28

Ad Copy Deadline: Fri. Jan 29

Issue Date: Thurs., Feb 11

Space Reservations: Thurs., Feb 4

Ad Copy Deadline: Fri Feb 5

Issue Date: Thurs., Feb 18

Space Reservations: Thurs., Feb 11

Ad Copy Deadline: Fri Feb 12

Issue Date: Thurs., Feb 25

Space Reservations: Thurs., Feb 18

Ad Copy Deadline: Fri Feb 19

Women's History Month

Issue Date: Thurs., Mar 4

Space Reservations: Thurs. Feb 25

Ad Copy Deadline: Fri., Feb., 26

Issue Date: Thurs., Mar 11

Space Reservations: Thurs., Mar 4

Ad Copy Deadline: Fri Mar 5

Issue Date: Thurs., Mar 18

Space Reservations: Thurs., Mar 11

Ad Copy Deadline: Fri Mar 12

Issue Date: Thurs., Mar 25

Space Reservations: Thurs., Mar 18

Ad Copy Deadline: Fri Mar 19

African-American Music History Month

Issue Date: Thurs., Jun 3

Space Reservations: Thurs., May 27

Ad Copy Deadline: Fri. May 28.

Southern Heritage Classic

Issue Date: Thurs., Sept 9

Space Reservations: Thurs., Sept 2

Ad Copy Deadline: Fri., Sept. 3

****2021 TSD Special Editions****

(Special tabloid sections inserted within the weekly editions)

Editorial Calendar Continued

Best in Black

Issue Date: TBD

Space Reservations: TBD

Ad Copy Deadline: TBD

Financial Literacy

Issue Date: Thurs., Apr 8

Space Reservations: Thurs., Apr 1

Ad Copy Deadline: Fri., April. 2

Health & Wellness

Issue Date: Thurs., May 20

Space Reservations: Thurs., May 13

Ad Copy Deadline: Fri., May 14

Achieve! Back to School

Issue Date: Jul 8

Space Reservations: Thurs. Jul 1

Ad Copy Deadline: Friday, Jul 2

Women of Excellence

Issue Date: TBD

Space Reservations: TDB

Ad Copy Deadline: TBD

Memphis Municipal Election (Oct 3.)

Issue Date: Sept 12

Space Reservations: Thurs., Sept 5

Ad Copy Deadline: Fri. Sept 6

Men of Excellence

Issue Date: TBD

Space Reservations: TBD

Ad Copy Deadline: TBD

TSD 70th Anniversary (Nov 1.)

Issue Date: TBD

Space Reservations: TBD

Ad Copy Deadline: TBD

*Some dates subject to change

For rates and more information, please call 901-523-1818; email: advertising@tsdmemphis.com.

