



# TRI-STATE DEFENDER



Catering to the news and information needs of the African-American community

## CONTACT INFORMATION

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# 2024 Media Kit



# TRI-STATE DEFENDER

THE MID-SOUTH'S PREMIUM SOURCE OF NEWS & INFORMATION  
NEEDS OF THE AFRICAN-AMERICAN COMMUNITY SINCE 1951

**The Tri-State Defender (TSD)** is one of the longest, continuously published newspapers in the South that caters to the news and information needs of the African-American community. In January 2024, we made the decision to transition to primarily a digital format to keep our readers informed quickly as news hits that affects the community.

First published on Nov. 1, 1951, the weekly newspaper has always been an anchor element in the multi-platform delivery of news and information. The Tri-State Defender continues to inform and inspire readers while seeking to help them elevate the quality of their lives.

**TSDMemphis.com** is the primary source for news now along with the **TSD Daily Digital** and the social media platforms.

Lee Eric Smith is the Interim Editor for the Tri-State Defender. He directs a roster of talented reporters and columnists. The team relays the ongoing narrative of the African-American community as it evolves in myriad forms, including family, neighborhoods, education, business, religion, government, commentary and opinion, entertainment, sports and various civic groups.

The TSD has a board of directors that measures performance in the context of the company's mission. The president is Calvin Anderson, Deidre Malone, vice president, Rev. Dr. L. LaSimba M. Gray Jr., treasurer; and Vanecia Belser Kimbrow, Esq., secretary.

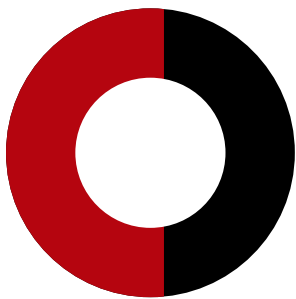
This media kit contains rates for digital, E-Edition, and social media platforms. For more information contact the Sales Department at The Tri-State Defender at 901-523-1818.

## Our Audience

### WEBSITE

The Tri-State Defender is launching a new website April 1, 2024.

#### GENDER



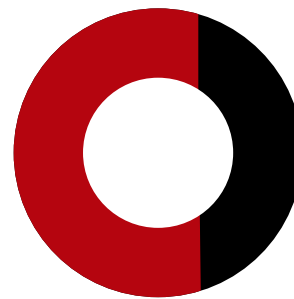
Female: 54.5%  
Male: 45.5%

#### AGE

18-24	3%
25-34	14%
35-44	20%
45-54	28%
55-65	24%
65+	11%

### TSD DAILY DIGITAL

#### GENDER



Female: 64%  
Male: 35%  
Other: 1%

#### AGE

18-24	5%
25-34	12%
35-44	16%
45-54	23%
55-65	33%
65+	11%

### ENGAGEMENT

Unique Visitors Per Month	34,000
Page Views Per Month	63,000
Event Counts or Clicks	98,000

#### DEVICE

Mobile	Desktop	Tablet
<b>73%</b>	<b>25%</b>	<b>1%</b>

### SOCIAL MEDIA

Facebook	Instagram	X
<b>14,500</b>	<b>1,440</b>	<b>3,200</b>

### ENGAGEMENT

Email Database	45,000
Email Engagement	39%
Top Locations For Views	Memphis, TN Dallas, TX Ashburn, VA

For more information,  
please call **901-523-1818**;  
email: **administration@tsdmemphis.com**.



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## Rate Card 2024

The Tri-State Defender Digital Rate Card covers rates for **TSDMemphis.com**, **TSD Daily Digital** and **TSD E-Editions**. All rates are NET.

### TSDMEMPHIS.COM BANNER ADS

34,000 unique visitors per month

Ads may rotate based on availability. Only two ads will be in rotation at a time.

Ad Type	Ad Size	Cost per month
Leaderboard	728 x 90	\$1,050
Top Right Rectangle	300 x 250	\$950
Right Rectangle	300 x 250	\$750
Skyscraper	300 x 600	\$850
Floating/ Popup	600 x 800	\$875

### SOCIAL MEDIA

Facebook, Twitter, Instagram posts are \$600 a month for two posts across all three platforms.

#### ACCEPTABLE FILE FORMATS:

- JPEG, PDF, TIFF, GIF and PNG are accepted, but will be converted to JPEG 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)

### CLASSIFIED AD RATES

\$8 per line (51-52 characters per line), three (3) line minimum. Classified Ad Deadline is Monday prior to publication and can be placed online the next day after submission.

### TSD DAILY DIGITAL BANNER ADS

Daily News emailed to 45,000 email subscribers Monday- Saturday.

Ad Type	Ad Size	Cost per month
Top Leaderboard	650 x 200	\$1,000
Lower Leaderboard	728 x 90	\$850
Bottom Footer	300 x 250	\$650

### E-EDITION

New tabloid size newspaper is a weekly E-Edition that can be viewed on TSDMemphis.com.

Ad Type	Ad Size	Cost
Full Page	9.75" x 10.75"	\$2,000
Half Page Horizontal	9.75" x 5.3"	\$1,500
Half Page Vertical	4.8" x 10.75"	\$1,500
Quarter Page	4.8" x 5.3"	\$750
Eighth Page	4.8" x 2.625"	\$500
Sixteenth Page	2.3" x 2.625"	\$300
Cover Bottom Strip	9.75" x 1.25"	\$1,000

Praise Connection Church Directory (2.625" x 2.95") \$300 for the E-Edition.

The Political Rate Card prices remain the same. All political ads must be paid in advance.

#### ACCEPTABLE FILE FORMATS FOR E-EDITION:

JPEG, PDF, TIFF  
Resolution 150 PPI  
Recommended size 1-3 MB



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# Editorial Planning Calendar 2024

A resilient African-American community that is both diverse and growing represents a potent market readily accessible through the pages of The Tri-State Defender (TSD), TSDMemphis.com and our multiple social media portals. Sponsor or advertise in special-content editions of our weekly newspaper and/or sponsor advertising in our special editions.

## 2024 TSD Special Emphasis Editions

(Special coverage online and in the E-Editions)

Special Content	Issue Date	Space Reservation	Ad Copy Deadline
African-American History Month	Thurs., Feb. 22	Thurs., Feb 15	Fri., Feb. 16
Women's History Month	Thurs., March 28	Thurs., March 21	Fri., March 22
African-American Music History Month	Thurs., June 27	Thurs., June 20	Fri., June 21
Southern Heritage Classic	Thurs., Aug. 29	Thurs., Aug. 22	Fri., Aug. 23

## 2024 TSD Special Editions

Special Content	Issue Date	Space Reservation	Ad Copy Deadline
Financial Literacy	Thurs., April 25	Thurs., April 18	Fri., April 19
Health & Wellness	Thurs., May 30	Thurs., May 23	Fri., May 24
Achieve! Back to School	Thurs., July 25	Thurs., June 18	Fri., June 19
Memphis Municipal Election (Nov. 5)	Thurs., Oct. 31	Thurs., Oct. 24	Fri., Oct. 25

**For more information,  
please call 901-523-1818;  
email: [administration@tsdmemphis.com](mailto:administration@tsdmemphis.com).**