



TRI-STATE DEFENDER



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

CONTACT INFORMATION

901-523-1818

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2025 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 oldest media organizations in the South that caters to the news and information needs of the African American community. We are a digital format media group that keeps our readers informed quickly as news breaks that affects the community.

First published on November 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. This is where you can find the most update stories. The **TSD E-Edition** is located on the tsdmemphis.com website and is formatted like the former print edition with important news you can use. The **TSD Daily Digital** is delivered into your email every morning with the latest story covered by the TSD newsroom. You can also keep up to date on social media platforms and new **TSD podcast**.

The Tri-State Defender has a roster of journalists and columnists that you depend on. 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, Vice President is Deidre Malone, and Secretary Vanecia Belser Kimbrow, Esq.

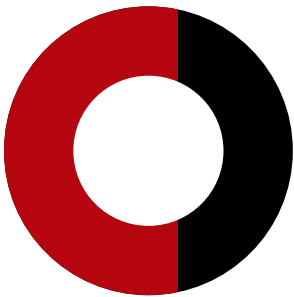
This media kit contains rates for ads for all of our media platforms. For more information contact the sales department at Tri-State Defender 901-523-1818.

Our Audience

WEBSITE

TSDMemphis.com is your source for the up-to-date news and information affecting the African American community.

GENDER



Female: 60%

Male: 35%

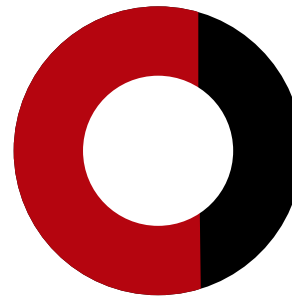
Non-identified: 5%

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%

Non-identified: 1%

AGE

18-24	5%
25-34	12%
35-44	20%
45-54	28%
55-65	24%
65+	11%

ENGAGEMENT

Avg. Monthly Unique Visitors	42,000
Avg. Monthly Page views	91,000
Avg. Time Spent on Site	1:10

DEVICE

Mobile	Desktop	Tablet
49%	50%	1%

SOCIAL MEDIA

Facebook	Instagram	X
15,000	1,490	3,200

ENGAGEMENT

Email Database	28,000
Email Engagement	21%
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 2025

The Tri-State Defender Rate Card covers rates for TSDMemphis.com, TSD Daily Digital, social media and TSD In the Community Forums.. All rates are NET.

TSDMEMPHIS.COM BANNER ADS

42,000 unique visitors per month Ads rotate based on availability.

Ad Type	Ad Size	Cost per month
Leaderboard	728 x 90	\$1,050
Below Main Stories	728 x 90	\$1,000
Top Right Rectangle	300 x 250	\$950
Right Rectangle	300 x 250	\$750
Skyscraper	300 x 600	\$850
In-Story	728x90	\$700
Floating/ Popup	600 x 400	\$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)

TSD DAILY DIGITAL BANNER ADS

Daily News emailed to 27,000 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

TSD IN THE COMMUNITY FORUMS

The TSD in the Community Forum is an opportunity for the public to come out and learn more about issues that have an impact on the community. This forums will be facilitated by a community leader with a panel relevant to the topic to share information and answer questions prepared by TSD journalist and the community. Participants must register to attend.

Forum topic	Month
Women's History	March
Health and Wellness	May
Education	July
Public Safety	August
Government/Politics	October
Entrepreneurship	November

Sponsorships are available for each forum at \$3,000. The sponsorship benefits will include:

- Logo is prominently displayed on all promotions
- 3-minute speaking opportunity at the forum
- Distribution of company literature at the event
- The forum will be video taped and available on the TSDMemphis.com website and YouTube page
- First right of refusal on next year's forum



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Rate Card 2025

The Tri-State Defender Digital Rate Card covers rates for
TSD E-Edition and TSD Podcasts. All rates are NET.

E-EDITION

The TSD E-Edition is your electronic publication designed as a publication format. It can be viewed on TSDMemphis.com.

Impressions	57,566
Read	4,700
AVG. Read Time	1:50

DEVICE

Desktop	Mobile
91%	9%

SOURCES

Embeds	Issuu.com
5%	95%

METRO MARKET

Tennessee Arkansas Mississippi

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



TSD PODCASTS

The Tri-State Defender podcast will launch January 2025.

"Dialogue with Deidre" hosted by Deidre Malone

Sponsorships for TSD Podcasts are available. Podcasts are bi-weekly and are on Spotify and TSD YouTube. Sponsors receive 2 live read spots one at the beginning and one at the end of the show. The business logo is used on all promotions of the podcasts.

Rates are \$300 a month.

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.



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Editorial Planning Calendar 2025

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	Feb. 27	Feb. 17	Feb. 18
Women's History Month	March 27	March 20	March 21
Financial Literacy	April 24	April 17	April 18
Health and Wellness	May 29	May 22	May 23
African-American Music History Month	June 26	June 19	June 20
Achieve! Back to School	July 31	July 24	July 25
Southern Heritage Classic	Aug. 28	Aug. 21	Aug. 22
Best In Black Awards	Nov. 20	Nov. 13	Nov. 14

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