



75 *tsd Years*

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

2026

tsd TRI-STATE DEFENDER

Media Kit

Contact Information 901.523.1818 | administration@tsdmemphis.com

TSDMemphis.com





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/Treasurer Vanecia Belser Kimbrow, Esq.

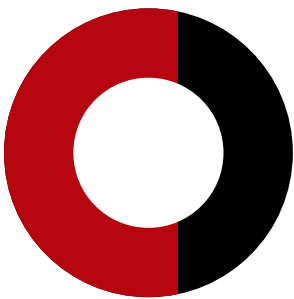
This media kit contains rates for ads for all of our media platforms. For more information contact the sales department at Tri-State Defender 901-523-1818.

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%

ENGAGEMENT

Avg. Monthly New Visitors	10,000
Avg. Monthly Impressions	207,000

DEVICE

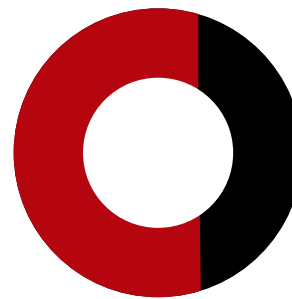
Mobile	Desktop	Tablet
59%	40%	1%

SOCIAL MEDIA

Facebook	Instagram	X
23,000	3,500	3,150

TSD DAILY DIGITAL

GENDER



Female: 67%
Male: 32%
Other: 2%

AGE

18-24	5%
25-34	7%
35-44	23%
45-54	31%
55-65	15%
65+	18%
Unknown	1%

ENGAGEMENT

Email Database	26,000
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**.



TRI-STATE DEFENDER

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

Rate Card 2026

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	\$1,500
Below Main Stories	728 x 90	\$1,000
Top Right Rectangle	300 x 250	\$1000
Right Rectangle	300 x 250	\$750
Skyscraper	300 x 600	\$1200
In-Story	728x90	\$700
Floating/ Popup	600 x 400	\$875

SOCIAL MEDIA

Facebook, Twitter, Instagram posts are \$800 a month for one post 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 26,000 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 forum will be facilitated by community leader

Lori Spicer Robertson, with a panel of experts relevant to the topic to share information and answer questions prepared by TSD journalists and the community. Participants must register to attend.

Forum topic	Date
Entrepreneurship	Wednesday, February 4, 2026
Women in Leadership	Wednesday, March 4, 2026
Health and Wellness	Wednesday, May 6, 2026
Government/Politics	Wednesday, June 3, 2026
Education	Wednesday, July 1, 2026 (Sponsored by Xfinity)

Sponsorships are available for each forum at \$4,000. 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



TRI-STATE DEFENDER

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

Rate Card 2026

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**

DEVICE

Desktop **75%**
Mobile **5%**

SOURCES

Embeds **5%**
Issuu.com **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 will launch TSD Memphis Podcast in 2026.

"Dialogue with Deidre" hosted by Deidre Malone.

"Aunties Unfiltered" hosted by Gale Jones Carson, Deidre Malone, and TaJuan Stout Mitchell.

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 \$1,000 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.



TRI-STATE DEFENDER

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

Political Rate Card 2026

(All Political Advertising is Paid in Advance)

E-Edition

	Size	1x	2x	3x	4x plus
Quarter Page ad weekly	4.8" x 5.3"	\$800	\$750	\$700	\$600

Digital TSDMemphis.com and TSD Daily Digital

	Size				
Right Rectangle monthly	300 x 250	\$800	Lowerleader Board monthly	728 x90	\$850

* Ads rotate on TSDMemphis.com

Deadlines:

- Space reservations: Friday, noon
- Copy requiring composition: Thursday, noon (one week prior to publication)
- Camera-ready copy: Tuesday, noon

(Ads sent via emailed and submitted by camera-ready deadline.)

Acceptable formats for ads submitted on disk or electronically:

PDF, JPEG, PGN, EPS, TIFF Include all fonts and images on disk.

Email database: 26,000

Web Traffic: 120,000 unique visitors monthly



TRI-STATE DEFENDER

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

Editorial Planning Calendar 2026

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.

2026 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

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