



The **New American**

ONLINE
MEDIA KIT

WELCOME

The **New American**

P.O. Box 8040 • Appleton, WI 54912 • Phone: 920-749-3784 • Fax: 920-749-3785 • www.TheNewAmerican.com

Thank you for your interest in advertising opportunities with THE NEW AMERICAN. We have attached our on-line and print media kits for your consideration.

THE NEW AMERICAN magazine, a bi-weekly magazine of The John Birch Society, evaluates the events of the nation and provides political and social commentary and a forum for the exchange of ideas. We pride ourselves in delivering honest news and the truth behind what is reported in the mainstream news. Our team of researchers helps to confirm facts and figures before being published. We strive to go above and beyond to track down the real stories currently threatening American freedoms under the Constitution.

We also cover those important topics and story angles that the mainstream media does not. For instance, we have published articles on the dissenting side of the global warming debate, created awareness of the possible creation of the North American Union and reported on the abuses of the Child Protection Services agencies. You will not see much of this in other print news magazines.

In addition to the print magazine, we also maintain a website which generates more than a million page views each month. Visitors browse cover stories, feature articles and other news items that keep them coming back frequently.

THE NEW AMERICAN magazine has a number of advertising opportunities. We do not rent or sell our physical mailing or emailing lists, so if you are looking to reach our readers and web visitors, advertising is the best avenue. Take a look at our rates, browse the site and review our editorial calendar. When you are ready to advertise, please contact Julie DuFrane for options and file requirements.

We look forward to working with you. Thanks again!

TOPICS

Politics/Elections

Energy/Oil

Environment

Immigration

Terrorism

Education

Right to Privacy

Freedom

Free Trade

Health Care

Family Issues

Morality

Faith

Hope for the Future

Issue Date	Editorial Themes*
1/4/10	2010—Predictions of Capital Hill
1/18/10	Census and You
2/1/10	How Safe Are We? A Look at the Police State
2/15/10	What Cap and Trade Looks Like For You
3/1/10	Ratifying the Law of the Sea Treaty
3/15/10	Can the Dollar Survive?
3/29/10	Life Without the Income Tax
4/12/10	Who's Influencing the Vote?
4/26/10	Suffering from Entangling Alliances
5/10/10	How Can We Call it Free Trade?
5/24/10	Lessons from the Recession
6/7/10	Doing Away With Social Security? Surviving Retirement
6/21/10	Reclaiming Our Environment and Energy Resources
7/5/10	A Look at the 2010 Candidates
7/19/10	Revisiting Immigration/Freedom Index
8/2/10	The Siphoning of Our Sovereignty
8/16/10	Healthcare: Has Anything Changed?
8/30/10	Educating Future Generations
9/13/10	What About the Constitution?
9/27/10	Terrorism: Behind the Curtain
10/11/10	The Election and Grassroots Campaigns
10/25/10	A Look Inside the United Nations
11/8/10	Bearing Arms: What Firearms Mean to Freedom
11/22/10	2010 Elections/Prelude to 2012
12/6/10	Redefining Home Defense/Freedom Index
12/20/10	Faith/Family/Life

*Subject to change

Rates effective 3/1/09.

Rates are subject to change without notice.

HOME page Monthly rates

<u>Ad Type</u>	<u>Ad Size</u>	<u>1 Insert</u>	<u>13 Inserts</u>
Banner 1	925 X 65 pixels	\$4,260	\$3,840
*Banner 2	300 X 470 pixels	\$2,845	\$2,560
*Banner 3	300 X 250 pixels	\$1,775	\$1,600

*these options can be combined with print inserts for quantity discount rates.

SECTION Monthly rates

<u>Ad Type</u>	<u>Ad Size</u>	<u>1 Insert</u>	<u>3 Inserts</u>	<u>6 Inserts</u>	<u>12 Inserts</u>
Banner 3	300 X 250 pixels	\$249	\$236	\$224	\$199

SECTION SPONSORSHIP Monthly rates - ROC

<u>Ad Type</u>	<u>Ad Size</u>	<u>1 Insert</u>	<u>3 Inserts</u>	<u>6 Inserts</u>	<u>12 Inserts</u>
Banner 3	300 X 250 pixels	\$899	\$854	\$809	\$719

SECTION CATEGORY Monthly rates

<u>Ad Type</u>	<u>Ad Size</u>	<u>1 Insert</u>	<u>3 Inserts</u>	<u>6 Inserts</u>	<u>12 Inserts</u>
Banner 3	300 X 250 pixels	\$299	\$284	\$269	\$239

SECTION CATEGORY SPONSORSHIP Monthly rates - ROC

<u>Ad Type</u>	<u>Ad Size</u>	<u>1 Insert</u>	<u>3 Inserts</u>	<u>6 Inserts</u>	<u>12 Inserts</u>
Banner 3	300 X 250 pixels	\$750	\$713	\$675	\$600

NEWSLETTER Bi-weekly rates

<u>Ad Type</u>	<u>Ad Size</u>	<u>1 Insert</u>	<u>3 Inserts</u>	<u>6 Inserts</u>	<u>12 Inserts</u>
Banner 3	300 X 250 pixels	\$750	\$713	\$675	\$600

*Additional quantity discounts available for all ad options.

Approval – All ads are subject to approval of copy, text, display, illustration and suitability.

Prepayment – Prepayment of first insert is required for first-time advertisers; then net 30 days.

Graphics – Format: JPG or GIF

File Size – Max 100kb

<u>Banner 1</u>	925 X 65 pixels (not currently available)
<u>Banner 2</u>	300 X 470 pixels
<u>Banner 3</u>	300 X 250 pixels

Animated GIF – Maximum of 5 frames

Terms & Conditions – A processing fee of \$150 will be added for files sent incorrectly. If an ad is created by THE NEW AMERICAN, it will be charged at \$75.00 an hour with a minimum of 2 hours billed.

<u>Month</u>	<u>Deadline</u>
January 2010	November 30
February	December 28
March	February 1
April	March 1
May	March 29
June	May 3
July	May 31
August	June 28
September	August 2
October	August 30
November	September 27
December	November 1
January 2011	November 29

The New American online (TheNewAmerican.com) offers advertisers an opportunity to reach an audience of significant size and wealth. Serving about 200,000 absolute unique visitors each month, The New American online serves out almost half a million pageviews each month as well.

Demographically, our online readers represent a large, concentrated group of decision makers. As measured by Quantcast, our readers are:

- 65% male
- 67% age 35 or older
- 42% attended college
- 15% attended graduate school
- 61% have incomes greater than \$60,000 per year
- 37% have incomes greater than \$100,000 per year

Visitors to The New American online expect the latest coverage and analysis of breaking news and issues that are important to informed citizens and their families. They browse cover stories, feature articles, and news reportage, and have access to the latest financial statistics and video coverage of breaking news. Interactive features, such as a vibrant culture of comment and exchange of reader opinion on our comment boards, encourage repeat visitors.