

# The **New American**

## DIGITAL MEDIA KIT

WELCOME

The **New American**

P.O. Box 8040 • Appleton, WI 54912 • Phone: 920-749-3784 • Fax: 920-749-3785 • [www.TheNewAmerican.com](http://www.TheNewAmerican.com)

Thank you for your interest in advertising opportunities with THE NEW AMERICAN.

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 as many as 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 demographics. 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

Rates effective 2/8/16  
Rates are subject to change without notice.

**HOME page rates**  
**Banners 1 thru 5, & 10 are ROS (Run of Site)**

<u>Ad Type</u>	<u>Ad Size</u>	<u>Ad Type</u>	<u>Rate Card</u>	
Top Leaderboard Banner 1 – ROS	728 X 90 (+220 X 65)	Display	CPM	\$2.25
Inner Text Banner 2 - ROS	728 X 90 (+220 X 65)	Text	CPM	\$2.25
HOME Side Banner 3, 4, OR 5 – ROS	300 X 250	Display	CPM	\$2.25
HOME Side Banner 6	300 X 250	Display	CPM	\$1.25
HOME Side Banner 7	300 X 187	Display	CPM	\$1.00
HOME Side Banner 9	300 X 600	Display	CPM	\$1.00
Bottom Leaderboard Banner 10 – ROS	728 X 90 (+220 X 65)	Display	CPM	\$2.25

CPM = Cost per thousand impressions  
First installment prepayment required for first-time advertisers, then NET30  
Ad placement subject to availability

**\*\*Geo-Target Metro OR State ads:**

		<u>3 Ads</u>	<u>6 Ads</u>	<u>12 Ads</u>
Top Leaderboard 1 - ROS	728 X 90 (+220 X 65)	\$100/ad	\$90/ad	\$80/ad
Inner Text Banner 2 - ROS	728 X 90 (+220 X 65)	\$150/ad	\$125/ad	\$100/ad
Banners 3, 4, OR 5 - all ROS	300 X 250	\$50/ad	\$45/ad	\$40/ad
Bottom Leaderboard 10 - ROS	728 X 90 (+220 X 65)	\$100/ad	\$90/ad	\$80/ad

\*\* Geo-Target ads require a 3-month minimum commitment – must be prepaid.  
Note: Any Banner options can be combined with print inserts for quantity discount rates.  
ROS = Run of Site  
1 ad = 1 month  
Additional charges may apply for larger Metro areas or if more than one Metro or full state area is requested.  
Ad placement subject to availability

**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

**Animated GIF** – Maximum of 5 frames

**Terms & Conditions** – Ads created by *The New American* will be charged \$75.00/hour, minimum of 2 hours billed.

## 2024 Web Advertising Deadline Dates

<b><u>Month</u></b>	<b><u>Deadline</u></b>
January 2024	December 4
February	January 2
March	February 5
April	March 4
May	April 1
June	May 6
July	June 3
August	July 1
September	August 5
October	September 2
November	October 7
December	November 4
January 2024	December 2

The New American online (TheNewAmerican.com) offers advertisers an opportunity to reach an audience of significant size and wealth. Our site sees around 300,000 unique visitors every month from all over the world.

Demographically, our online readers represent a large, concentrated group of decision makers. Our readers are:

- 67% male
- 53% age 55 and 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

Besides new articles being posted daily, each week we also post short, informative videos and podcasts. The median age of our viewer is 35 - 64 years old, and spends an average time of 15 minutes watching.

While the bulk of our audience is 55+, we constantly strive to reach younger audiences through social media, and also provide links within articles for sharing.



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## ADVERTISER

## AD AGENCY

Company \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Contact \_\_\_\_\_

Area Code \_\_\_\_\_ Phone # \_\_\_\_\_

Area Code \_\_\_\_\_ Phone # \_\_\_\_\_

FAX # \_\_\_\_\_

FAX # \_\_\_\_\_

Email \_\_\_\_\_

Email \_\_\_\_\_

Insertion Dates	Size of Ad	Amounts	Special Instructions
Total Net Billing		*	

**ART WORK** supplied by  Advertiser  The New American      **Copy** supplied by  Advertiser  The New American

**PROOF** to Advertiser  Yes  No      **Print Advertising**  **Web Advertising**

Ordered by \_\_\_\_\_ Approved by \_\_\_\_\_ Date \_\_\_\_\_

**\* Special prep charges extra**