

The New American

2026 MEDIA KIT

PRINT | WEB



CONTENTS

3 ABOUT
THE NEW AMERICAN

4 WHY INCLUDE US?

5 DEMOGRAPHICS

6 PRINT
ENGAGEMENT

8 DIGITAL
ADVERTISING

9 INSIDER REPORT RATES

10 VIDEO

11 TERMS & CONDITIONS

12 CONTACT



ABOUT THE NEW AMERICAN

The New American is the essential news source for freedom-loving Americans.

- ✓ Our editorial point of view is guided by our support of the U.S. Constitution and the principles upon which our Constitution is based. Specifically, we want to restore and retain the values and vision that made America great — limited government under the Constitution, the freedoms our Constitution guarantees, and the personal responsibility a free people must exercise to stay free.
- ✓ We always approach the news honestly, relying on facts and reason to make our case. Uncover facts the major media want to keep hidden; sometimes we report important stories months or years before they appear elsewhere.
- ✓ Many of our articles expose media deception and political coverup. Many warn against the forces both inside and outside of government seeking to consolidate political and economic power nationally and internationally. Other articles examine the goodness of America and the greatness of our founding principles, and offer realistic hope that America can be saved.
- ✓ Twice a year, *The New American* publishes a congressional scorecard called the “Freedom Index” that rates every member of the U.S. House and Senate on key issues.

The New American is published by American Opinion Publishing, a wholly owned subsidiary of The John Birch Society.



WHY INCLUDE US?

We reach the higher-value consumers:

- higher-income
- higher-educated
- highly engaged professionals.

Our print magazine, *The New American*, hits the 50+ age demographic, while our online and TV offerings target those in their mid-30s to mid-50s.

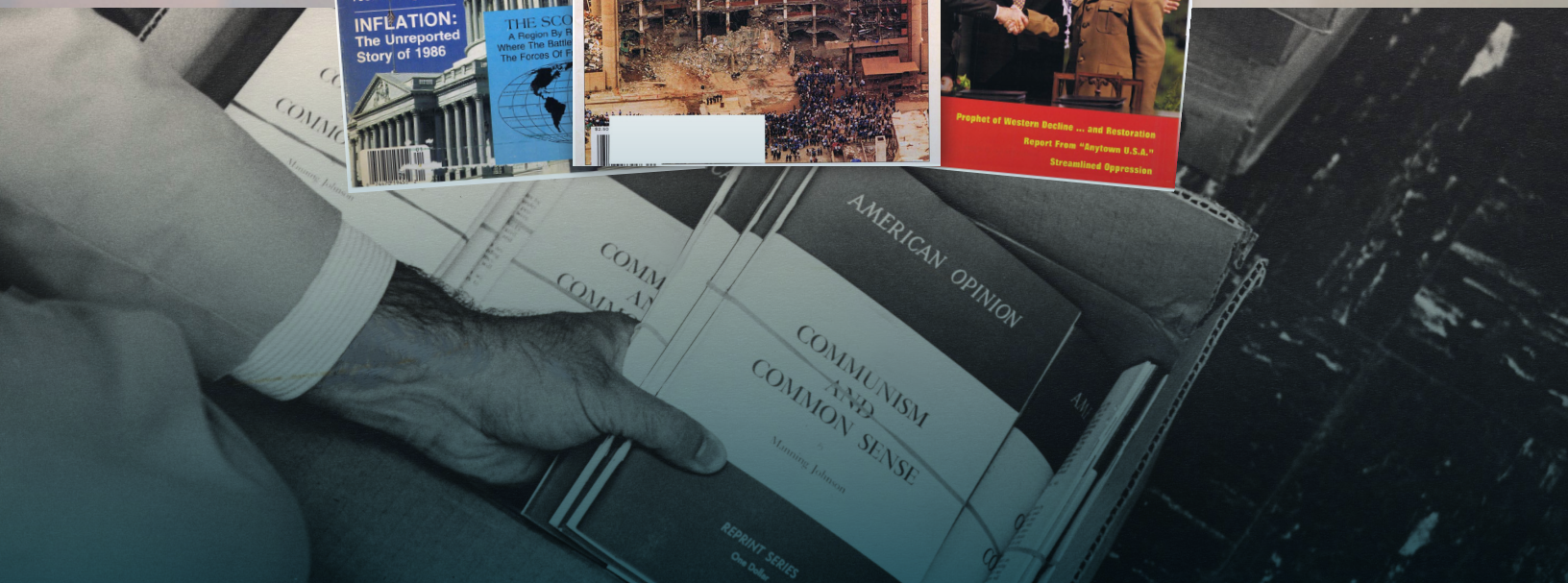
We can create unique advertising packages across our network to reach your desired audience — from families with school-age children to empty nesters.

TNA readers are the personification of this demographic. Someone in the United States turns 50 every seven seconds, making the 50+ demographic the sweet spot of our generation and every marketer's dream audience.

We have established ourselves as the voice of freedom, offering unique analysis into news and policy that impact freedom and liberty from a constitutional perspective.

WHAT DOES THIS MEAN FOR YOU?

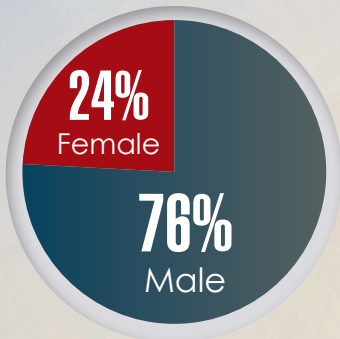
- ✓ Quantified loyal audience = **ad believability**
- ✓ Brand loyalty = **higher-than-average response rate**
- ✓ Continuous growth = **exposure to new prospects = NEW customers**
- ✓ Advertise with The New American across media platforms



DEMOGRAPHICS

PRINT

Gender



Income over AVG



Education



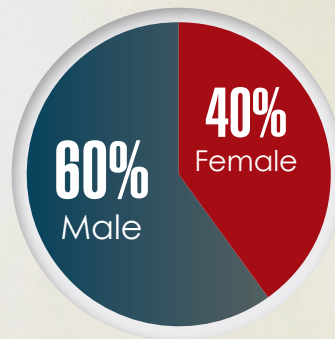
Bachelor's degree+



Professional

WEB

Gender



Income over AVG



Education



Bachelor's degree+



Professional



PRINT ENGAGEMENT

Essential analysis since 1985

- **97%** of readers state that *The New American* fulfills their expectations.
- **97%** of readers report they are likely to **renew their subscription**.
- **94%** of readers report that out of the last four issues, they **read or browsed all four issues**.
- **64%** of readers indicate the **advertising in the magazine is a useful** source of information.
- **63%** spend **two or more hours reading** each issue of the magazine.

AD TYPE	1 color	2 color	4 color
Full Page OBC	\$N/A	\$N/A	\$5,570
Full Page IFC	\$N/A	\$N/A	\$5,010
Full Page IBC	\$N/A	\$N/A	\$5,010
Full Page Pg. 1 or 2	\$N/A	\$N/A	\$5,010
Full Page	\$2,495	\$2,995	\$3,710
Full Spread	\$4,995	\$6,000	\$7,415
2/3 Page	\$1,940	\$2,335	\$2,870
1/2 Page	\$1,565	\$1,870	\$2,320
1/3 Page-Horizontal	\$1,205	\$1,435	\$1,790
1/3 Page-Vertical	\$1,205	\$1,435	\$1,790
1/6 Page	\$995	\$1,205	\$1,435

FULL PAGE AD

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1/6 AND 1/3 AD

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How Can I Make a Difference?
GETTING STARTED IS AS EASY AS 1,2,3

- 1 Sign up for JBS news and action alerts
- 2 Contact your elected representative
- 3 Join The John Birch Society

The John Birch Society

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PRINT ENGAGEMENT

*Be in the hands of readers who value truth —
advertise in print that lasts.*

Mechanical Requirements

- **Platform** – Macintosh files preferred, but we can work with you to convert PC files.
- **Ad size** – Full page bleed ads: build to full bleed size & keep a minimum of .5 inches from edge. Bleeds should be an additional 1/8" Trim Size on all sides. Color proof or tear sheet suggested for color ads. NOTE: Bleed ads not available for 1/3, or 1/6 page ads.
- **File Formats/programs** – InDesign version CS 1.0 or higher preferred. Create a package that includes fonts and images used to create the ad. Tiff and EPS formats are ok as long as they are the exact size and fonts are embedded AND included. Any Quark files received (up to Version 5.0) will be converted to InDesign files.
- **Images** – CMYK or B/W formats only for raster images. NO RGB, JPG, LAB or INDEX color images. No JPG compression in EPS images or alpha channels. Tiff and PSD file formats are accepted if created in Photoshop version CS 1.0 or Higher. Vector images must be created in, or able to open, in Illustrator. High-res images should not exceed 300 dpi at 100% of document print size. No PDF files.
- **Color** – CMYK for Four (4) Color ads. RGB colors must be converted to CMYK. Pantone colors must be process — no spot colors. NO RGB, LAB or Index color elements. SWOP Standards apply.
- **Color proof required for 4-color ads.**
- **Terms & Conditions** – Ads created by *The New American* will be charged \$75.00/hour, minimum of 2 hours billed. *The New American* is not responsible for errors due to improper file preparation. *The New American* is not responsible for shifts in color due to differences between file and proof.
- **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.
- **Publisher's Discount** – A 20% discount will be allowed for book publishers.
- **Agency Discount** – A 20% discount will be given to agencies when camera-ready copy is provided. All text, headlines, callouts, etc., should be at least 1/2" inside the trimmed page dimension. All elements that bleed must have a minimum of 1/8" extension beyond the trim edge.
- **Special Position** – 25% additional charge for special position requirements.

DIGITAL ADVERTISING

*Be seen where real news breaks —
reach readers who care, click, and share.*

Homepage Rates

AD TYPE	AD SIZE		RATE CARD
Top Leaderboard Banner 1 - ROS	728 x 90	CPM	\$2.25
Inner Text Banner 2 - ROS	728 x 90	CPM	\$2.25
Home Side Banner 3, 4, or 5 - ROS	300 x 250	CPM	\$2.25
Home Side Banner 6 - ROS	300 x 250	CPM	\$1.25
Bottom Leaderboard Banner 10 - ROS	728 x 90	CPM	\$2.25

ROS - Run of Site

CPM - Cost per thousand

First installment prepayment required for first-time advertisers, then NET30.

Ad placement subject to availability.

Geo-Target Metro or State Ads

AD TYPE	AD SIZE	3 ADS	6 ADS	12 ADS
Top Leaderboard Banner 1 - ROS	728 x 90	\$100/month	\$90/month	\$80/month
Inner Text Banner 2 - ROS	728 x 90	\$150/month	\$125/month	\$100/month
Home Side Banner 3, 4, or 5 - ROS	300 x 250	\$50/month	\$45/month	\$40/month
Bottom Leaderboard Banner 10 - ROS	728 x 90	\$100/month	\$90/month	\$80/month

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

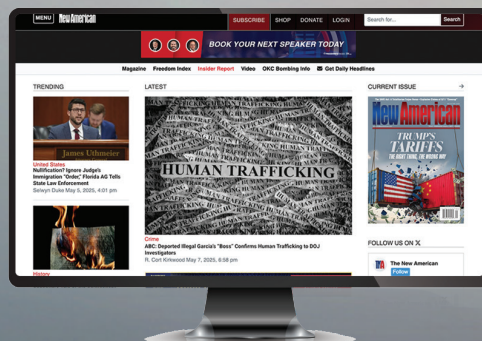
1 ad - 1 month

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.

The screenshot displays the New American website homepage with several ad placements highlighted in yellow boxes:

- Top Leaderboard Banner 1 - ROS**: Located at the top of the page, above the main content area.
- Inner Text Banner 2 - ROS**: Located within the main content area, below the 'TRENDING' section.
- Side Banner 3 - ROS**: Located on the left side of the page, below the 'TRENDING' section.
- Side Banner 4 - ROS**: Located on the left side of the page, below the 'Inner Text Banner 2 - ROS'.
- Side Banner 5 - ROS**: Located on the left side of the page, below the 'Side Banner 4 - ROS'.
- Side Banner 6 - ROS**: Located on the left side of the page, below the 'Side Banner 5 - ROS'.
- Bottom Leaderboard Banner 10 - ROS**: Located at the bottom of the page, below the main content area.



INSIDER REPORT RATES

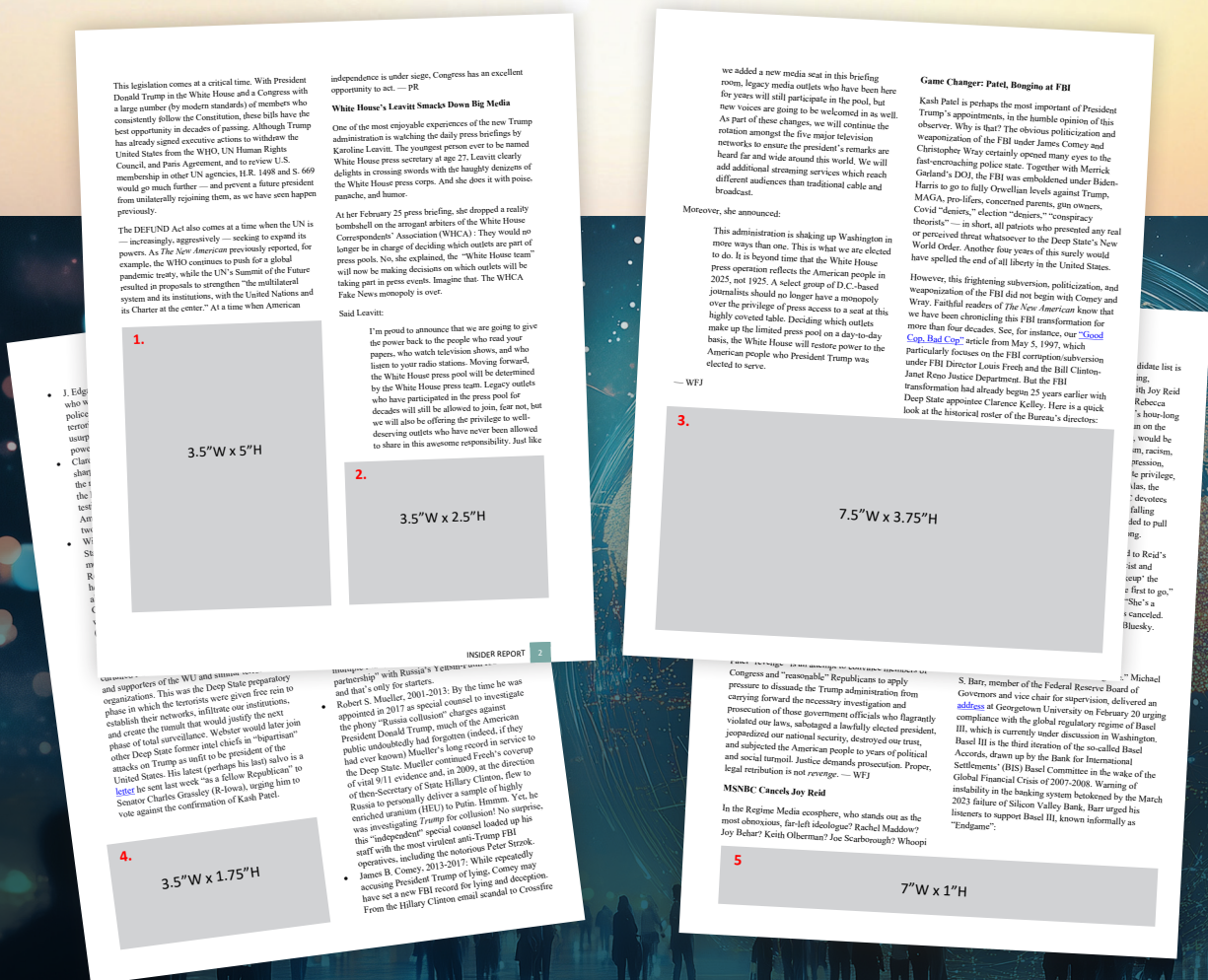
Be part of the conversation each week—place your brand inside our exclusive report delivered straight to inboxes of decision-makers and activists.



IR Rate:	1 color	2 color	4 color
Banner 1:	\$3,025.00	\$3,637.50	\$4,500.00
Banner 2:	\$1,900.00	\$2,268.75	\$2,812.50
Banner 3:	\$3,025.00	\$3,637.50	\$4,500.00
Banner 4:	\$1,206.25	\$1,462.50	\$1,743.75
Banner 5:	\$1,462.50	\$1,743.75	\$2,175.00

Insider Report Size Specifications:

Banner 1:	3.5"W x 5"H
Banner 2:	3.5"W x 2.5"H
Banner 3:	7.5"W x 3.75"H
Banner 4:	3.5"W x 1.75"H
Banner 5:	7"W x 1"H



Ad Files – Please use the file sizes provided for your ad to create a jpeg or PDF. Files should be in RGB format. Please send the hyperlink along with your ad files that you would like us to use to allow people to click on your ad and get to your website.

VIDEO

Reach a visually engaged, freedom-loving audience through dynamic ads in our high-impact video reports.



By exposing different elements of the “Deep State,” Alex Newman connects the dots to explain how it operates and what you can do about it.



In the Spotlight brings engaged activists center stage, featuring in-depth discussions with Americans who are fighting to preserve our Constitutional freedoms and expose the nefarious international agenda that seeks to destroy them. *The New American* senior editor Rebecca Terrell leads these intriguing conversations, applying traditional values of God-given rights and limited government to the modern world.



The New American Unrestricted brings compelling interviews on important topics and issues, with the analysis you have come to expect from *The New American*.



TERMS & CONDITIONS

- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error.
- We reserve the right to insert the word “advertisement” in all ads which may be mistaken for news articles.
- Every effort will be made to meet ad placement requests. Failure to meet these requests will not be cause for adjustments, refunds or reruns.
- Advertisers shall notify us of any error in time for correction before insertions, or ad will be considered acceptable.
- All advertising accepted by TNA is subject to approval.
- We retain the right to revise or reject, in whole or in part, any advertisement.

AD POLICY AND PLACEMENT

The following is a list of guidelines for ad submissions into any and all TNA media. Each advertisement will be individually evaluated and is subject to approval.

- All advertisements must comply with the letter of the law and government regulations, and to the standards of *The New American*.
- Company financials: Company must be sound and in good credit standing.
- Company must maintain an excellent customer service history.
- Advertisers may not use the TNA logo or URL without prior written permission.

ACCEPTABLE ADVERTISEMENT

The following ad categories will require in-depth evaluation, and additional information:

- Insurance products
- Financial investments/products
- Business opportunities
- Pharmaceuticals
- Holistic and vitamin supplements

UNACCEPTABLE ADVERTISEMENT

- Political ads
- Ads with sexual content
- Claim to cure: TNA will not publish ads that claim to cure without scientific data substantiating such claims.
- Personal ads

CONTACT

*Reach our engaged, freedom-loving audience
across every platform. Email or call us today to
advertise where it counts.*

ADVERTISING

advertising@thenewamerican.com

ARTWORK

Joe Kelly

jkelly@thenewamerican.com

920-749-3784

