



New American

KNOW MORE. DO MORE

MEDIA KIT

PRINT | WEB | VIDEO



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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. Sometimes we 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?

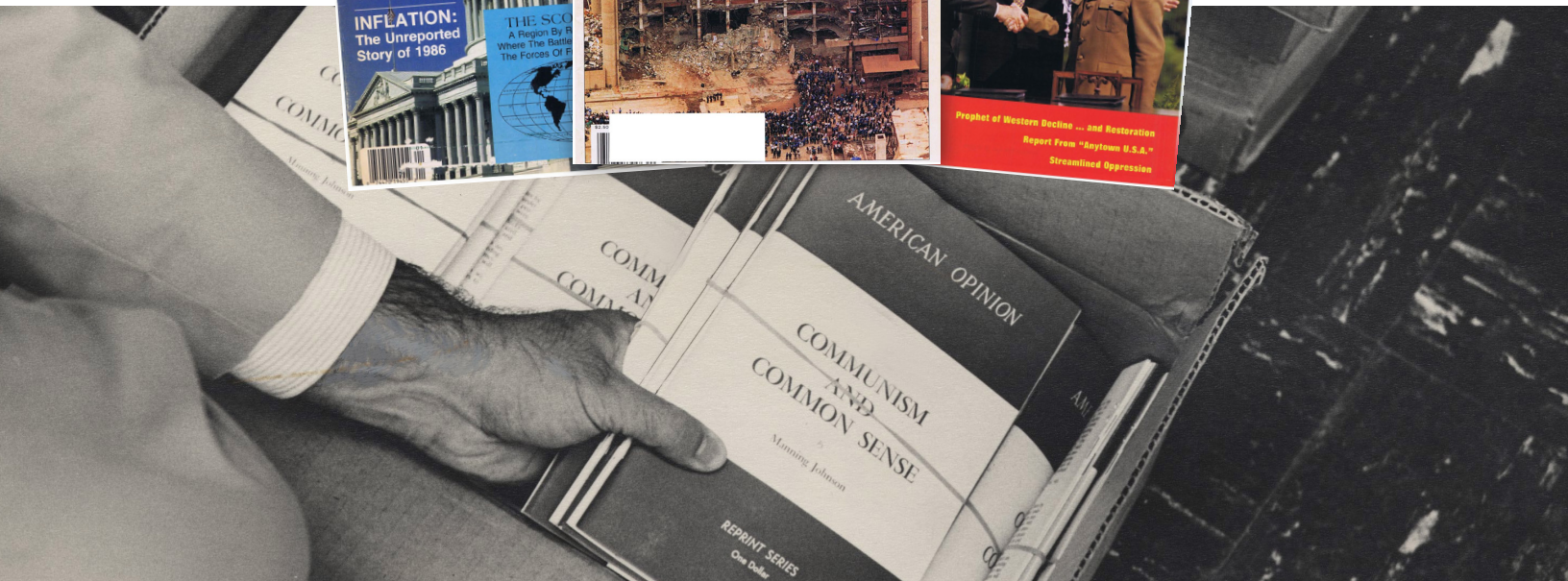
We reach the higher-value consumers you are searching for — higher-income, higher-educated, highly engaged professionals. Our flagship magazine, The New American, hits the 50+ age demographic, while our online, radio, and TV offerings target those in their mid-30s to mid-50s. We can create unique advertising 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?

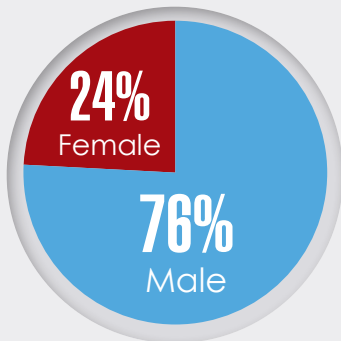
- ✓ *Quantified loyal audience = ad believability*
- ✓ *Brand loyalty = higher-than-average response rate*
- ✓ *Continuous growth = exposure to new prospects = NEW customers*
- ✓ *Advertise with The New American across media platforms*



DEMOGRAPHICS

PRINT

Gender



Income over AVG



Education



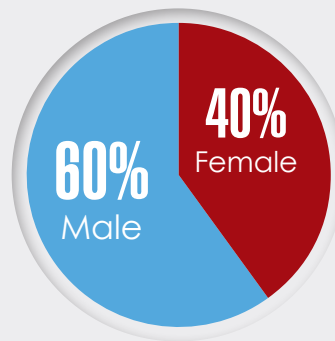
Bachelor's degree+



Professional

OTT TV, RADIO, AND 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.
- 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.

FULL PAGE AD

AD TYPE	SIZE	LIST RATE
Full Page OBC	8-3/8"x11"	\$5,410
Full Page IFC	8-3/8"x11"	\$4,865
Full Page IBC	8-3/8"x11"	\$4,865
Full Page	8-3/8"x11"	\$3,600
Full Spread	16-1/2"x11"	\$7,200
1/2 Page	7-1/3"x4-7/8"	\$2,250
1/3 Page-Horizontal	4-5/8"x4-7/8"	\$1,740
1/3 Page-Vertical	2-1/4"x10"	\$1,740
1/6 Page	2-1/4"x4-7/8"	\$1,395

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HALF PAGE ADS

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
 - Stay informed with free content.
 - Visit www.jbs.org or register to sign up now.
- 2 Contact your elected representatives
 - Local, state, and federal officials represent you.
 - Visit www.jbs.org now for contact information.
- 3 Join The John Birch Society
 - Find an unopposed action multiplies your impact.
 - Visit www.jbs.org to apply for membership today.

The John Birch Society

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DON'T BE AN NPC
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TOP DAILY HEADLINES

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DIGITAL ADVERTISING

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 interface 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 in the middle of the page, between the 'Trending' and 'United States' sections.
- Side Banner 3 - ROS:** Located on the left side of the page, between the 'United States' and 'Opinion' sections.
- Side Banner 4 - ROS:** Located on the left side of the page, between the 'Opinion' and 'Economy' sections.
- Side Banner 5 - ROS:** Located on the left side of the page, between the 'Economy' and 'Science and Technology' sections.
- Side Banner 6 - ROS:** Located on the left side of the page, between the 'Science and Technology' and 'Culture' sections.
- Bottom Leaderboard Banner 10 - ROS:** Located at the bottom of the page, above the footer.



TV ADVERTISING



Paul Dragu guides you through the ever-changing world of politics and culture from a conservative and constitutionalist perspective.



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.



Ben Armstrong speaks the truth when others are afraid to say it. He is proud of his faith in Christ and wears his heart on his sleeve. Ben tackles the issues with passion and conviction. If you’re thinking it, Ben will say it. He is entertaining and never compromises his values. As Wisconsin State Assemblyman Patrick Snyder once said, Ben is like William Wallace screaming FREEDOM!



The Dr. Duke Show addresses such topics as education, Christianity, history, and the broader culture, offering intellectual and entertaining conversations with an array of accomplished guests.



Veronika Kyrylenko, Ph.D. is a senior editor of *The New American*. In the past year, she has published over 600 articles covering a wide range of issues: the Covid-19 pandemic, immigration, elections, energy, and terrorism, to name a few. Veronika brings this energy to TV with “Unrestricted with Veronika”. Watch compelling interviews on important topics and issues, with the analysis you have come to expect from *The New American*.



Join filmmaker Zoe Warren as he explores the Second Amendment and explains with expert guests and insightful analysis the continuing central importance of the 2A Today. Brought to you exclusively by *The New American* magazine, the only publication in the world dedicated to the proposition “That Freedom Shall Not Perish.”



PRICING

SILVER PACKAGE PRE, MID AND POST ROLL

1 SHOW

4 SHOWS/1 MO

CPM \$30.00 - 30 Second Ad
CPM \$40.00 - 60 Second Ad

- Choice of position — (pre, mid, post)*

CPM \$25.00 - 30 Second Ad
CPM \$33.20 - 60 Second Ad

- Choice of position — (pre, mid, post)*

- Must provide advertising content for all packages.
- Ads can be 30/60 second video ads or still graphics.

GOLD PACKAGE CHARTER SPONSOR

6 MONTHS — 4 SHOWS/MO

CPM \$20.00 - 30 Second Ad
CPM \$26.40 - 60 Second Ad

- Choice of position — (pre, mid, post)

- Must provide advertising content for all packages.
- Ads can be 30/60 second video ads or still graphics.

**BEST
DEAL**

PLATINUM PACKAGE CHARTER SPONSOR

1 YEAR — 4 SHOWS/MO

CPM \$20.00 - 30 Second Ad
CPM \$26.40 - 60 Second Ad

- Choice of position — (pre, mid, post)

- Choice of position*
- No charge for text links
- Option to include sponsored link w/description

- One monthly mid-roll “Personal Influencer” ad (w/host approval).

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

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