

# ★ Defender

## 2015 FINANCIAL EDITION

**J**oin the financial literacy campaign to help consumers understand money and how to manage it which is the first step toward financial stability. The combination of your own monetary message along with your ad introducing your bank's products and services will contribute to building wealth in our city.

In this financial alliance focused on education, The Defender offers you access to 98,000 consumers through several mediums: print, digital and social media.

In addition, reach an audience with untapped financial potential and do business with a minority woman-owned business. Sign up today.

### BENEFITS:

- ▶ **Maximize your ad dollars** with a package that provides more than your investment
- ▶ **Expand your reach** by offering your products and services in print, digital & social media
- ▶ **Develop stronger relationships** through consistent branding in the Black community.



Use the convenient sign-up form below and return via

- ▶ Email: [ads@defendermediagroup.com](mailto:ads@defendermediagroup.com)
- ▶ Fax: 713.663.7116

## FINANCIAL EDITION: APRIL 16, 2015

**Deadlines:** Space — Fri. March 20,  
Ad Materials — Mon., March 30

### PRINT

- One full-page 4C ad (9.75" W x 13.0" H)
- One full-page Editorial (you provide)
- Logo on 4C half-page ad promoting issue (shared)

### ONLINE

- Annual posting of digital financial edition
- 728 x 90 or 300 x 250 banner (100,000 impressions)
- Logo on Defender's Facebook newsfeed 1x

**Total Package Value: \$14,800.00**

**Total Advertising Cost: \$6,170.00**

**Total Savings: \$8,630.00**



We invite you to join us for our 85th Anniversary:

- Full-page ad:  
\$4,000.00 | 8 tickets
- Half-page ad:  
\$2,500.00 | 6 tickets

COMPANY NAME

CONTACT

ADDRESS

ADD2

CITY

ST

ZIP

OFFICE PHONE

MOBILE PHONE

EMAIL

SIGNATURE