

THE DEFENDER LEGACY DECK

120 Years Strong. The Future is Now.

FOR 120 YEARS, THE CHICAGO DEFENDER HAS BEEN THE VOICE OF BLACK AMERICA – DOCUMENTING HISTORY, SHAPING CULTURE, AND INSPIRING CHANGE. PARTNER WITH US TO WRITE THE NEXT CHAPTER. COME ALONG WITH US TO PROTECT LEGACY, UPLIFT COMMUNITIES, AND CREATE LASTING IMPACT.

[WATCH THE DOCUMENTARY](#)

AGENDA

- The Paper That Moved a Nation
- Our Audience
- Beacons of Influence
- Our Community of Clients
- Cultural Equity Advantage
- Products & Services
- Digital Packages
- Virtual Roundtables
- Classified Rates



THE PAPER THAT MOVED A NATION

Founded in 1905 by Robert Sengstacke Abbott, the Chicago Defender became the most influential Black newspaper in America. It has always been more than a paper; it is a trusted movement that portrays the good news and the bad in a fair and balanced manner.

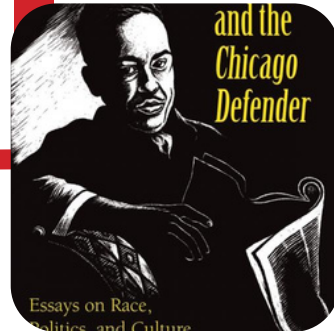
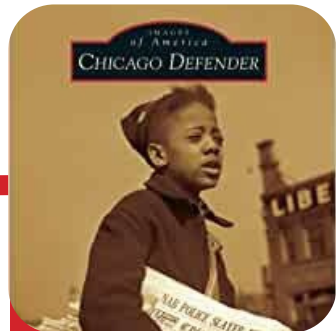
Catalyst for the Great Migration

The Defender inspired thousands of African Americans to move north, reshaping America's cultural and demographic landscape.



Cultural Authority

It provided a national stage for Black artists, writers, and leaders, elevating their voices from the Harlem Renaissance through the modern era.



Trusted by Generations

At its peak, each copy was shared hand-to-hand, expanding its reach and cementing its authority on Black life.



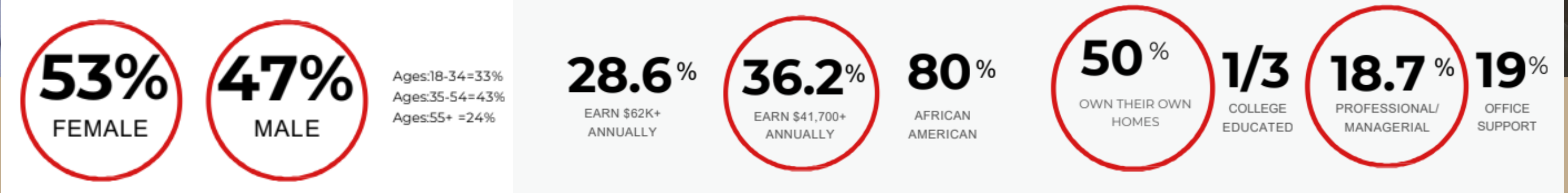
Voice of Civil Rights

The paper exposed ignored racial injustices and championed equality long before mainstream media did.

Political Influence

The Chicago Defender mobilized Black voters, endorsed candidates, and influenced public policy.

OUR AUDIENCE



Over the years, the Chicago Defender has built a robust online presence that engages the younger demographic while maintaining the integrity and appeal of our former print audience. We maintain connections with both blue-collar workers and high-earning professionals. We've dedicated this publication to documenting, celebrating, and advancing Black life. As the Chicago Defender grew in relevance, so did America. Our story is America's story.

BEACONS OF INFLUENCE

Through our signature events and platforms, which attract thousands of attendees per year, the Chicago Defender shines a light on the leaders, innovators, and visionaries who guide our communities forward. By honoring excellence and amplifying faith and service, these moments celebrate the very best of Black life and culture while connecting sponsors to authentic stories of impact.

CHICAGODEFENDER



WOMEN of EXCELLENCE

Women of Excellence

Uplifting Black women leaders transforming industries.

CHICAGO DEFENDER



MEN of EXCELLENCE

Men of Excellence

Honoring black men leaders who are changemakers in business, civic life, and culture.

POWERED BY REAL TIMES MEDIA

WHO'S WHO IN BLACK
CHICAGO

Who's Who In Black

Celebrating African American achievement across the country.

CHICAGODEFENDER

APPLAUSE!

Celebrate Chicago's Non-Profit Trailblazers.

Applause

Spotlighting nonprofit leaders advancing Black communities.



Anchors of Faith

Appreciating the contributions of local faith leaders.

THE Chicago Defender
WORLD'S GREATEST WEEKLY

Archives

Providing access to 3,000 newspaper clippings and photos from the 1900s to present day.



OUR COMMUNITY OF CLIENTS



PLUS MORE...

CULTURAL EQUITY ADVANTAGE

VANGUARD PARTNER

PREMIUM LEVEL - \$100K+ ANNUALLY

- All Anchor Partner benefits, plus:
 - Title sponsorship of one signature Chicago Defender event or conference.
 - Co-created branded storytelling campaigns with the Chicago Defender editorial team.
 - Exclusive archive access for multi-channel corporate storytelling.
 - VIP recognition at all Chicago Defender events and conferences.
 - Strategic introductions to community thought leaders and honorees.
 - Featured profile of corporate leadership in the Chicago Defender platforms (print/digital).
 - Customized impact report measuring reach, engagement, and brand lift.

ANCHOR PARTNER

MID LEVEL - ~\$50K ANNUALLY

- All Beacon Partner benefits, plus:
 - Sponsorship recognition across two marquee events (e.g., Women of Excellence, Men of Excellence).
 - Sponsored content opportunities in digital publications.
 - Enhanced brand amplification across Chicago Defender social media channels.
 - Priority access to archives and licensing opportunities for marketing campaigns.
 - Invitation for executives to participate in thought-leadership panels or the Chicago Defender-hosted roundtables.

BEACON PARTNER

ENTRY LEVEL - ~\$25K ANNUALLY

- Benefits include:
 - Prominent brand visibility across digital platforms and live event recognition.
 - Logo placement on select event collateral and website partner page.
 - Inclusion in the Digital Daily newsletter (20K+ daily subscribers).
 - Access to Defender archival content for limited co-branding use.

PRODUCTS & SERVICES



DIGITAL

- Website
- Email
- Social Media
- Branded Content



LEAD GENERATION



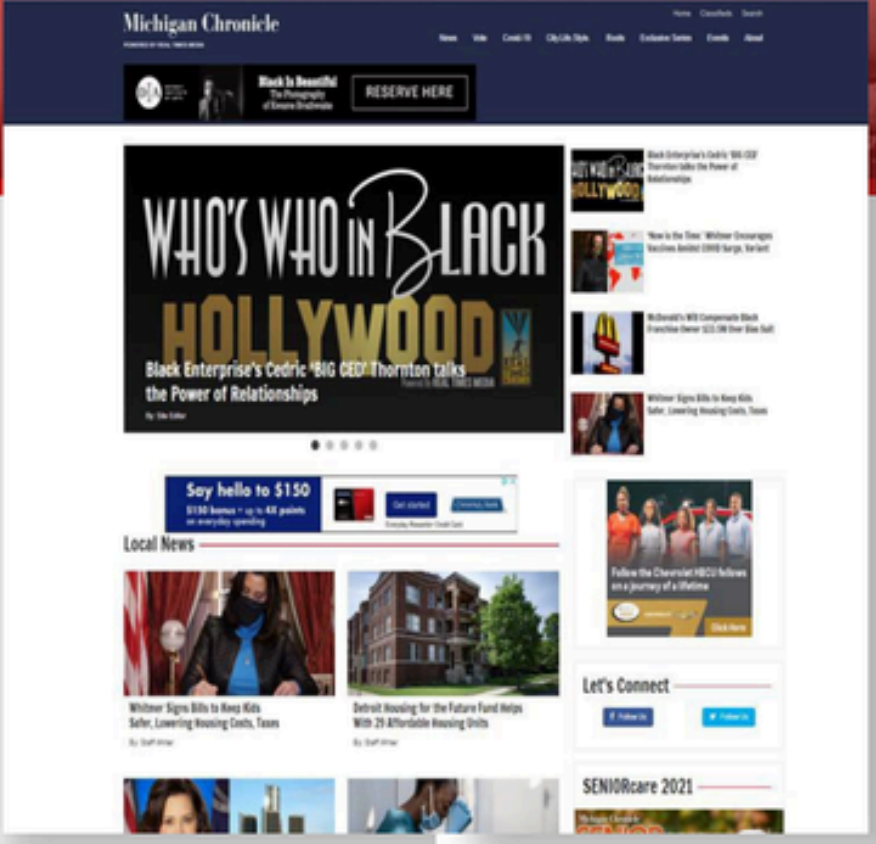
SPECIAL EVENTS



MARKETING SERVICES

PRODUCTS & SERVICES

**DIGITAL:
Website**



The screenshot shows the Michigan Chronicle website interface. At the top, there's a navigation bar with 'Michigan Chronicle' and a 'RESERVE HERE' button. The main content area features a large article titled 'WHO'S WHO IN BLACK HOLLYWOOD' with a sub-headline 'Black Enterprise's Cedric 'BIG CED' Thornton talks the Power of Relationships'. Below this, there are several smaller news snippets under the heading 'Local News', including 'Whitner Signs Bills to Keep Kids Safer, Lowering Housing Costs, Taxes' and 'Detroit Housing for the Future Fund Helps With 29 Affordable Housing Units'. There are also social media sharing options and a 'Let's Connect' section.

Engage and target our audience via chicagodefender.com. We are the #1 African American website for culturally relevant content and information in Chicago. You can also engage our audience through our programmatic network of sites and mobile apps.

PRODUCTS & SERVICES



DIGITAL: E-Blast

Dedicated Email Blast = \$2,000
Sponsored Newsletter Placement = \$1,000
Two-Week Email Sponsorship = \$3,500

Email is one of RTM's highest-performing products and is priced as premium inventory, not an add-on.



DIGITAL: Enhanced

The Chicago Defender will distribute your tailored promotional offers, invitations, and messaging to a specific set of subscribers. The subscribers you target will receive your messaging directly on their phones, computers, tablets or watches!

Our Enhance Email lets you:

- Target the Right Audience
- At the Right Time
- With the Right Message

Enhanced Email Options:

- Targeted e-blast campaign to 20,000 inboxes = \$1,000
- Targeted e-blast campaign to 10,000 inboxes = \$650
- E-blast Re-Drop (sending a second email to a segment of the original list) up to 10,000 inboxes = \$550



DIGITAL: Chicago Defender E-News Digital Daily

Delivered to Our Database Every Morning

Advertise in the Chicago Defender Digital Daily. Your promos, messages, or content will be delivered to 20,000 opt-in email boxes every day. Ads and/or content can be linked back to your website landing pages, lead forms, or other sponsored content.

CHICAGO DEFENDER

PRODUCTS & SERVICES



DIGITAL: Social Media

Let us promote your tailored messages across our social media platforms. Reach tens of thousands of followers with the click of a mouse. Advertise to our organic and sponsored audiences.



- Facebook: 1080x1080 pixels. Primary Text: 125 characters, Headline: 40 characters and Description: 30 characters
- Instagram: 1080x1080 pixels. Primary Text: 125 characters and Headline: 40 characters
 - Reels (type of video with higher visibility. Can only be 60 seconds) 1080x1920 pixels
- Twitter: 1600x900 pixels. Post copy - max 280 characters

PRODUCTS & SERVICES



DIGITAL: Branded Content

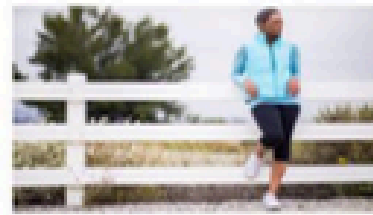
- Branded content uses the strength of storytelling to provide a valuable benefit to your brand, while increasing audience engagement with consumers.
- Use our Branded Content platform to attract consumers naturally and draw them closer to the brand.

ACTIVE AGING



Enjoy an Active Holiday Season with These 5 Outings

[READ MORE](#)



Don't Give Up On Your Fitness Goals in the Winter With These Tips

[READ MORE](#)



8 Essential Ways to Have a Stress-Free Holiday Season

[READ MORE](#)



Tackling Seasonal Mood Disorder

SPONSORED CONTENT

PRESENTED BY

- Sponsorships can include:
 - Six-to-twelve-month commitments
 - 100% Share Voice Collection &
 - Exclusive "Presented by" branding
 - 1x per month sponsor article integration (4th card)
 - Viewer Takeover:
 - 300x250 companion banner ad
 - (2) 300x250 in-article ads for ALL articles

PRODUCTS & SERVICES



DIGITAL: Branded Content

- Branded content uses the strength of storytelling to provide a valuable benefit to your brand, while increasing audience engagement with consumers.
- Use our Branded Content platform to attract consumers naturally and draw them closer to the brand.

Sponsored Article / Feature = \$3,500

Sponsored Q&A / Profile = \$2,500

Content + Distribution Bundle = \$5,000

Includes homepage placement and newsletter distribution.

DIGITAL PACKAGES

Ad Product	Dimensions	Click to URL	GIF/JPEG	Cost
Leaderboard	728 X 90 Desktop Only	Yes	50k	\$22+ CPM
Leaderboard	970 x 250 Desktop Only	Yes	50k	\$28+ CPM
Leaderboard	97 x 90 Desktop Only	Yes	50k	\$25+ CPM
Medium Rectangle	300 x 250 Desktop Only	Yes	50k	\$24+ CPM
Half-Page Ad	300 x 600 Desktop Only	Yes	50k	\$26+ CPM
Large Mobile Banner	320 x 100 Desktop Only	Yes	N/A	\$22+ CPM
Mobile Leaderboard	320 x 50 Desktop Only	Yes	N/A	\$25+ CPM

Starter Visibility Package - \$2,500

Includes:

- 1 Dedicated Email Blast
- 10-Day Website Display (300x250 + mobile)
- 1 Social Amplification Post
- Estimated Reach: 25K-35K

Growth Package - \$5,000

Includes:

- 2 Dedicated Email Blasts
- 14-Day Homepage Leaderboard
- 14-Day Secondary Display Unit
- 2 Social Posts + Story Reshare
- Estimated Reach: 60K-80K

Annual Partner Programs

Investment Range: \$25,000 - \$40,000

Includes:

- Quarterly Campaigns
- Monthly Email Presence
- Priority & Premium Placement
- Category Exclusivity
- Preferred Pricing
- Custom Reporting & Insights

Annual partners receive the strongest visibility and best value across the Real Times Media network.

Authority Package - \$8,500

Includes:

- 3 Dedicated Email Blasts
- 30-Day Homepage Leaderboard
- 30-Day Secondary Display Unit
- Sponsored Content Placement
- Full Social Amplification (FB, IG, X)
- Estimated Reach: 120,000+

Technical Specifications: File formats: JPG, PNG, GIF. Max file size: 1 MB. RGB color mode. Click-through URL required.

For Pricing Information Call: (312) 225-2400

VOICES OF INFLUENCE

Voices of Influence is The Chicago Defender's premier digital interview series featuring powerful, purpose-driven conversations with influential leaders shaping culture, business, community, and legacy. Previous Voices of Influence guests include: Carmen Lemons, Terisa Griffin, Dr. Lakshmi Emory.

High-quality, pre-recorded sit-down interviews released as 12 monthly episodes and distributed across Defender digital platforms for maximum engagement, replay value, and community impact.



SPONSOR BENEFITS

- Brand visibility across Defender.com, email, Facebook, Instagram, and YouTube
- On-camera logo and verbal acknowledgement within sponsored episodes
- Social media promotion with sponsor tagging and expanded audience reach
- Alignment with trusted legacy Black media and cultural storytelling
- Content that elevates brand trust, credibility, and community connection

EXCLUSIVE PRESENTING PARTNER \$75,000 (Full 12-Episode Season)

- Exclusive naming rights: "Voices of Influence Presented by [Brand]"
- Brand integration on all 12 episodes: logo + verbal acknowledgement
- One dedicated feature episode highlighting brand leader or initiative
- Sponsored editorial spotlight on Defender.com
- Presence in every Defender email newsletter for the full season
- Priority placement across promotional assets + Defender.com
- Full campaign analytics and audience insights

\$40,000 SEASON PARTNER (6 EPISODES)

Two available

- Sponsorship of 6 episodes with "Season Partner" acknowledgement
- Logo on episode promo graphics and Defender.com promo page
- One Facebook + Instagram campaign with sponsor tagging
- One Defender newsletter inclusion
- Post-campaign performance summary

\$6,000 EPISODE SPONSOR

Business Must Qualify

- Logo + verbal mention in one sponsored episode
- Logo on episode promo graphics + Defender.com article
- One tagged social post promoting the episode
- Mention in one Defender newsletter

\$1,500 DIGITAL SPOTLIGHT PARTNER

- One 30-second branded spotlight video shared on Defender social platforms
- Sponsor tag + call-to-action link
- Logo listed on Voices of Influence sponsor recognition page

AT A TIME WHEN DEI FACES PUSHBACK, SUSTAINING LEGACY INSTITUTIONS LIKE THE CHICAGO DEFENDER IS VITAL TO PRESERVING TRUTH, CULTURE, AND EQUITY. PARTNERING NOW SHOWS YOUR COMMITMENT TO AUTHENTIC VOICES AND CULTURAL STEWARDSHIP—HELPING A TRUSTED INSTITUTION THRIVE AND UPLIFT FUTURE GENERATIONS.

THANK YOU!

Your Partnership Secures the Next 120 Years.