

Available on

Devices:

TVs, computers, and mobile devices



Available using:



OVERVIEW

Live TV in 30 Million Homes Via Verizon FiOS



Newsmax TV offers the same high-volume results to television advertisers that Newsmax online platforms have been delivering for more than 15 years to digital advertisers.

- ▶ **CONTENT:** Newsmax TV delivers compelling breaking news and analysis with the latest on politics, finance and health — including great conversation and interviews with high-profile talent and contributors from across the political spectrum. Guests include Dr. Ben Carson, Ben Stein, Alan Dershowitz, Dick Morris, Dr. Oz and many other diverse voices.
- ▶ **VALUABLE AUDIENCE:** We target “Baby Boomers” (Adults 45-64) who are the largest demographic group in the nation with the largest amount of disposable income. Our viewers are affluent, educated, and active consumers who respond to financial, health, lifestyle and other content that improve their lives.
- ▶ **MULTIMEDIA PLATFORM:** TV Programming and commercial messages are broadcast to 40 million homes via Verizon FiOS – simulcast across all smartphones and OTT devices. More than 100 million Americans can tune into Newsmax TV free via online, mobile and tablet Apps, and OTT platforms like Roku and Google TV.
- ▶ **BROADCAST OPERATIONS:** Each day Newsmax TV broadcasts 24/7 from studios in New York, Washington, D.C., and Boca Raton, Florida.
- ▶ **EFFICIENT AND RELIABLE TV ADVERTISING SOLUTION:**
 - ▶ **Flexible:** Short form (:15/:30/:60/:120) and long form (28:30) formats accepted.
 - ▶ **Reliable:** Experienced sellers and support personnel.
 - ▶ **Volume Friendly:** State-of-the art systems.
- ▶ **CROSS-PROMOTE:** Amplify the impact of your TV commercials on Newsmax TV with the synergy of Newsmax Media e-mail, online and print advertising opportunities.

Tap into the power of Newsmax. Call Matt D’Lando today, at 561-674-0726, and take your results to the max with Newsmax!

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RATE CARD: 2017

Efficient and Effective Pricing to Drive Results

Newsmax TV is distributed on Newsmax.com, all smartphone and tablet devices, Roku and other OTT outlets.

Direct Response Rates

Days	Time Period	:30	:60	:120
Monday – Friday	6 a.m. – 12 p.m.	\$20.00	\$40.00	\$80.00
Monday – Friday	12 p.m. – 7 p.m.	\$40.00	\$80.00	\$160.00
Monday – Friday	7 p.m. – 12 a.m.	\$45.00	\$90.00	\$180.00
Monday – Friday	*12 a.m. – 3 a.m.	\$20.00	\$40.00	\$80.00
Saturday – Sunday	6 a.m. – 12 a.m.	\$45.00	\$90.00	\$180.00
Saturday – Sunday	12 a.m. – 6 a.m.	\$15.00	\$30.00	\$90.00

*WEST COAST PRIMETIME (SINGLE FEED NETWORK)

Political Rates

Days	Time Period	:30	:60	:120
Monday – Friday	6 a.m. – 12 p.m.	\$100.00	\$200.00	\$400.00
Monday – Friday	12 p.m. – 7 p.m.	\$200.00	\$400.00	\$800.00
Monday – Friday	7 p.m. – 12 a.m.	\$225.00	\$450.00	\$900.00
Monday – Friday	*12 a.m. – 3 a.m.	\$100.00	\$200.00	\$400.00
Saturday – Sunday	6 a.m. – 12 a.m.	\$250.00	\$450.00	\$900.00
Saturday – Sunday	12 a.m. – 6 a.m.	\$150.00	\$250.00	\$450.00

*WEST COAST PRIMETIME (SINGLE FEED NETWORK)

Broadcast Rates

Days	Time Period	:30	:60	:120
Monday – Friday	6 a.m. – 12 p.m.	\$80.00	\$160.00	\$320.00
Monday – Friday	12 p.m. – 7 p.m.	\$100.00	\$200.00	\$400.00
Monday – Friday	7 p.m. – 12 a.m.	\$150.00	\$300.00	\$600.00
Monday – Friday	*12 a.m. – 3 a.m.	\$100.00	\$200.00	\$400.00
Saturday – Sunday	6 a.m. – 12 a.m.	\$120.00	\$240.00	\$480.00
Saturday – Sunday	12 a.m. – 6 a.m.	\$100.00	\$200.00	\$400.00

*WEST COAST PRIMETIME (SINGLE FEED NETWORK)

Programming*

Time Period	Monday to Friday
12 p.m. – 4 p.m.	America Talks Live (LIVE)
4 p.m. – 5 p.m.	The Howie Carr Show (LIVE)
5 p.m. – 6 p.m.	America Talks Live (LIVE)
6 p.m. – 7 p.m.	The Joe Pags Show (LIVE)
7 p.m. – 8 p.m.	The Steve Malzberg Show (LIVE)
8 p.m. – 9 p.m.	Newsmax Prime with JD Hayworth (LIVE)
9 p.m. – 10 p.m.	The Joe Pags Show (Recap)

*PROGRAMMING SCHEDULE SUBJECT TO CHANGE

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RATE CARD: 2017 (CONTINUED)

Detailed Newsmax TV Programming Grid at <http://www.newsmaxtv.com/>

Basic Terms of Sale

1. Cash-in-advance (CIA): Unless credit application submitted and approved (all Long Form is CIA).
2. Order placement and materials: Minimum 4 days in advance of initial air date.
3. Long Form Disclosure: Advertiser must be identified within content of program; entity paying for invoice must be identified on order (contact name, address, phone number).
4. Cancellation Policy: 5 business days notice for Short Form; 3 weeks for Long Form.

TRAFFIC INFORMATION AND GUIDELINES

Traffic Instructions

- ▶ Please email all traffic instructions & related correspondence to: traffic@newsmax.com

Traffic instructions must include:

- ▶ Advertiser
- ▶ Agency
- ▶ Network
- ▶ ISCI / Commercial Code
- ▶ 800# (If Applicable)
- ▶ Length of Spot
- ▶ Flight Dates of Copy (Start Date and End Date)
- ▶ Copy Rotation (Must Equal 100%)
- ▶ ***Generic traffic template supplied upon request**

Guidelines:

- ▶ Instructions must be sent via email to traffic department inbox: traffic@newsmax.com
- ▶ Verbal instructions will not be accepted
- ▶ Newsmax traffic will provide email confirmation upon receipt of instructions
- ▶ Copy changes or revisions will be applied to the next open log
- ▶ 60-day spot retention policy, advise in writing if spots should be kept longer
- ▶ All materials must be received in-house 6 days prior to first air date
- ▶ Spot Lengths: Short form (:15/:30/:60/:120) and long form (28:30)
- ▶ Long Form total run time must include :05 seconds of visual disclaimers at the beginning and end of show (total of :10 seconds of disclaimers).

Digital Spot Delivery Via 'EXTREME REACH' | Destination: NEWSMAXTV

Digital Spot Delivery Via 'COMCAST AD DELIVERY' | Destination: NEWSMAXTV

Tape Delivery:

Encompass Digital Media
c/o NEWSMAX TV
Attn: Jeff James
3845 Pleasantdale Road
Atlanta, GA 30340
(678) 421-6600

Format:

High Definition

- ▶ HDCAM tape
- ▶ Drop frame timecode
- ▶ Audio: Stereo mix must be on channels 1 & 2
- ▶ 16x9/1080i

Format:

Standard Definition

- ▶ DigiBeta or BetaSP tape
- ▶ Drop frame timecode
- ▶ Audio: Stereo mix must be on channels 1 & 2
- ▶ Center title safe

Traffic contact: Elisabeth Randtke, Traffic Manager | (561) 396-1084
ElisabethR@newsmax.com

What our advertisers are saying . . .

► **Birch Gold:** “We’ve been advertising with Newsmax and its represented properties for four years, with ongoing success. As the advertising landscape evolves, they have evolved with it, and they are always offering new and interesting opportunities for us to get our offers in front of a qualified audience.”

► **TRS Direct:** “We’ve been in direct response marketing business for almost 30 years, but our business has experienced explosive growth in the last four years.

Part of the reason for that success is Newsmax. These guys are real pros who know their business. Their magazine and online content is pertinent and well-targeted, so they’ve built a loyal group of readers.

More important for us, it’s an audience that actually pulls out their wallet and purchases product. We track everything, so we KNOW without a doubt that advertising with Newsmax means increased profits.

Bottom Line: If you’re not advertising with Newsmax, you’re probably leaving money on the table.”

► **Agora:** “We get great leads from Newsmax and do a variety of campaigns with them. The team is super easy to work with as well!”

► **Lear Capital:** “Newsmax has been a dedicated and reliable partner and an integral part of our media plan. With an array of digital offerings, we are able to speak to their audience via the user’s preferred channel, leveraging all of our assets from in-depth reports to video.”

► **Hear.com:** “We were searching for a reputable news publisher to promote the hear.com brand during our early growth stages. Pairing a powerful and trusted name alongside our brand was important for us to develop credibility with our audience, and partnering with Newsmax dramatically accelerated our efforts at acquiring qualified customers. Newsmax makes the task of brand-building and lead acquisition more streamlined and consistent. We are excited at continuing our growth efforts with the help of the experts at Newsmax.”

► **Rainmaker Adventures:** “As a Premium Direct Response Media with clients in the Financial, Health, Precious Metal and Physical Product sectors, Rainmaker Ad Ventures has developed an excellent partnership with Newsmax Media over the past five years.

During that time Newsmax has helped us achieve consistent ROI on multi-million dollar client spend, primarily utilizing Newsmax dedicated Email lists. Our Account Manager Dawn Neely and the Newsmax team have been most responsive working with us daily to maximize opportunity for client success while minimizing risk.”

► **Bel Marra:** “Bel Marra Nutrionals Inc., has been working Newsmax for the past 5 years. Tom Mulcrone who is our go to person at Newsmax has been very understanding and accommodating with our needs and goals.

Thus, in the past year, Bel Marra Nutrionals Inc., have increased the Media Buys with Newsmax and the advertising we have done with them so far has been very successful.

I really appreciate the feedbacks and suggestions that Newsmax gives us on our creative piece when we advertise with them because they want us to maximize the potential, for this, I would not hesitate to use them again.”

Tap into the power of Newsmax. Call our Advertising Team today, toll-free at 888-766-7542, and take your profits to the max with Newsmax!