



INVEST IN COMMUNITY

Madison365 is changing the game by reaching 750,000 people per month with the authentic voice of communities of color.

Madison365 addresses the deep need for authentic representation of communities of color in the media -- as well as the need for more people of color trained and experienced as journalists. People of color have stories to tell, voices to be heard -- and people of color have unique perspectives on the issues everyone is already talking about.

People of color also represent the fastest-growing demographic of consumers.

We tell the stories that aren't being told.

We tell the stories that are being told, but from a new perspective.

We prepare young people of color for careers in journalism, media, and other professions that desperately need their voice.



AN INVESTMENT IN MADISON365
IS AN INVESTMENT IN
ACCESS
ACCOUNTABILITY
AND AWARENESS.

MADISON365.ORG | A NEW VOICE FOR MADISON



READER PROFILE

Madison365 reaches about

750,000 PEOPLE PER MONTH

through madison365.org, social media and media partners.

The people we reach are ...

63% age 25-54

95% in households earning \$50,000 +

55% married

90% college educated

65% homeowners

58% female

66% on a phone or tablet



OUR AUDIENCE IS LARGER,
YOUNGER AND MORE
TECH SAVVY THAN THAT OF
ANY SIMILAR PUBLICATION.

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AD RATES

Your underwriting contribution supports Madison365's professional community journalism and related efforts. The packages described here are the benefits offered by Madison365 in consideration and recognition of your support.

Your support can be recognized in other ways. Please feel free to offer any ideas you may have as to how we can express our gratitude! Sponsorship or underwriting does not imply or allow any editorial control or favorable coverage.

Banner ad appearing on every page of Madison365.org

\$500 per week

Inline ad appearing embedded within each news story on Madison365.org

\$500 per week

Sidebar ad appearing on every page of Madison365.org

\$250 per week

Custom content including a custom-written news or feature story about your business, published on Madison365.org and promoted on social media

\$500 per story

Weekly email sponsorship including logo & mention in "Week in Review" email sent to 3,000 recipients

\$250 per week

Daily email sponsorship including logo & mention in daily update email sent to 3,000 recipients

\$150 per day or \$500 per week





JOB LISTINGS

Diversity in your workforce is more important than ever. As your community -- and your customers and constituents -- become more diverse, your workforce should, too.

We can reach more diverse job seekers than any other local media outlet, in a more targeted, measurable and cost-effective way.



BASIC JOBS LISTINGS

An employer may list one open position with an unlimited number of words according to the following scale:

One week: \$50

Two weeks: \$100

Three weeks: \$150

Four weeks: \$200

Five weeks: \$250

Until filled: \$300

Employers may also use our social media channels to advertise open positions directly to people who like our Facebook page, people who have recently visited madison365.org, and people who display similar behavior to that of our audience.

New job listings are highlighted weekly through social media and other channels.

EMPLOYER MEMBERSHIP

Large employers who anticipate placing 200 or more weeks of ads per year will benefit from an Employer Membership.

The annual membership fee of \$15,000 includes:

- Unlimited job listings
- Quarterly feature story on any aspect of your business, your workplace culture, etc.
- \$500 worth of social media advertising



THE FINE PRINT

Madison365 is a project of 365 Media Foundation, Inc, a 501(c)(3) nonprofit organization. Madison365 maintains editorial independence from its underwriting program, which has no influence whatsoever on the direction or content of our reporting.

Underwriting placement on Madison365 is solely a gesture of appreciation for the underwriter's support, not a guarantee or promise of performance.

All underwriting messages are subject to Madison365's approval prior to running on Madison365.org.

Underwriting must be used in a manner that is descriptive in nature only, offering readers the opportunity to learn more.

All ads on the Madison365 website are clickable links to landing pages where underwriters are in complete control of the longer message.

Madison365 does not endorse or approve of any messages that exist outside the Madison365 website.



NONTAXABLE UNDERWRITING

Issue messages must stick to the issue and may not be directed at a political figure or promote a political candidate or party. Madison365 does not accept material that contains sales pitches, puffery ("This is the best flashlight ever made"), comparison advertising, or deadline-driven pricing incentives; ads that reference a specific piece of legislation by name; or messages in support of or against a specific political figure.

TAXABLE ADVERTISING

Madison365 accepts a limited amount of taxable advertising, based on allowable guidelines under federal tax law for non-profit organizations. Taxable advertising is accepted on a first-come, first served basis. Please contact a member of the staff for rates and contract information. Allowable taxable advertising is of the following nature:

Political Ads: Ads that directly promote a political party, candidate

Advocacy Ads: Ads that reference a specific piece of legislation by name, or advocate for a public policy position or for legislative change (e.g., "Contact your legislator").

Retail Ads: Ads that contain deadline-driven pricing incentives – such as "Act now to receive 10% discount", etc.

Job listings: Ads that contain information regarding employment opportunities with verified employers.

Condition of Message for Political and Issue Advocacy Advertising:

Madison365 does not endorse or warrant the accuracy of political or advocacy messages. Political and Issue Advocacy ad copy must include the previous statement at the bottom of any ads of this nature.

Political and Issue Advocacy ads must include a statement about who is paying for the ad, such as "Paid for by X Campaign or X Candidate".

The advertising messages from candidates and advocacy groups must be neutral in tone.

Madison365 will not accept taxable advertising that contains puffery ("Candidate X is the greatest candidate for women") or direct comparisons.

Madison365 will decline any underwriting or advertising material which it deems are in violation of any of the above policies,