A NEW VOICE FOR WISCONSIN
365 MEDIA FOUNDATION SPONSORSHIP OPPORTUNITIES

FIRST AND FOREMOST, OUR MISSION IS TO DO

EXCELLENT PROFESSIONAL JOURNALISM

FOCUSED ON COMMUNITIES OF COLOR TO TELL THE STORIES THAT HAVEN’T BEEN TOLD AND AMPLIFY VOICES THAT HAVEN’T BEEN HEARD.

OUR WORK HAS BEEN RECOGNIZED LOCALLY AND NATIONALLY

LOCAL INDEPENDENT ONLINE NEWS PUBLISHERS
2019 PUBLISHER OF THE YEAR
2019 BEST BREAKING NEWS COVERAGE INBUSINESS MAGAZINE
2018 STARTUP EXECUTIVE OF THE YEAR DELTA SIGMA THETA
2019 COMMUNITY IMPACT AWARD MADISON BLACK CHAMBER OF COMMERCE
2018 MEDIA OF THE YEAR MADISON SCHOOLS
2019 OUTSTANDING LEARNING EXPERIENCE LA MOVIDA RADIO
2018 AMIGO AWARD BLACK WOMEN’S LEADERSHIP CONFERENCE
2018 COLLABORATOR OF THE YEAR
OUR NONPROFIT, ONLINE, FREE ACCESS MEDIA PLATFORM HAS BUILT A MORE ENGAGED AUDIENCE THAN ANY OTHER NEWS OUTLET IN WISCONSIN based on Facebook Insights and Crowdtangle interaction data.

OUR AUDIENCE IS

1.5 MILLION PEOPLE PER MONTH
58% FEMALE
70% ON A MOBILE DEVICE

HERE’S WHAT OUR AUDIENCE HAS TO SAY

Madison 365 is a local gem - you’re always the source I turn to first for local news, because I can count on solid reporting from a diverse group of skilled reporters; opinion pieces that are well researched, well written, and incredibly thought-provoking; and masterful analysis of data. Thank you from the bottom of my heart.

Thank you for being the only local news outlet I’ve found that provides a detailed daily update of Covid activity in the county. Everyone else buries it or minimizes it. You report it clearly, concisely and cogently.

The first publication I check for news and current events in the morning.

I just want to thank you for your COVID updates and mapping. Your info is so clear. I also have loved the morning podcasts. So glad I found you.

They do an excellent job of fairly and accurately covering a diverse range of stories!

They share unique stories you won’t see in the mainstream media.

All of the above testimonials are unsolicited reviews, emails and Facebook messages from readers.
## Advertising and Sponsorship Opportunities

### Website Advertising

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>$500/week</td>
<td>Appearing on every page of Madison365.org or FoxValley365.org</td>
</tr>
<tr>
<td>Article Top Ad</td>
<td>$500/week</td>
<td>Appearing at the top of every article on Madison365.org or FoxValley365.org</td>
</tr>
<tr>
<td>Article Inline Ad</td>
<td>$400/week</td>
<td>Appearing within every article on Madison365.org or FoxValley365.org</td>
</tr>
<tr>
<td>Article Bottom Ad</td>
<td>$250/week</td>
<td>Appearing at the bottom of every article on Madison365.org or FoxValley365.org</td>
</tr>
<tr>
<td>Sidebar Ad</td>
<td>$250/week</td>
<td>Appearing on every page of Madison365.org or FoxValley365.org</td>
</tr>
</tbody>
</table>

**Custom Content**

- $500/article if you write it, $750/article if we do
- A professionally produced article of 750-1,000 words about your business, organization or event, published in the news sections of our sites and promoted in our social channels

### Employment Listings

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Job Ad</td>
<td>$50/week</td>
<td>Appearing in the Jobs section of Madison365.org or FoxValley365.org</td>
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</tbody>
</table>

**Custom Content**

- $500/article if you write it, $750/article if we do
- A professionally produced article about your business and recruiting efforts, published in the career section of our sites and promoted in our social channels

### Video Advertising

**Real Talk with Henry Sanders**

- Interview show featuring leaders from across Wisconsin interviewed by Madison365 founder Henry Sanders.
- 15-second video ad | $250 / Episode
- 30-second video ad | $500 / Episode
- Host read | $500 / Episode

**Daily Update with Rob Chappell**

- Daily live news update hosted by Madison365 Executive Editor Robert Chappell
- 15-second video ad | $150 / Episode or $500 / Week
- 30-second video ad | $250 / Episode or $1,000 / Week
- Host read | $500 / Episode or $2,000 / Week

### Podcast Advertising

**Black Oxygen with Angela Russell**

- Weekly interview show featuring leaders from across Wisconsin interviewed by diversity and inclusion expert Angela Russell
- 15-second ad | $250 / Episode
- 30-second ad | $500 / Episode
- 30-second host read | $750 / Episode

**It’s Only 10 Minutes with Rob Chappell & Stephanie Díaz de León**

- Daily morning news podcast hosted by Madison365 Executive Editor Robert Chappell and Outreach Director Stephanie Díaz de León
- 15-second ad | $150 / Episode or $500 / Week
- 30-second video ad | $250 / Episode or $1,000 / Week
- 30-second host read | $500 / Episode or $2,000 / Week

All video and podcast advertising also includes “This episode sponsored by…” language on social media posts.
**MEMBERSHIP**

Membership offers a suite of benefits beyond advertising. Associate your brand closely with ours to reach communities of color with authenticity and credibility. Custom packages are also available. Contact jgade@madison365.org for rates and additional information.

<table>
<thead>
<tr>
<th>365 Media Member Benefits</th>
<th>Friend</th>
<th>Supporter</th>
<th>Investor</th>
<th>Benefactor</th>
<th>Founder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison365</td>
<td>$500</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$5,000</td>
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<td>Fox Valley365</td>
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<tr>
<td>Dual Membership</td>
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<td>$7,500</td>
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<td>Weeks of Banner or Inline Advertising</td>
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<td>Weeks of Sidebar Advertising on Madison365.org</td>
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<tr>
<td>Member Listing</td>
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<td>Sponsored Emails</td>
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</tr>
<tr>
<td>Member Spotlight Story</td>
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</table>

**EVENT SPONSORSHIP**

The Wisconsin Leadership Summit in October and regional Summit events throughout the year provide an unparalleled opportunity to reach leaders of color. Contact jgade@madison365.org for sponsorship rates.

**CREATIVE SERVICES**

Beyond advertising in our publications, we can consult and create marketing materials and content to bring your message to communities of color with authenticity and credibility. That could include ...

- VIDEO PRODUCTION
- GRAPHIC DESIGN
- CONTENT CREATION

All done by professionals to help you reach a new audience affordably. Contact jgade@madison365.org or for more information and rates.
When you decide to advertise with us, we will ask you to provide the assets for us to place on our website and shows. Here are the details.

**Banner, Inline, Article Top and Article Bottom Ads**

Please provide the URL to link the ad to, and three graphics in JPG or PNG format:

- 728 x 90 pixels for desktop
- 468 x 58 pixels for tablet
- 320 x 40 pixels for phone

These can be different graphics or the same graphic resized.

**Sidebar Ads**

Please provide the URL to link the ad to, and a graphic in JPG or PNG format. Size is flexible but square or vertical orientation is best. Common sizes for these kinds of ads are 400x400 (square), 600x800 (large rectangle), 120x600 (skyscraper), 160x600 (wide skyscraper).

**Video ads**

Please provide an MP4 or MOV video file in 16:9 aspect ratio. Video should include the designated length of content PLUS a black screen tail of at least five seconds to aid in our editing.

**Audio ads**

Please provide an MP3 or M4A audio file. Audio files should include the designated length of content PLUS a silent tail of at least five seconds to aid in our editing.

**Host read**

Please provide a script of 50-100 words.

**Custom content**

If you are providing the article, it should be 750 - 1,000 words and written using Associated Press style. Please also provide at least one photo or graphic, preferably in horizontal orientation. We reserve the right to edit for AP style, grammar, punctuation and spelling. We will consult with you before making any edits to the substance of the article.

If we are writing the article, we will ask you to provide access to an interview subject and any additional information our reporter will need.