



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

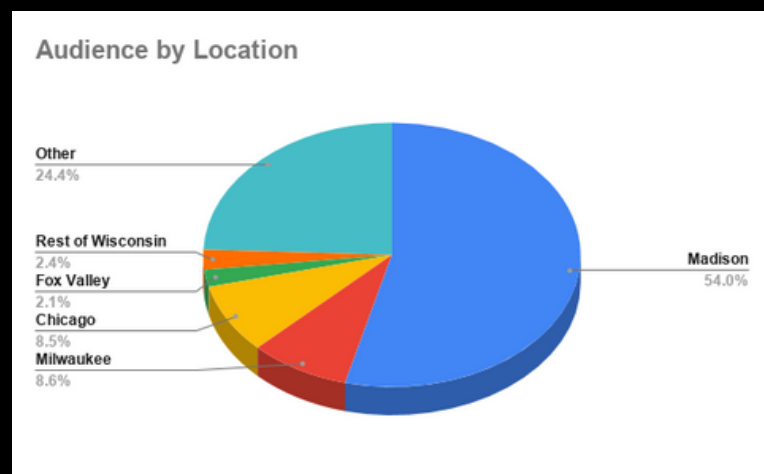
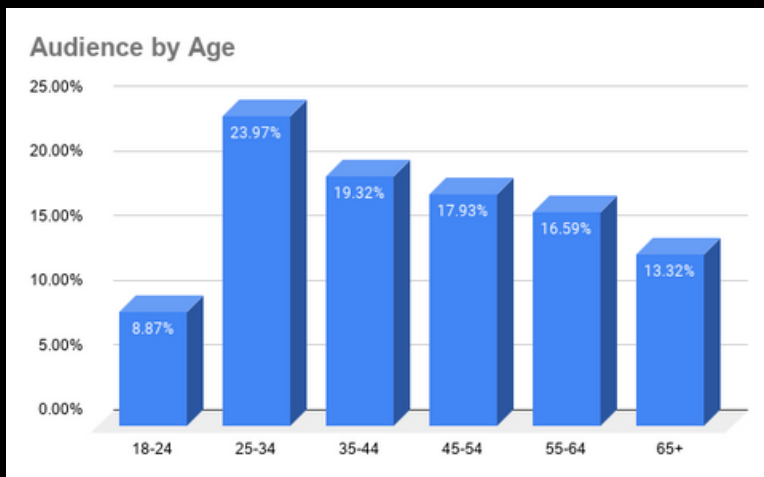
**MORE
ENGAGED
AUDIENCE**

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

BANNER AD | \$500 / week

Appearing on every page of
Madison365.org or FoxValley365.org

ARTICLE TOP AD | \$500 / week

Appearing at the top of every article on
Madison365.org or FoxValley365.org

ARTICLE INLINE AD | \$400 / week

Appearing within every article on
Madison365.org or FoxValley365.org

ARTICLE BOTTOM AD | \$250 / week

Appearing at the bottom of every article on
Madison365.org or FoxValley365.org

SIDEBAR AD | \$250 / week

Appearing on every page of
Madison365.org or FoxValley365.org

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

JOB AD | \$50 / week

Appearing in the Jobs section of Madison365.org or
FoxValley365.org

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.

365 Media Member Benefits	Friend	Supporter	Investor	Benefactor	Founder
Madison365	\$500	\$1,000	\$2,500	\$5,000	\$10,000
FoxValley365	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Dual Membership	\$750	\$1,500	\$3,750	\$7,500	\$15,000
Weeks of Banner or Inline Advertising	✓	✓✓	✓✓	✓✓✓	✓✓✓✓
Weeks of Sidebar Advertising on Madison365.org			✓✓	✓✓✓	✓✓✓✓
Member Listing	✓	✓	✓	✓	✓
Sponsored Emails	✓	✓	✓✓	✓✓	✓✓✓✓
Member Spotlight Story				✓	✓

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.

TECHNICAL SPECIFICATIONS

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).



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.



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.

