

## MEDIA KIT

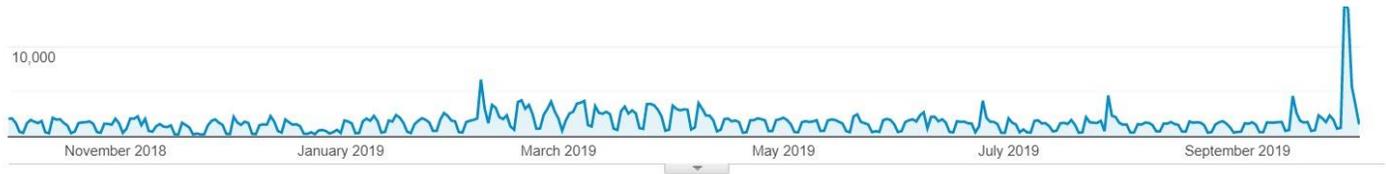
MarylandReporter.com was founded in September 2009 as an independent, nonprofit news website covering state government and politics in Maryland. Its journalists are committed to making state government as open, transparent, accountable and responsive as possible – in deed, not just in promise.

It reaches over 40,000 unique readers a month -- over 500,000 a year -- and its daily email newsletter is sent to 9,000 addresses. Its readers are older, affluent, highly educated news consumers who are keenly interested in government and politics and exercise influence over policy, power and news making. The site has received numerous awards from journalism and news organizations from its very first year.

The editors at MarylandReporter.com produce a daily State Roundup of news about government and politics from over 40 different websites. The reporters and editors also publish original stories emphasizing how taxpayer dollars are raised and spent, covering stories that other news organizations are neglecting.

## Prizes and Awards

- Washington, D.C. chapter of the Society of Professional Journalists, Best Online News Blog, 2014, 2013, 2012
- D.C. chapter of the Society of Professional Journalists, winner of General Online News Category, for a package of stories that uncovered the failure of one state agency to spend \$38 million on people with developmental disabilities, even while thousands waited for services.
- Maryland chapter, Society of Professional Journalists, multiple awards for online news and features, 2014, 2013
- Baltimore Sun Mobbies contest, "Best Politics Blog," 2013
- Baltimore Magazine, Best Political Website, 2012, 2013
- CapitolBeat, the national Association of Capitol Reporters and Editors, honored MarylandReporter.com with its first place Cappie award in the online news category of its Excellence in State House Reporting contest, November 2010
- The Washington Post, The Fix, cited MarylandReporter.com as "one of the best state political blogs" in the nation.
- Member, Institute for Nonprofit News. 220-member organization that includes some of the biggest names in online news, such as the Pulitzer-winning ProPublica and Center for Public Integrity, MinnPost and Texas Tribune.
- Member, National Newspaper Association; Maryland-Del.-D.C. Press Association, Online News Association



Primary Dimension: Page Page Title Other

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	602,967 % of Total: 100.00% (602,967)	518,029 % of Total: 100.00% (518,029)	00:02:07 Avg for View: 00:02:07 (0.00%)	395,864 % of Total: 100.00% (395,864)	71.61% Avg for View: 71.61% (0.00%)	65.65% Avg for View: 65.65% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	116,361 (19.30%)	94,373 (18.22%)	00:01:15	90,634 (22.90%)	29.85%	32.10%	\$0.00 (0.00%)
2. /2019/09/29/hundreds-of-new-maryland-laws-take-effect-tuesday-oct-1/	29,094 (4.83%)	13,697 (2.64%)	00:00:56	13,501 (3.41%)	68.24%	46.67%	\$0.00 (0.00%)
3. /2019/02/16/new-drivers-license-requirements-producing-anger-frustration/	26,584 (4.41%)	23,376 (4.51%)	00:04:39	22,934 (5.79%)	89.11%	86.19%	\$0.00 (0.00%)
4. /category/state-roundup/	23,887 (3.96%)	18,288 (3.53%)	00:01:11	13,499 (3.41%)	22.19%	22.74%	\$0.00 (0.00%)
5. /2019/02/08/maryland-drivers-facing-longer-lines-frustration-on-license-renewal-to-comply-with-federal-law/	15,521 (2.57%)	14,100 (2.72%)	00:04:11	13,377 (3.38%)	91.10%	88.04%	\$0.00 (0.00%)

## Audience

The audience for MarylandReporter.com has consistently grown each year since it launched the website in November 2009, according to Google Analytics. The number of users averages about 30,000 to 55,000 per month but is higher during the General Assembly session and immediately before and after elections. In 12 months ending Oct. 3, 2019 there were almost over 518,000 unique users who visited the website over 600,000 times. The high spikes in the graph at top indicate stories getting over 2,500 views in a single day, most spending over three minutes on a page -- a large amount of time for the Internet.

The daily email newsletter is sent to more than 9,000 Monday through Friday, and it is opened on average by over 25% of recipients on any given day, with a click through rate averaging 15%-18%. Both opens and click rates are very high by newsletter industry standards.

Based on data from Survey Chimp, our audience is older, professional, highly educated with high incomes and high net worth. Most are involved in government, lobbying, advocacy, public policy, the media and politics. They include most members of the legislature and their staff.

Three out of four readers have been reading MarylandReporter.com for more than two years.

- a whopping 59% have graduate degrees
- another 29% have bachelor's degrees
- 29 % are in legal or lobbying
- one quarter or more are in government
- almost two-thirds (64%) have household incomes of \$100,000 or more
- 27% have incomes of \$150,000 plus
- Half have a net worth of more than \$500,000
- 69% are over 50 years old;

Our format is brief and concise. Readers are offered one or two original articles each day and a daily roundup of 15 or 20 story summaries from other news sites, blogs and broadcast outlets.

## **Advertising rates**

### **Leaderboard (728 x 90)**

Runs at top of every page

Weekly: \$100

Monthly: \$300

### **Medium Rectangle or Cube (300 x 250)**

Runs at right top of every page

Weekly: \$100

Monthly: \$300

### **Half-page (300 x 600)**

Right side, midway down

Weekly: \$150

Monthly: \$400

All ads rotate to maintain visual interest. Highest priority rotation set for local advertisers.

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### **Advertise in Daily Newsletter**

We do a daily e-mail newsletter that goes out Monday through Friday to over 9,000 people. Advertisers or sponsors can purchase a leaderboard ad that will go at the middle or bottom of the newsletter.

Leaderboard (728 x 90)

One week (minimum): \$200; Four weeks (20 insertions), \$600

### **SPECIAL PACKAGE:**

**Our best deal is a special package that includes all three ad sizes rotating throughout the month, and full month of the leaderboard in the newsletter for \$800.**

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### **Advertising Policy**

MarylandReporter.com accepts funding, advertising and sponsorships from many different sources, but we do not accept political campaign advertising from any party, candidate or slate – any ad requiring a state-mandated “authority” line. As a 501(c)(3) organization, the IRS prohibits MarylandReporter.com from engaging in lobbying or political activity. But as part of our mission to provide the broadest possible coverage of state government and politics, we do accept ads from organizations taking advocacy positions for one point of view or another. Accepting any advertisement or sponsorship does not indicate support or opposition to any position, and we welcome the advertising of opposing views. We do reserve the right to reject ads because of content that is libelous, profane or misleading.

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