YOUR LINK TO INDIAN COUNTRY

AWARD WINNING PUBLICATION
2021 National Native Media Awards
■ Best Digital Publication
■ *Best Column (publisher Levi Rickert)
Native News Online delivers important daily news that affects the lives of Native Americans nationwide. Founded in 2011, Native News Online reaches millions of Native and non-Native readers annually including American Indians, Alaska Natives, Native Hawaiians and others interested in Indigenous concerns — this is your direct link to that demographic.

Publisher and Editor Levi Rickert is an American Indian journalist and tribal citizen of the Prairie Band Potawatomi Nation. As editor of one of the most-read daily American Indian news publications, Rickert has covered important events that affect Indian Country, including White House tribal nations conferences, Congressional hearings, missing and murdered Indigenous women and the Standing Rock resistance to the Dakota Access Pipeline. He remains focused on generating work that furthers his mission of improving the lives of Indigenous people.

While I have a number of colleagues in the Native community, meeting periodically to continue my learning about the unique history, present day expression of Native peoples and challenges needing awareness, allyship or advocacy, Native News Online gives me a rich and invaluable range of daily reports on virtually all dimensions of Native life. I am grateful to (NNO publisher) Levi Rickert for his personal mission to lift up the many stories and essential news.”

– Steve Spreitzer, President & CEO
Michigan Roundtable for Diversity & Inclusion

Native News Online works with various Tribes and industries across the country, here are just a few:

<table>
<thead>
<tr>
<th>Cherokee Nation</th>
<th>Wells Fargo</th>
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<tbody>
<tr>
<td>UCLA</td>
<td>Navajo Nation</td>
</tr>
<tr>
<td>The Smithsonian</td>
<td>Native American Rights Fund</td>
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<td>Sundance Film Festival</td>
<td>StrongHearts Native Helpline</td>
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<tr>
<td>Dept. of the Interior</td>
<td>Tunica-Biloxi Tribe of Louisiana</td>
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<td>FXonHulu</td>
<td>SBA Office of Native American Affairs</td>
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<td>The University of Arizona</td>
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</table>
Native News Online is a leading digital publisher that uses web, e-newsletter and social media platforms to reach millions of American Indians, Alaska Natives and non-Native readers nationwide.

**WEBSITE** 12 MONTHS ENDED 10/31/2021

- **5.0 million** Pageviews
  - +13% vs. prior year

- **3.4 million** Users
  - +18% vs. prior year

- **4.2 million** Sessions
  - +9% vs. prior year

**E-NEWSLETTER**

- **16,416** subscribers as of 1/24/22

**SOCIAL MEDIA FOLLOWERS**

- **Twitter**: 77,378
- **Facebook**: 405,252
- **Instagram**: 5,519
- **LinkedIn**: 806
AUDIENCE DEMOGRAPHICS

TOP 10 READER MARKETS
1. California
2. Texas
3. Illinois
4. Washington
5. Minnesota
6. Arizona
7. New York
8. Florida
9. Michigan
10. Colorado

USERS BY GENDER
- Male: 46%
- Female: 54%

USERS BY AGE
- 55-64: 21.3%
- 25-34: 18.8%
- 45-54: 18.6%
- 35-44: 17.8%
- 65+: 15.9%
- 18-24: 8.3%

USERS BY DEVICE
- Mobile: 79%
- Desktop: 17%
- Tablet: 4%

SOURCE: GOOGLE ANALYTICS
Native News Online is your direct link to Tribal leaders and citizens, as well as federal and state policymakers, regulators and others who are affected by what’s going on in Indian Country. We can help you reach this audience through a variety of digital options:

- Digital Advertising
- Sponsored Content
- E-newsletter Advertising
- Social Media Posts
- Classified Advertising
- Marketing Services
2022 RATES (NET)

- **INTERSTITIAL**
  
  Appears over the entire site, impossible to miss
  
  Desktop: 640px width by 480px height
  
  Mobile: 300px width by 400px height
  
  Includes 300px width by 250px ROS ad
  
  Exclusive: $2,100/week
  
  Shared (two max): $1,189/week
  
  See pg. 7 for more information

- **TOASTER AD (FIXED)**
  
  Pops up (like toast) at the bottom of the screen, once per session.
  
  On every page-fixed position
  
  Desktop: 980px width by 120px height
  
  Mobile: 320px width by 50px height
  
  Exclusive: $2,675/week

- **TOP LEADERBOARD (FIXED)**
  
  Appears at the very top, center of site
  
  Desktop: 728px width by 90px height
  
  Mobile: 300px width by 250px height
  
  Exclusive: $699/week
  
  Shared: $449/week

- **TOP LARGE RECTANGLE (FIXED)**
  
  Premium placement on top right of site
  
  Desktop = Mobile: 300px width by 250px height
  
  Exclusive: $699/week
  
  Shared: $449/week

- **SKYSCRAPER (FIXED)**
  
  Oversized banner ad for added visibility
  
  Desktop: 300px width by 600px height
  
  Mobile: 300px width by 250px height
  
  On every page-fixed position
  
  $499/week

- **RUN-OF-SITE LARGE RECTANGLE**
  
  Banner ad appears on right side of site
  
  Desktop = Mobile: 300px width by 250px height
  
  Run-of-site
  
  $399/week

ALSO AVAILABLE  Ask your rep for details

- Sponsored Content
- Native Advertising
- Section Sponsorships
- Editorial Calendar

PRODUCTION SPECS:

- File Formats: .JPG, .GIF
- Resolution: 72 dpi
- Colors: 256 maximum (RGB)
- Animated GIF files not accepted for e-newsletter placements

sales@nativenewsonline.net  |  (616) 229-0649
INTERSTITIAL ADS

INTERSTITIAL PACKAGE: $2,100/WEEK or $350/DAY
Shared: $1,189/week

Position your message front and center with an “above the fold” interstitial ad on Native News Online. The interstitial ad will appear for all unique visitors visiting the website. The ad will overtake the lead story and a portion of the navigation bar, making it impossible to overlook your message.

- INTERSTITIAL AD
  Desktop: 640px width by 480px height
  Mobile: 300px width by 400px height
  Runs for one month

- ROS LARGE RECTANGLE AD
  300px width by 250px height
  Runs for one month

- PRODUCTION SPECS
  Accepted File Formats: .JPG, .GIF, .PNG
  Resolution: 72 dpi
  RGB Color Mode

WANT TO REACH OUR FACEBOOK AUDIENCE?
Add on a boosted Facebook Post via Native News online for an additional $499

WANT TO TELL YOUR STORY, AS WELL?
Add on the 5-week Sponsored Content Package for an additional $2,900 (discounted)

POPULAR PACKAGE!
Spots are going fast. Book your ad today.

sales@nativenewsonline.net • (616) 229-0649
5-WEEK PACKAGE: $3,500

Sponsored content offers you a unique opportunity to educate and engage with Native News Online readers about your organization. You control the content, which will be integrated with our news content and displayed in highly visible locations on our web, enews and social media platforms. That means your story will be seen by people actively consuming our news content and open to learning about your products, services, events and messaging.

The package includes:

- **Week #1** Content featured on Native News Online Homepage in top sponsored position and actively promoted on social media channels, including boosted post. Banner ad posted on website sidebar (ROS).
- **Week #2** Content featured on Native News Online in second sponsored position; social media promotion; banner ad on website.
- **Week #3** Content featured on all pages of Native News Online in sidebar area; social media promotion; banner ad on website.
- **Week #4** Content highlighted in Native News Online enewsletter; featured in sidebar area; social media promotion; banner ad on website.
- **Week #5** Content highlighted in Native News Online enewsletter; featured in sidebar; social media promotion with boosted post; banner ad on website.

**PRODUCTION SPECS:**

All Sponsored Content Banner Ads should be:

- **Size:** 300x250px
- **File Formats:** .JPG, .GIF
- **Resolution:** 72 dpi
- **Colors:** 256 maximum (RGB)
- **Animated GIF files not accepted for e-newsletter placements**
Each weekday morning, *Native News Online* delivers a roundup of the day’s news from Indian Country, including our exclusive reporting on Tribal activity, entertainment, politics and other issues that affect Native Americans.

**CIRCULATION: 16,400** (as of 1/24/21)

### 2022 RATES (NET)

- **E-news Leaderboard**
  - Exclusive: Max one advertiser per e-newsletter
  - 500px width x 100px height
  - $750 / week

- **Large Rectangle**
  - 300px width x 250px height
  - $600 / week

- **Small Rectangle**
  - 300px width x 100px height
  - $400 / week

- **E-news Anchor**
  - Exclusive: Max one advertiser per e-newsletter
  - 500px width x 100px height
  - $500 / week

**PRODUCTION SPECS:**

- File Formats: .JPG, .GIF
- Resolution: 72 dpi
- Colors: 256 maximum (RGB)
- **NOTE:** Animated GIF files not accepted for e-newsletter placements

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**Native American Heritage Month Gives Us an Opportunity to Get Past the Thanksgiving Pilgrim Indian**

When he proclaimed November Native American Heritage Month, President Joe Biden became the sixth U.S. president to recognize the month as such since President George Herbert Walker Bush in 1990.

Read More

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**Interior Secretary Deb Haaland Promotes Indigenous Knowledge at COP26**

U.S. Secretary of the Interior Deb Haaland (Laguna Pueblo) and other Interior Dept. officials spent their last day of the Secretary of the Interior Deb Haaland and Department leaders spent their last day of the 25th United Nations Climate Change Conference of the Parties (COP25) highlighting Indigenous-led and nature-based solutions to address the dual crises of climate change and impacts to biodiversity.

Read More

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**Harvard researchers blast Treasury’s ARPA tribal distribution formulas as ‘nothing short of shocking’**

A new policy paper from the Harvard Project on American Indian Economic Development paints a scathing picture of the U.S. Treasury Department’s allocations related to the $20 billion tribal American Rescue Plan Act funds.

Read More
Native News Online offers classified advertising for the placement of WANT ADS, such as employment advertising. Other classified advertisements include: death notices, graduation announcements, wedding announcements and legal notices.

**Weekly (7 Days)**
- $50 includes Facebook post with targeted boost
- The ad will run as text for SEO purposes, but you can also link your site and include a PDF.
- Every classified ad includes a boosted post on Native News Online's Facebook.

**Monthly (30 Days)**
- $175 for 4 weeks

sales@nativenewsonline.net  |  (616) 229-0649
This year, Native News Online is publishing a series of editorial Spotlights on numerous important topics affecting those who live and work in Indian Country. From business news features to arts & culture profiles, these in-depth stories cover the spectrum.

Want to be a Spotlight Sponsor?

**SPONSOR PACKAGE: $2,000 (PER SPOTLIGHT)**

- 300x250 ad in each story within the Spotlight you are sponsoring.
- ROS 300x250 for one month on NativeNewsOnline.net
- Each focus has an accompanying e-newsletter. Your 300x250 also appears there.
- Your company gets one social media shout-out on our Facebook (401,000+ followers) and Twitter (69,000 followers). We thank you for helping to make the Spotlight possible to our engaged followers.
- Each Spotlight has one “Special Report” that ties up all of the Spotlights. This story will be emailed to our subscribers, donors and long list of Native influencers. Your 300x250 appears in this wrap-up story.

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**FEBRUARY**

**Native Americans in Entertainment: Our People in Mainstream Entertainment**

There is a growing number of Native peoples in entertainment for countless reasons. Aside from spotlights on professionals working in the industry, Native News Online will also take a deep dive into the statistics of Natives in Hollywood and professional sports to show real insight into our people in entertainment.

**MARCH**

**Native American Education: Educating the Next Generation**

While there remains a disparity in educational attainments among Native Americans versus their White counterparts, in recent years, great strides have been achieved to narrow the gap. Native News Online will talk to experts to examine the COVID-19 impact on education and discuss the path forward to see more Native American students achieve their goals. We will also highlight our community’s 2022 graduates.

**APRIL**

**Environment: The First Environmentalists and Their Struggles Today**

It is commonly stated that Native Americans were the “first environmentalists” as they sought to protect Mother Earth for the next seven generations. Indigenous peoples have fought at ground level to stop expansion of oil pipelines and sat at the confluence table at COP26 in November 2021 to protect Mother Earth. This month, Native News Online offers up a special editorial series on important environmental issues.

**MAY**

**Indigenous Food Sovereignty & Agriculture: Nourishing Our Bodies like Our Ancestors**

In recent years, there has been a reemergence of Indigenous foods. This is good news because for decades Native Americans depended on commodity foods dropped off on reservations that were filled with unhealthy preservatives. The new Indigenous food sovereignty initiative needs better coverage and Native News Online will provide it. Also in May, we spotlight Native chefs, restaurants, and various tasty Indigenous foods.

**JUNE & JULY**

**Tourism: Traveling on Native American Land**

At its annual conference in October 2021, the American Indian and Alaska Native Tourism Association released a report that said Native tourism is a $14 billion industry. As people start traveling again, we cover emerging trends, travel hotspots and offer up tips from experts.

**AUGUST**

**Native American Arts: Our Culture in Art**

Native News Online spotlights emerging and established contemporary Native artists from across the nation. Beyond that, this arts special covers museums, events and must-see exhibits.

**SEPTEMBER & OCTOBER**

**Energize the Native Vote: Midterm Elections**

The Native vote is more important now than ever before, especially in close races. While we cover Native candidates and their platforms throughout the year, these months are dedicated to boosting up awareness of the vital Midterm Elections.

**NOVEMBER**

**Native American Heritage Month**

During this month, Native News Online looks at changing attitudes and reexamines history and myth surrounding our communities. It’s a look at the past, present and future of Indian Country. Beyond that, we explore the idea that the Thanksgiving holiday is really a Native foods holiday.