Your Link to Indian Country
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 and others interested in American Indian 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

TESTIMONIALS

“I need facts and data—Native News provides an unbiased perspective that represents Indian Country and what matters most. It’s required reading for all Tribal leaders and experts to understand new trends, important issues and innovation that supports Tribal Sovereignty.”

- Eric S. Trevan, Ph.D.
Member of the Faculty (Tenure Track)
Masters of Public Administration Program
The Evergreen State College
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 11/30/2020**

- **4.5 million** Pageviews (+16.7% vs. prior year)
- **2.9 million** Users (+18.1% vs. prior year)
- **3.9 million** Sessions (+18.5% vs. prior year)

**E-NEWSLETTER**

- **3.315 subscribers in 2020**

**SOCIAL MEDIA FOLLOWERS**

- Twitter: **67,330**
- Facebook: **396,686**
### Readership Demographics

![Native News Online.net](image)

#### Audience Demographics

**Top 10 Reader Markets**

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>California</td>
</tr>
<tr>
<td>2</td>
<td>Arizona</td>
</tr>
<tr>
<td>3</td>
<td>Texas</td>
</tr>
<tr>
<td>4</td>
<td>Washington</td>
</tr>
<tr>
<td>5</td>
<td>New Mexico</td>
</tr>
<tr>
<td>6</td>
<td>Illinois</td>
</tr>
<tr>
<td>7</td>
<td>Minnesota</td>
</tr>
<tr>
<td>8</td>
<td>Michigan</td>
</tr>
<tr>
<td>9</td>
<td>Florida</td>
</tr>
<tr>
<td>10</td>
<td>New York</td>
</tr>
</tbody>
</table>

**Users by Age**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>55-64</td>
<td>23.4%</td>
</tr>
<tr>
<td>45-54</td>
<td>19.6%</td>
</tr>
<tr>
<td>65+</td>
<td>19.9%</td>
</tr>
<tr>
<td>35-44</td>
<td>16.7%</td>
</tr>
<tr>
<td>25-34</td>
<td>15.2%</td>
</tr>
<tr>
<td>18-24</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

**Users by Gender**

- Male: 40.3%
- Female: 59.7%

**Users by Device**

- Mobile: 81.3%
- Desktop: 13.7%
- Tablet: 5.0%

*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
- Sponsored Social Media Posts
- E-newsletter Advertising
- Classified Advertising
2021 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: $2,000/week
  - Shared (two max): $589/week
  - $350/day
  - See pg. 6 for more information

- **TOP LEADERBOARD**
  *Appears at the very top, center of site*
  - Desktop: 728px width by 90px height
  - Mobile: 300px width by 250px height
  - Exclusive: $2,000/month or $565/week
  - On every page-fixed position
  - $1,900/month or $540/week

- **TOP LARGE RECTANGLE**
  *Premium placement on top right of site*
  - Desktop + Mobile: 300px width by 250px height
  - On every page-fixed position
  - $1,700/month or $500/week

- **SKYSCRAPER**
  *Oversized banner ad for added visibility*
  - Desktop: 300px width by 600px height
  - Mobile: 300px width by 250px height
  - On every page-fixed position
  - $1,900/month or $565/week

- **RUN-OF-SITE LARGE RECTANGLE**
  *Banner ad appears on right side of site*
  - Desktop + Mobile: 300px width by 250px height
  - Run-of-site
  - $1,500/month or $440/week

**ALSO AVAILABLE**
- Sponsored Content
- Native Advertising
- Section Sponsorships

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

sales@nativene wsp offline.net
517-275-2398
INTERSTITIAL PACKAGE: $2,000/WEEK or $350/DAY

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

**POPULAR PACKAGE!**

Spots are going fast. Book your ad today.

sales@nativenewsonline.net • (517) 275-2398
SPONSORED CONTENT CAMPAIGN

5-WEEK PACKAGE: $3,000

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

**NATIVE NEWS ONLINE.NET**

... Celebrating Native Voices

sales@nativenewsonline.net

517-275-2398
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. On Saturdays, we’ll send out the Weekend Edition with a recap of the week’s news and a look ahead.

2021 RATES (NET)

- **E-news Leaderboard**
  Exclusive: Max one advertiser per e-newsletter
  500px width x 100px height
  $325 / week

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

- **Small Rectangle**
  300px width x 100px height
  $150 / week

- **E-news Anchor**
  Exclusive: Max one advertiser per e-newsletter
  500px width x 100px height
  $200 / week

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

sales@nativenewsonline.net
517-275-2398
2021 RATES (NET)

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.

Minimum pricing is $50 for one line that may be up to 90 characters, including spaces.

Full ads are: 125x125 pixels.

- **Weekly (7 Days)**
  1 ad/week: $20/week

- **Monthly (30 Days)**
  1 ad/week: $75/month
Questions?

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