NATIVE NEWS ONLINE

YOUR LINK TO INDIAN COUNTRY

NATIVE NEWS ONLINE

2024 MEDIA KIT

A TRUSTED VOICE.

Native News Online delivers important daily news that affects the lives of nearly 10 million 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. We are your direct link to that audience.

Publisher and Editor Levi Rickert is an award-winning American Indian journalist and tribal citizen of the Prairie Band Potawatomi Nation.

NAJA
Native American Journalists Association

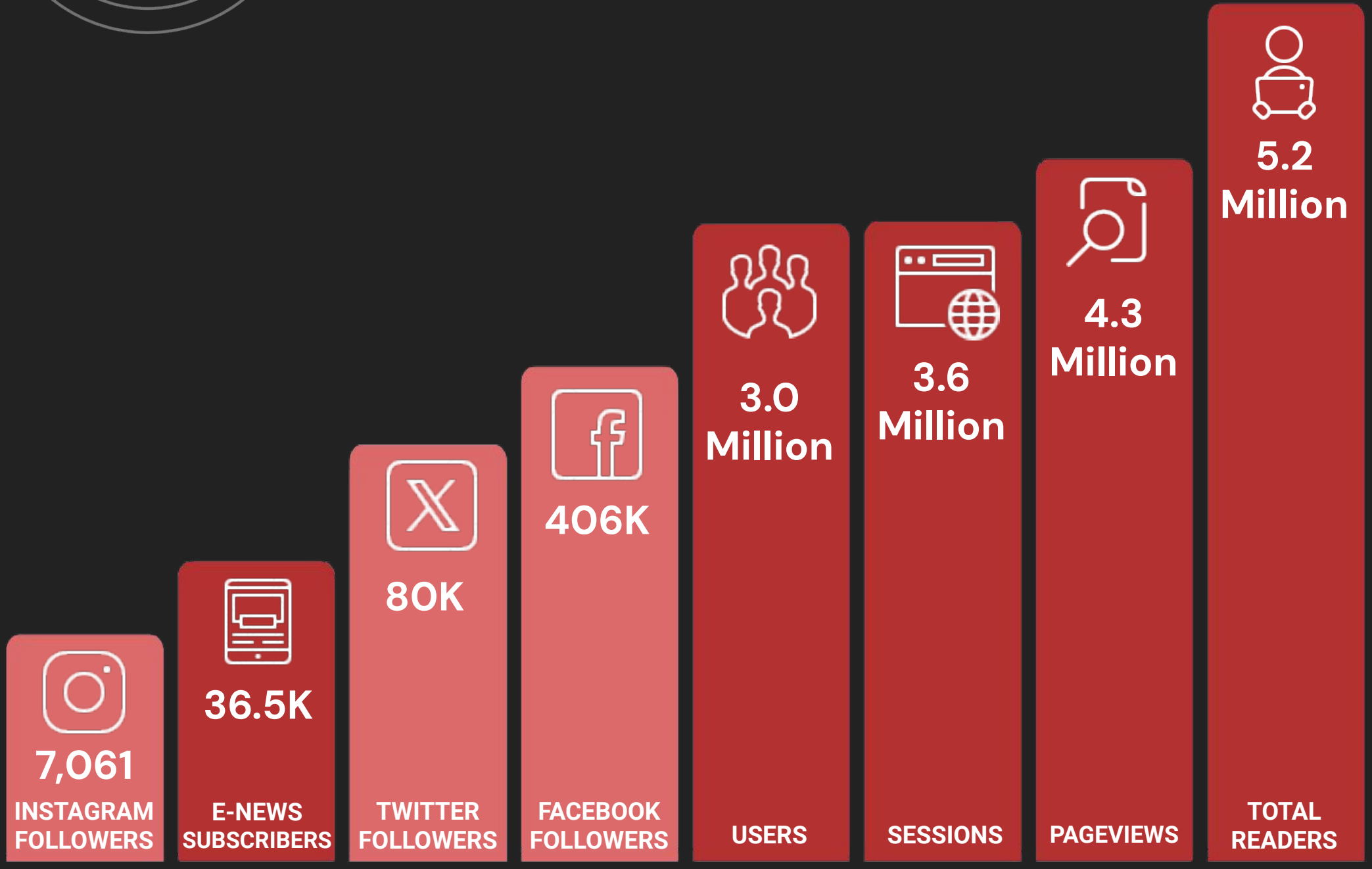
AWARD WINNING PUBLICATION

NAJA's 2021 National Native Media Awards

- Best Digital Publication
- Best Column (publisher Levi Rickert)

NATIVE NEWS ONLINE

ANNUAL REACH



DEMOGRAPHICS

NATIVE NEWS ONLINE

USERS BY GENDER

51% Male

49% Female

USERS BY DEVICE

74% Mobile

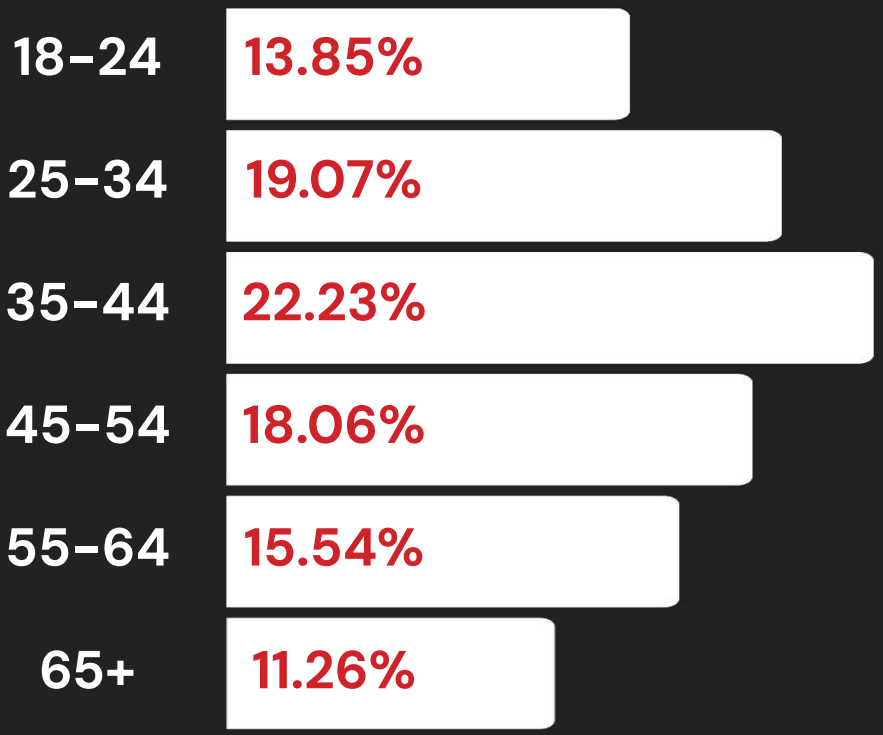
22% Desktop

4% Tablet

TOP 10 READER MARKETS

1. CALIFORNIA
2. TEXAS
3. NEW YORK
4. ARIZONA
5. WASHINGTON
6. ILLINOIS
7. MINNESOTA
8. FLORIDA
9. VIRGINIA
10. COLORADO

USERS BY AGE



COLLABORATIONS

facebook Journalism Project

yahoo! news

Google News Initiative

URL

Pulitzer Center

News+

PARTNERSHIPS. COLLABORATIONS. AFFILIATIONS.

Native News Online delivers award-winning and impactful journalism that amplifies Native voices and delivers a Native perspective to readers both inside and outside Indian Country. Our work as a leading Indigenous news outlet has been recognized through partnerships, grants, awards, affiliations, fellowships and collaborations with these and other organizations.

NAJA

MMCA
MULTICULTURAL MEDIA & CORRESPONDENTS ASSOCIATION

the HOPE + HEALING podcast with National Indian Health Board

USC Annenberg

SAN MANUEL CARES
A PROGRAM OF SAN MANUEL BAND OF MISSION INDIANS

LocalMedia association

Nieman

Northwestern
MEDILL

CLIENTS

Native News Online **works with various Tribes, organizations and industries on their national advertising and marketing campaigns. Here are just a few:**

- Cherokee Nation
- Sundance Film Festival
- Dept. of the Interior
- Native CDFI Network
- Dept. of Health & Human Services
- Native American Rights Fund
- Tunica-Biloxi Tribe of Louisiana
- SBA Office of Native American Affairs
- National Center for American Indian Enterprise Development
- National Indian Health Board
- The University of Arizona

REACHING OUR AUDIENCE

NATIVE NEWS ONLINE

WHY NATIVE NEWS ONLINE?

Native News Online is a general interest national news publication publishing news relevant to our readers, which comprises everyone from tribal leaders and citizens to non-Native people and organizations working in Indian Country. Our content is free to millions of readers via nativenewsonline.net as well as daily e-newsletters, live streams and social media.

Brand yourself within the booming **$130 billion tribal economy** while also reaching our devoted digital readers who seek vital tribal-related news pertinent to their lives, culture and businesses.

Reach this audience through these products:

- **Sponsored Content**
- **Digital Banner Ads**
- **E-newsletter Ads**
- **Sponsorships**
- **Social Media Marketing**
- **Events**
- **Webinars**
- **And more**

SPONSORED CONTENT

NATIVE NEWS ONLINE

5-WEEK CAMPAIGN

Sponsored Content offer you a unique opportunity to educate and engage with Native News Online readers about your organization. You control the content, which is integrated with our news content and displayed in highly visible locations on our web, e-news and social media platforms. The package includes:

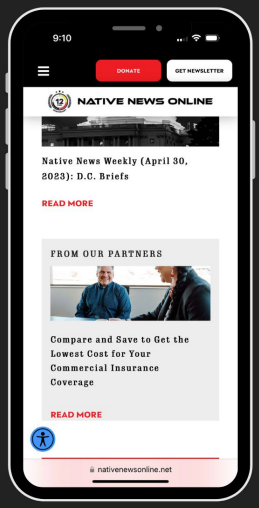
WEEKS 1 - 2
Story featured on homepage in 'From Our Advertisers' section

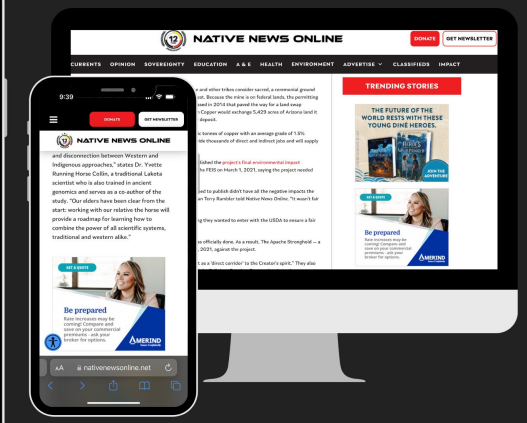
WEEKS 1 - 5
ROS 300x250 ad running on Native News site

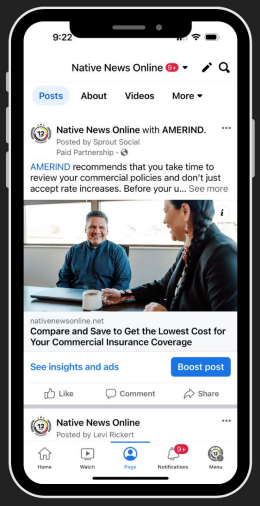
WEEKS 1 - 5
Story shared across Native News Online's social media platforms

WEEKS 3 - 5
Story featured on sidebar in 'From Our Advertisers' section

WEEKS 4 - 5
E-Newsletter Large Rectangle ad and 3 e-news blurb features







NATIVE NEWS ONLINE

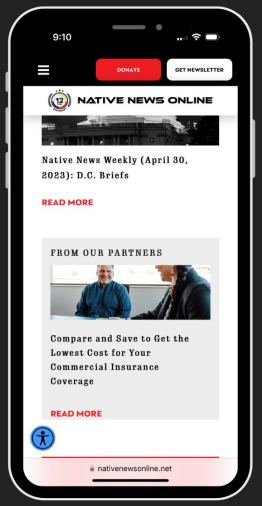
Press Release Amplifier Campaign

1-WEEK CAMPAIGN

Amplify your press release across Indian Country quickly and in your own words. The Press Release Amplifier Campaign does not remove the possibility of editorial coverage, but it does guarantee rapid coverage and high-visibility promotions of your release across our website, social media and e-newsletter.

STORY

Your press release published as Sponsored Content

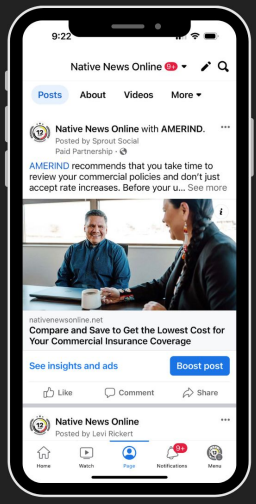


1 WEEK

Featured on the front page of Native News Online

1 DAY

Native News Online e-news blurb + photo feature



SOCIAL MEDIA

Story shared across all social media platforms

Have breaking news?
Your press release can be published in 24 hours or less

Suggested Upgrade Option: Mirror your social media posts on the Tribal Business News social channels. It's an economic way to reach business people and decision-makers in the tribal economy, and others doing business in Indian Country.

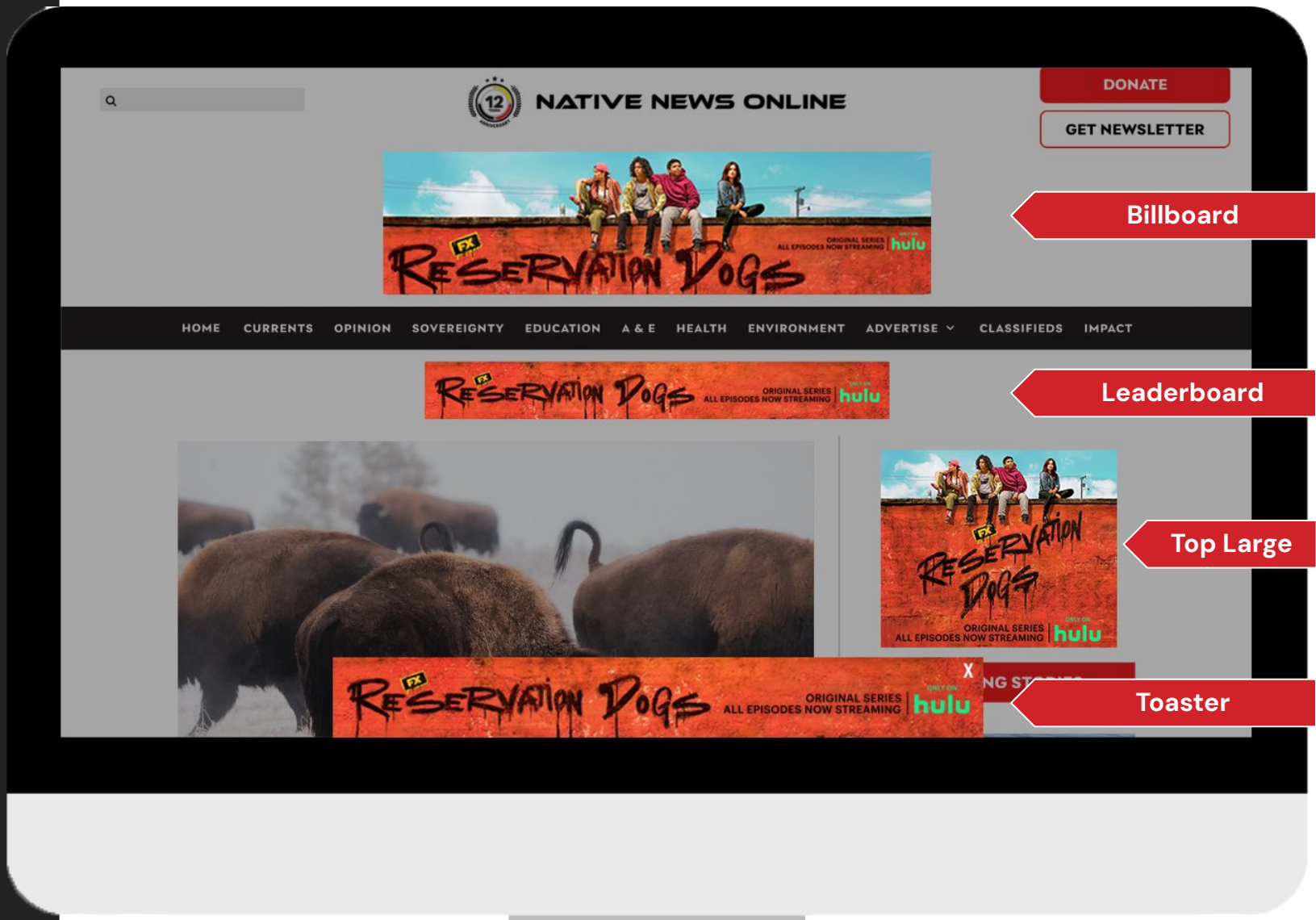
DIGITAL ADS

Billboard
Desktop:
970x250px width by 250px height
Mobile:
320px width by 100px height

Leaderboard
Desktop: *728px width by 90px height*
Mobile: *320px width by 50px height*

Top Large Rectangle
300px width by 250px height

Toaster
Pops up from bottom
Desktop: *980px width by 120px height*
Mobile: *300px width by 50px height*



NATIVE NEWS ONLINE

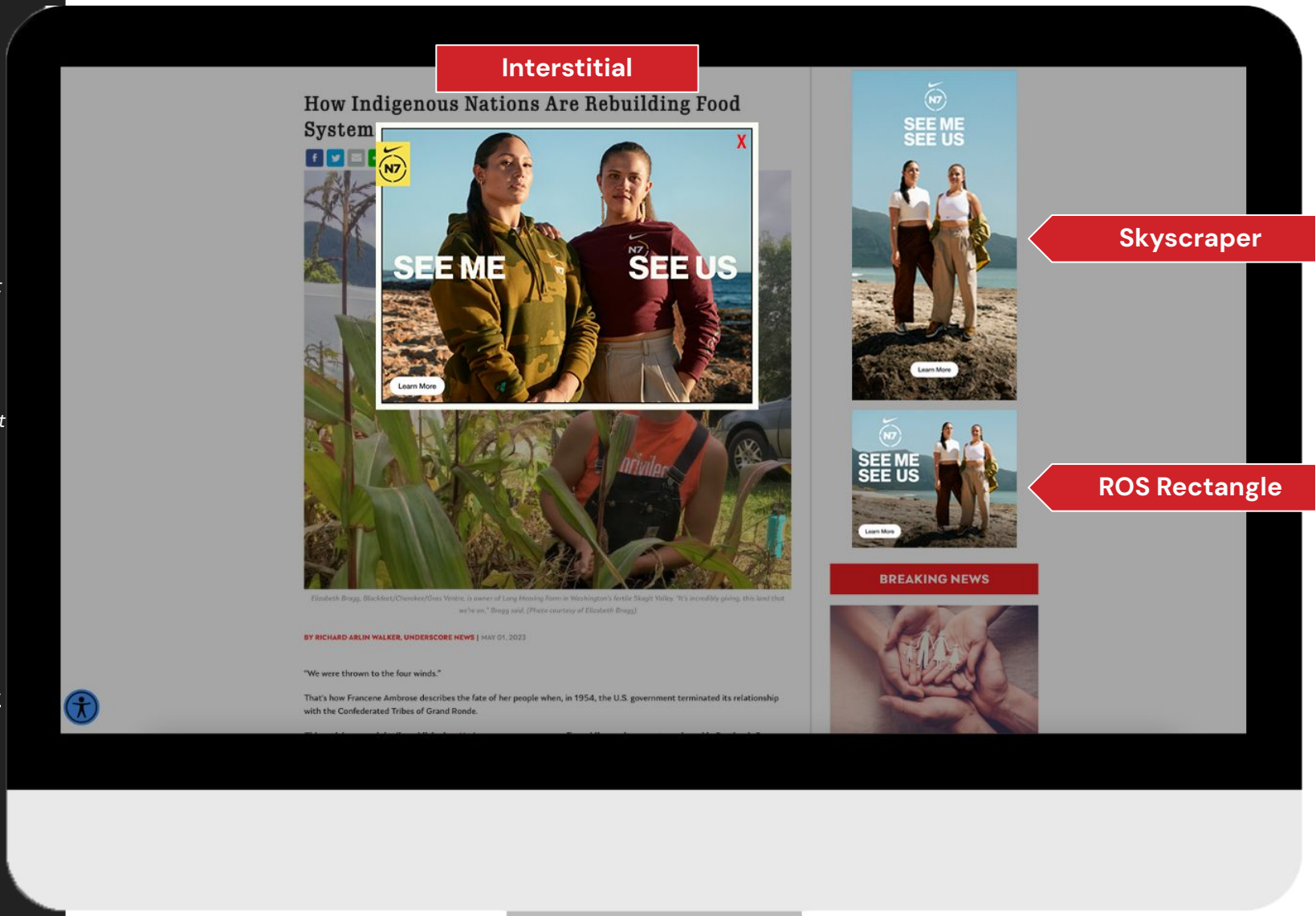
DIGITAL ADS

Interstitial
Appears over site
Desktop: *640px width by 480px height*
Mobile: *300px width by 400px height*

Skyscraper
Desktop: *300px width by 600px height*
Mobile: *300px width by 250px height*

Run-of-Site Large Rectangle
300px width by 250px height

Classifieds
Email classifieds@nativenewsonline.net to post a classified ad at nativenewsonline.net/classifieds



NEWSLETTER ADS

CIRCULATION: 30,700

E-News Leaderboard
Exclusive: Max one advertiser per e-newsletter
620px width x 260 px height

E-News Leaderboard
Exclusive: Max one advertiser per e-newsletter
500px width x 100px height

Large Rectangle
300px width x 250px height

Small Rectangle
300px width x 100px height

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

NATIVE NEWS ONLINE

SPONSORSHIPS

Native Bidaské Sponsorship

Our weekly live stream show features interviews with people making news and creating change across Indian Country. Become a sponsor and have your branding in front of our growing audience.

Tribal Business Talk Sponsorship

This weekly show will feature interviews with tribal leaders, Indigenous entrepreneurs, Native economic development experts and others tied to the tribal economy. Become a sponsor and feature your brand alongside tribal Business News.

Great Lakes Tribal Economic Summit Sponsorship

Economic development is booming in Indian Country in many sectors, including energy, finance, real estate, and agriculture. Join us as a sponsor at our annual Great Lakes Tribal Economic Summit and network and learn more about this $130 billion dollar industry.

Health Desk Sponsor

With Indigenous culture in mind, we cover healthcare in Indian Country from the perspective of how western science intersects with traditional healing Indigenous methodologies. Our Health Desk aims to inform, inspire, and uplift our readers to make healthy changes for themselves and their community.

Editorial Special Reports Sponsor

A unique opportunity to align your brand with editorial reporting on topics affecting Indian Country. Special Reports include 3-5 editorial stories, a comprehensive feature, a Q&A with an expert, and a list of key people and resources related to the topic.

Native Bidaské with Elva Guerra "Jackie" on *Reservation Dogs*

2022 Great Lakes Tribal Economic Summit

Native Bidaské with Assistant Secretary - Indian Affairs Bryan Newland

STAY CONNECTED

Questions?

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