DIGITAL ADVERTISING OPTIONS

StartlandNews.com

Startland rotates a maximum of two ads per ad space.

Homepage banner ad (2,460 pixels wide x 318 pixels tall)
- Home page, above featured stories: $600/mo
- Home page, below featured stories: $350/mo
- Article + listing pages: $550/mo
- Events page: $300/mo
- Jobs page: $450/mo
- All pages: $1,440/mo (includes 10% discount)

Right column box ad (900 x 750 pixels)
- Home page: $400/mo
- Article + listing pages: $350/mo
- Events page: $200/mo
- Jobs page: $300/mo
- All pages: $1,125/mo (includes 10% discount)

EMAIL NEWSLETTERS

Startland sends timely emails to its subscribers 3 times a week, along with a weekly top headlines email and a monthly jobs board posting email.

Banner ad (2,460 x 318 pixels)
- Timely email: $700/mo
- Weekly email: $300/mo
- All emails: $1,000/mo

Email banner

AD SPECS

- Image files: .eps, .tiff, .jpeg, .png, .pdf
- Design files: Photoshop, Illustrator, InDesign, Acrobat
- Image resolution: 72 dpi
- Image color: RGB format

CUSTOM AD DESIGN

Need Startland’s team to build your ad?
A one-time creative fee of $250 will be included in the cost of ads designed by Startland. The fee includes up to 3 customer revisions. Another $50 will be charged per additional change.

DISCOUNTS

Frequency discounts are available for startlandnews.com and email digest offerings. A 3-month agreement earns a 15% discount; 6-month, 25%; and 12-month, 35%.
PAID/FEATURED JOB POSTINGS

**NOTE:** All sponsored content is independently produced by Startland News. All advertorials are produced by the client, but are subject to review and are published at the discretion of Startland News.

**SPONSORED CONTENT**

NOTE: All sponsored content is independently produced by Startland News. All advertorials are produced by the client, but are subject to review and are published at the discretion of Startland News.

**Sponsored content story (written by Startland News):** $950 per story
- 300-500 words
- social media promotion
- discounted rate for more stories or series

**Advertorial (written by client, edited by Startland news):** $950 per story
- 300-500 words
- Expert columnist piece published on Startland News’ site
- social media promotion

**PAYMENT OPTIONS**

- **Startup rate:** $100 per post, per month
- **Corporate rate:** $200 per post, per month

Startland News’ Startups Jobs Board is the second-most popular page on Startland News’ website, featuring a variety of positions from Kansas City companies.

*Free posting options are available.*

**PARTNERSHIPS**

Partnership opportunities are customizable to your needs. To learn more, email sales@startland.org

**LEGAL**

Startland News reserves the right to refuse advertising space to anyone, for any reason. Invoice must be paid in full before ad publication.
Founded in May 2015, Startland News is a non-profit newsroom elevating Kansas City’s innovation community of entrepreneurs, startups, creatives, makers and risk-takers through storytelling.

Startland News is a program of Startland, a 501c(3) nonprofit building vibrant, prosperous communities inspired by its starters. It does this through Startland News and Startland Education.

---

**ABOUT STARTLAND NEWS**

“I always enjoy reading Startland News for stories I don’t see anywhere else. Also, love the pics and format. Thanks for expanding what I know about ‘what’s happening’ in KC!”

— Susan Wally, President & CEO, PREPKC

---

**READERSHIP**

**Site Reach [www.startlandnews.com]**

- **Average monthly pageviews:** 70,000+
- **Average monthly visitors:** 44,000+
- **Average user time on page:** 2 minutes 20 seconds

**Email Newsletter Subscriptions**

Startland News sends its timely email newsletters to subscribers each Tuesday, Thursday and Saturday, as well as sending a weekly recap each Monday.

- **Active subscribers:** 37,000+
- **Average open rate:** 20%
- **Average click through rate:** 20%

**Top Locations**

- **Top States**
  - Missouri: 31%
  - Kansas: 19%
  - Illinois: 5%
  - Colorado: 4%
  - Texas: 4%
  - California: 4%
  - New York: 2%

- **Top Metros**
  - Kansas City: 43%
  - Chicago: 4%
  - Denver: 4%
  - New York City: 3%
  - DC: 2%
  - San Francisco: 2%
  - Dallas: 2%

---

**READER DEMOGRAPHICS**

**Age**

- 18-24: 13%
- 25-34: 26%
- 35-44: 22%
- 45-54: 18%
- 55-64: 13%
- 65+: 8%

**Gender**

- Female: 47%
- Male: 52%

**Devices**

- Mobile: 70%
- Desktop: 30%

---

**STARTLAND NEWS 2021 TRACKER**

- **42%+ 2020/2021 AUDIENCE GROWTH**
- **525+ STORIES WRITTEN IN 2021**
- **23,600+ SOCIAL FOLLOWERS**