

Blueprint365

2023 Media Kit

**We have changed the game
in nonprofit media.**

We're about to change it again.



Welcome to Blueprint365

For seven years, we've amplified voices from communities of color. Now it's time to tend to business. Blueprint365 is a multicultural and multiethnic digital-first business publication. We believe everyone's story deserves to be told with authenticity. Our focus is on business and the influencers, entrepreneurs, leaders, economics, and finance in and around communities of color. That means we're your source for news, information, and advice on workforce, workplaces, corporations, executives, trends, and more, from the perspective of inclusion and innovation - all critical to a thriving economy.

Founded in 2015, 365 Media Foundation has developed a sterling reputation statewide and nationally for excellent journalism that tells the stories mainstream outlets don't, from our unique perspective. We've developed a loyal audience that no other media outlets can reach. Now, in launching Blueprint365, we're bringing these years of experience to the business community, and are poised to help you reach an audience no one else can.

The Foundation

MILWAUKEE PRESS CLUB

2021 BEST INVESTIGATIVE STORY (GOLD)
2021 BEST HARD NEWS FEATURE (GOLD)
2021 BEST LOCAL NEWS WEBSITE (SILVER)
2021 BEST SPORTS STORY (SILVER)
2021 BEST USE OF SOCIAL MEDIA (SILVER)
2021 BEST COLUMN (SILVER)

LOCAL INDEPENDENT ONLINE NEWS PUBLISHERS

2019 PUBLISHER OF THE YEAR
2019 BEST BREAKING NEWS COVERAGE
2021 GENERAL EXCELLENCE IN REVENUE
WISCONSIN INNOVATION AWARDS
2021 NONPROFIT AWARD: BLACK OXYGEN PODCAST
INBUSINESS MAGAZINE
2018 STARTUP EXECUTIVE OF THE YEAR
DELTA SIGMA THETA
2019 COMMUNITY IMPACT AWARD
MADISON BLACK CHAMBER OF COMMERCE
2018 MEDIA OF THE YEAR
MADISON SCHOOLS
2019 OUTSTANDING LEARNING EXPERIENCE
LA MOVIDA RADIO
2018 AMIGO AWARD
BLACK WOMEN'S LEADERSHIP CONFERNECE
2018 COLLABORATOR OF THE YEAR



Blueprint365 will leverage all of this experience and reputation, along with our top-notch team of journalists, to highlight businesses owned by people of color and to spark challenging conversations about entrepreneurship, barriers, diversity, equity and inclusion, talent recruitment and retention, and many other issues facing our economy and business community.

Membership

Join in this impactful opportunity to be founding members in support of Blueprint365. The first nonprofit business magazine supporting and celebrating all businesses owned by brothers and sisters from within our family, extending to all communities of color.

Cornerstone Level - Limited to two organizations.

A cornerstone is the first stone laid when constructing a foundation and is considered the most important. All other stones are laid in reference to it.

\$25,000 per year or \$80,000 for 4 years

Benefits -

- Your logo will be listed on the front page of Blueprint365 in the Sidebar Ad space as a cornerstone member.
- Your logo will be listed on the Blueprint365 membership page.
- One Custom Content Article written by a 365 journalist highlighting your corporation.
- Four Banner Placements per year identifying your logo as a Cornerstone Member.

Capstone Level

A capstone is a finishing stone atop an exterior wall. The capstone protects by diverting water to flow to prevent erosion.

\$10,000 per year or \$32,000 for 4 years

Benefits -

- Your logo will be listed on the Blueprint365 membership page.
- One Custom Content Article written by a 365 journalist highlighting your corporation.
- Three Banner placements per year on Blueprint365 identifying your logo as a Capstone Member.

Keystone Level

A keystone is a stone placed at the top of an arch. The keystone is placed last, locking all the other stones into place and allowing the arch to bear its weight.

\$5,000 per year or \$16,000 for 4 years

Benefits -

- Your logo will be listed on the Blueprint365 membership page.
- Two Banner placements per year on Blueprint365 identifying your logo as a Capstone Member.

Website Placements

We are one of the only digital media platforms to offer **EXCLUSIVE Ad Placements**. Your ad will run a full week starting Sunday through Saturday. There is also an option to rotate two of your own ads in the same space!

BILLBOARD AD \$600/week
appearing on every page



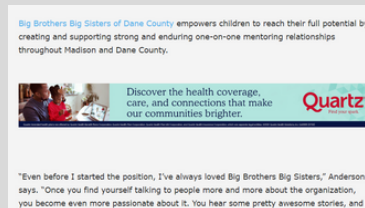
BANNER AD \$500/week
appearing on every page



ARTICLE TOP AD \$500/week
appearing at the top of every article

ARTICLE INLINE AD \$400/week
appearing within every article

ARTICLE BOTTOM AD \$250/week
appearing at the bottom of every article



SIDEBAR AD \$300/week
appearing on every page



DOUBLE YOUR MESSAGING \$100/week - rotate two of your ads in any space

NEW exclusive VIDEO AD \$750/week
appearing in every article



Place your one to three minute video or a video created with 365 in one exclusive Top Article Ad or Inline Article Ad position for one full week.

✦ **TECHNICAL AD SPECIFICATIONS** JPG or PNG format

Billboard size is 2000 x 500 pixels Sidebar size is 600 x 600 pixels

Banner / Top Article / Inline Article / Bottom Article size 728 x 90 pixels

✦ **VIDEO AD TECHNICAL SPECIFICATIONS** -

MP4 or MOV video file in 16:9 aspect ratio Include the designated length of content PLUS a black screen tail of at least five seconds to aid in our editing.

Contact jgade@madison365.org
for rates and additional information.

Newsletter Sponsorships

Sponsor our emailed news updates offering a quick news recap.



DAILY NEWS UPDATE

\$400 / week Banner Ad 728 x 90 with an attached link
emailed to subscribers Monday - Thursday

WEEKLY NEWSLETTER

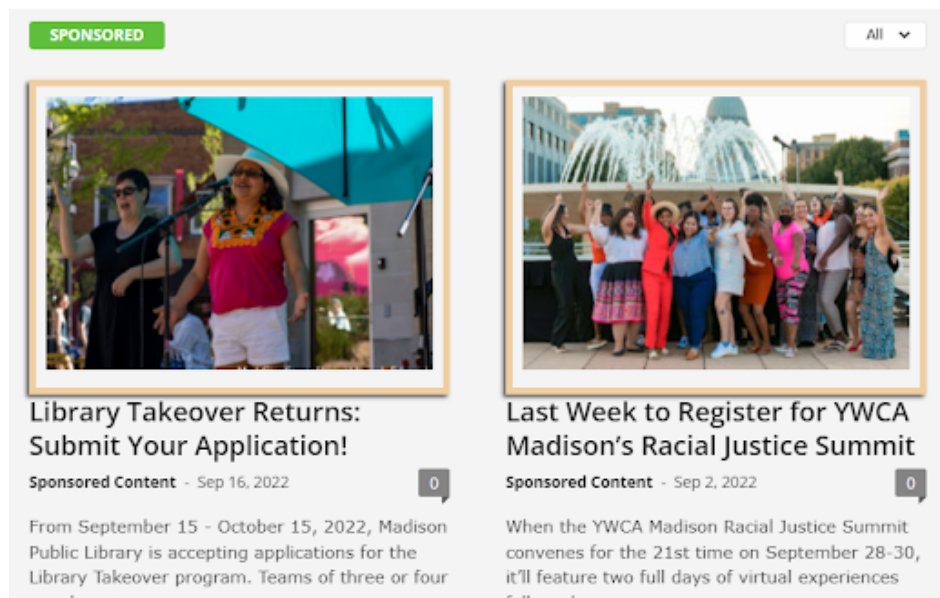
\$200 / Saturday Banner Ad 728 x 90 with an attached link
emailed to subscribers each Friday

Custom Content Articles

Share your story with our audience. A professionally produced article of 750 - 1,000 words about your business, organization, or event, published in the news sections of our sites, posted in our NEW sponsorship section of the front page and promoted on our social media channels.

CUSTOM CONTENT ARTICLE

\$1,500 / written by 365
\$1,250 / if you are providing the article



TECHNICAL SPECIFICATIONS -

Written using the Associated Press style and Include at least one horizontal photo or graphic.
All articles will be edited by 365 before posting

Contact jgade@madison365.org
for rates and additional information.