IndiJ Public Media is the nonprofit parent company of ICT, a multimedia news organization serving Native communities and built on Indigenous values.

www.indijpublicmedia.org | www.ictnews.org
IndiJ Public Media
The future of media is Indigenous.

AUDIENCE DEMOGRAPHICS
Gender, Age, Ethnicity

Gender:
- Female Audience: 56%
- Male Audience: 39%
- Two Spirit Audience: 2%

Age:
- 20% of our audience are between the ages 18-54

Device Access:
- 50% of our audience accesses our website via mobile device

Ethnicity:
- White/Caucasian: 54%
- American Indian/Alaska Native: 40%
- Multi-ethnic: 12%
- Hispanic, Latino, or Spanish: 5%
- Black/African American: 4%
- Asian/Pacific Islander: 3%

20% of our audience are between the ages 18-54

AUDIENCE ETHNICITY
The future of media is Indigenous.

AUDIENCE DEMOGRAPHICS
Employment Status, Homeownership, Family Size

- **Full-time**: 34.6%
- **Part-time**: 7.8%
- **Self-employed**: 9.2%
- **Retired**: 38.2%

- **Own**: 56.6%
- **Rent**: 27.9%
- **Other**: 15.5%

- **No Children**: 38%
- **1 Child**: 18%
- **2-4 Children**: 31%
- **4+ Children**: 6%

5.8% of our audience have untraditional families

Audience Family Size
IndiJ Public Media
The future of media is Indigenous.

AUDIENCE DEMOGRAPHICS
Education Level, Marital Status, Income

5.9% of our audience are widowers

AUDIENCE HOUSEHOLD INCOME

- $25,000 to $49,999: 22%
- $50,000 to $74,999: 18%
- Less than $25,000: 18%
- $75,000 to $99,999: 15%
- $100,000 to $149,999: 15%
- $150,000 to $199,999: 5%
- $200,000 or more: 4%
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AUDIENCE DEMOGRAPHICS
Military Status, Political View, News Consumption

- No affiliation: 86.6%
- Active or veteran status: 12.1%
- Prefer not to say: 1.2%
- Very liberal: 31.3%
- Somewhat liberal: 22.6%
- Independent: 15.1%
- Moderate: 14.1%
- Somewhat conservative: 5.7%
- Very conservative: 3.5%
- Other: 7.6%

91.5% of our audience are registered voters

AUDIENCE NEWS CONSUMPTION
- The Weekly: 74%
- Website: 55%
- Social Media: 35%
- Special News: 35%
- Newscast: 17%
- Donations: 9%
- Events: 4%
- Other: 4%
- Print: 1%
The ICT Newscast with Aliyah Chavez is the only U.S. broadcast news program that brings audiences Indigenous storytelling through the context of the history and cultures of Indigenous people. The half-hour newscast airs Monday through Friday on nearly 200 stations, covering every state, Australia, and parts of Canada through our partnerships with PBS, FNX, Free Speech TV, and WORLD.

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>:15</th>
<th>:30</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKLY</td>
<td>$575</td>
<td>$690</td>
</tr>
<tr>
<td>QUARTERLY</td>
<td>$7,500</td>
<td>$9,000</td>
</tr>
<tr>
<td>ANNUALLY (M - TH)</td>
<td>$25,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>ANNUALLY (M - F)</td>
<td>$30,000</td>
<td>$37,500</td>
</tr>
<tr>
<td>ANNUALLY (FRIDAY)</td>
<td>$12,000</td>
<td>$15,600</td>
</tr>
</tbody>
</table>

Heather Donovan | Sr Director of Revenue | hdonovan@ictnews.org
The ICT website is widely recognized as the leading, most credible source for news about Native America. As a 24/7 news operation, our digital platforms are a destination for all things Indigenous: news, culture, ideas. Online advertising allows you to find, reach, and engage people who are likely to be interested in your business without investing on an overly broad audience.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>SIZE</th>
<th>COST PER WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium</td>
<td>300 x 250</td>
<td>$1,500</td>
</tr>
<tr>
<td>Leader Board</td>
<td>728 x 90</td>
<td>$2,000</td>
</tr>
<tr>
<td>Mobile</td>
<td>320 x 50</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Heather Donovan | Sr Director of Revenue | hdonovan@ictnews.org
ICT's social media accounts offer a platform for real-time authentic audience engagement. Our Facebook, Instagram, YouTube, and LinkedIn accounts have continued to experience exposure and growth. Social media advertising can increase audience engagement, which in turn, can improve brand awareness and loyalty and convert visitors into customers.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Sponsored Message on ICT Facebook Page</td>
<td>$1,500</td>
</tr>
<tr>
<td>1-Instagram Story + 1-Facebook Post</td>
<td>$2,000</td>
</tr>
<tr>
<td>5-Instagram Stories</td>
<td>$3,000</td>
</tr>
<tr>
<td>5-Facebook Posts</td>
<td>$6,000</td>
</tr>
<tr>
<td>5-Instagram Stories + 5-Facebook Posts</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

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ICT’s FREE up-to-date news is emailed every Thursday to our subscribers in The Weekly. ICT’s Featured Stories emails are sent when there is important news and have open rates 25% higher than average. Our Special Feature Issues are digital flipbooks celebrating education, Native American Heritage Month, and the holidays, while the Pow Wow Guide is a printed magazine.

<table>
<thead>
<tr>
<th>DISPLAY FAR FORWARD</th>
<th>SIZE</th>
<th>COST PER WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” x 9.5”</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.25” x 4.25”</td>
<td>$1,950</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.5” x 8.75”</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2.25” x 8.75”</td>
<td>$1,430</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5” x 4.25”</td>
<td>$975</td>
</tr>
</tbody>
</table>
# Classified Ad Packages

## E-Weekly Newsletter

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,250</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,463</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$765</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$500</td>
</tr>
</tbody>
</table>

## Web

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250 Display Ad on Website</td>
<td>$800</td>
</tr>
<tr>
<td>Per Week Website Only</td>
<td>$400</td>
</tr>
<tr>
<td>Per Week Added to a E-Weekly Ad</td>
<td>$100</td>
</tr>
</tbody>
</table>

## Facebook

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Post on Facebook Page</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

## Short Term Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250 Display Ad on Website</td>
<td>$800</td>
</tr>
<tr>
<td>Per Week Website Only</td>
<td>$400</td>
</tr>
<tr>
<td>Per Week Added to a E-Weekly Ad</td>
<td>$100</td>
</tr>
</tbody>
</table>

## Long Term Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Months Unlimited Digital Text Classifieds</td>
<td>$25,000</td>
</tr>
<tr>
<td>12 Months Unlimited Digital Text Classifieds</td>
<td>$48,000</td>
</tr>
</tbody>
</table>

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Heather Donovan | Sr Director of Revenue | hdonovan@ictnews.org

IndiJ Public Media

The future of media is Indigenous.
Technical Specifications

DIGITAL SPECS

GENERAL REQUIREMENTS
- 40k max GIF/JPEG; 40k max Flash; up to 3 loops with 15 seconds max animation (loops combined).
- Flash (.swf) must have the following clickTag variable:
  ○ Add an invisible button making the entire area of the banners clickable. Attach the following object action to the button: on (release) {getURL (clickTag,"_blank");}
- Clickables must open a new window for the landing pages when clicked on.
- Types that we cannot accept include, but are not limited to:
  ○ Click URLs that spawn exit popups/popunders
  ○ Rapid animating, blinking and/or flashing
  ○ Items that open a download page
  ○ Items that download anything on page load, mouse-over or on click — it must first go to the landing page where a download prompt may be allowed, if the user chooses ‘No’ or closes the download prompt, they cannot be prompted again
  ○ Items that indicate the user is a winner, can be a winner, will win something, or will receive a free item by clicking on the banner, etc. or if a user has to sign up for or buy something in order for them to “win” and/or for a product to be “free”
  ○ Items promoting any form of gambling or gambling sites
- Items with transparency. All items with background color that is the same as the page it is running on, requires a border around them.
- The brand or sponsor must be clear, readable and recognizable; should show the sponsor’s logo or company/ product brand.

MOBILE SPECS

CREATIVE FORMATS
Supported formats are GIF (87/89a—animated), JPEG, and PNG. Static GIFs are preferred over animated GIFs. Animated GIFs should follow KB size limits above, with a maximum play time of 15 seconds and 3 loops/iterations. At this time, animated GIFs are supported on Android version 2.2+ only.

CLICK-TO-DIAL
Must provide a phone number and a back-up mobile site click-through URL.

JUMP PAGE
- Supported formats: XHTML, CHTML, WML.
- Title: Less than 20 characters
- Graphics: Image width should follow item dimensions, above. The height can vary according to the company.
- Copy: Less than 150 characters is recommended but more can be accommodated. Font style and size are handset

CLICK-TO-DIAL
Must provide a phone number and a back-up mobile site click-through URL.

JUMP PAGE
- Supported formats: XHTML, CHTML, WML.
- Title: Less than 20 characters
- Graphics: Image width should follow item dimensions, above. The height can vary according to the company.
- Copy: Less than 150 characters is recommended but more can be accommodated. Font style and size are handset

ICT reserves the right to reject things that do not adhere to these specs.

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