INDIJ PUBLIC MEDIA & ICT
MEDIA KIT

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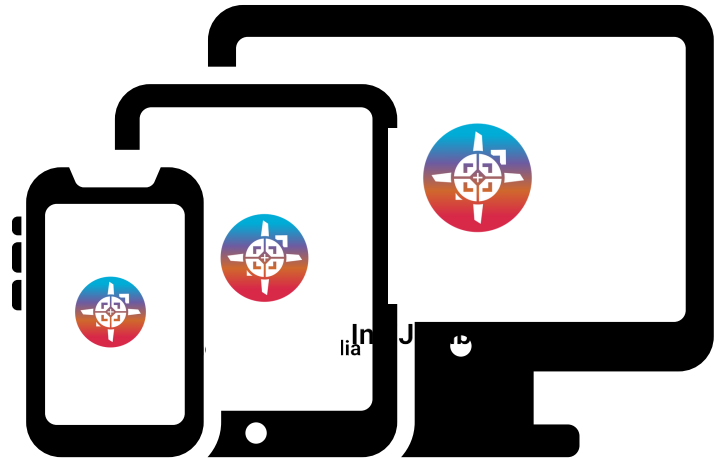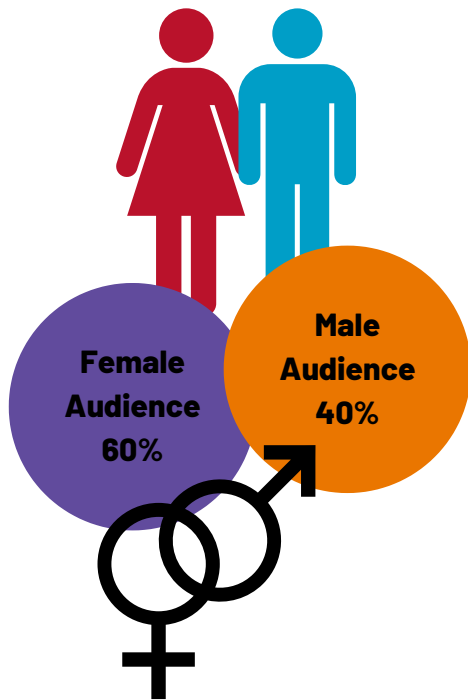
IndiJ Public Media

ICT

The future of media is Indigenous.
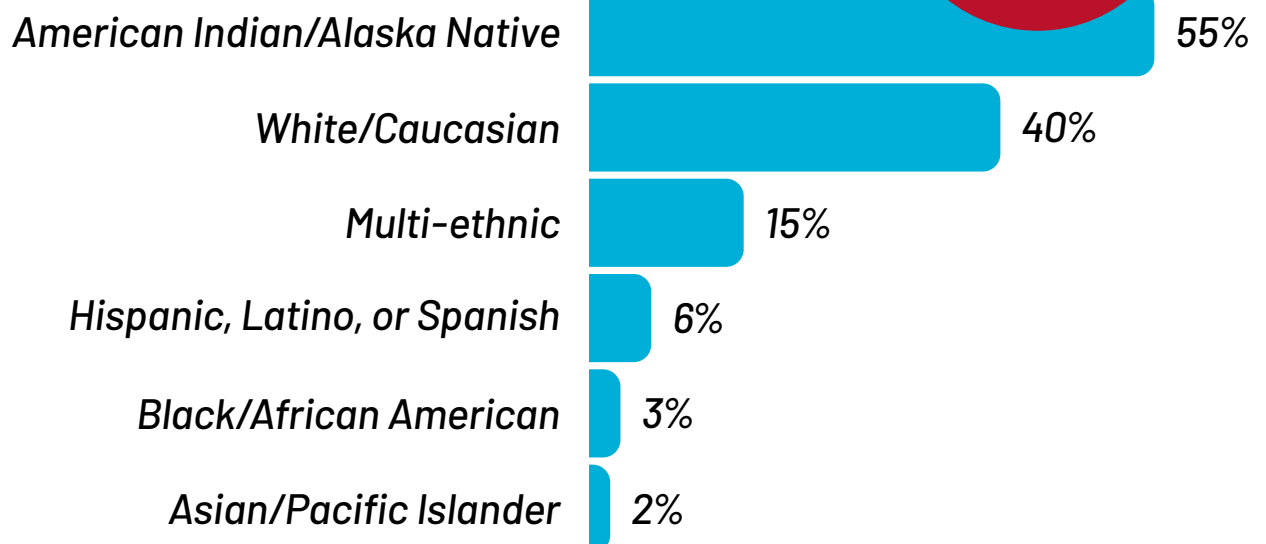
AUDIENCE DEMOGRAPHICS
Gender, Age, Ethnicity

Female Audience 60%

Male Audience 40%

52% of our audience accesses our website via mobile device

35% of our audience are between the ages 18-54

AUDIENCE ETHNICITY

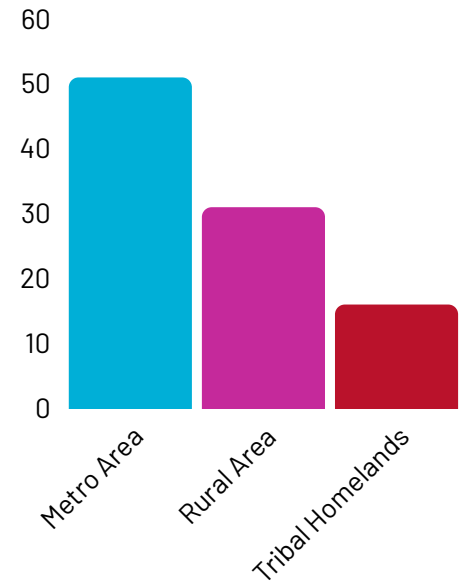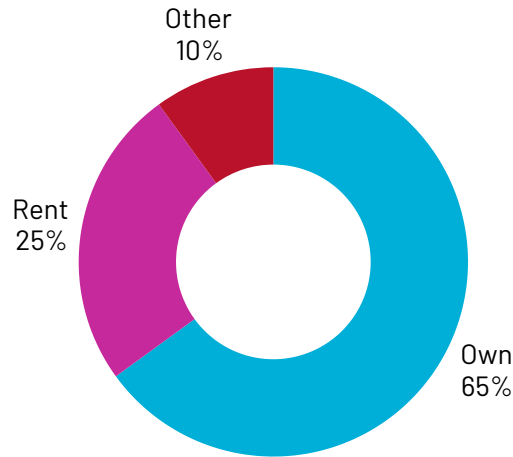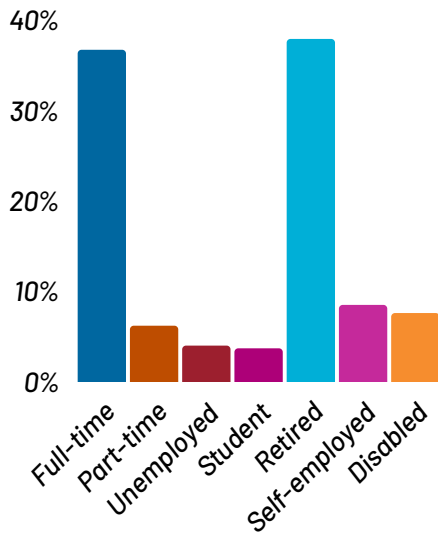|	
American Indian/Alaska Native	55%
White/Caucasian	40%
Multi-ethnic	15%
Hispanic, Latino, or Spanish	6%
Black/African American	3%
Asian/Pacific Islander	2%

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AUDIENCE DEMOGRAPHICS
Employment Status, Residence, Family Size

Employment Status bar chart:
- Full-time
- Part-time
- Unemployed
- Student
- Retired
- Self-employed
- Disabled

Residence donut chart:
- Own 65%
- Rent 25%
- Other 10%

Residence bar chart:
- Metro Area
- Rural Area
- Tribal Homelands

4% of our audience have untraditional families

AUDIENCE FAMILY SIZE

No Children   38%

2-4 Children   37%

1 Child   15%

4+ Children   6%

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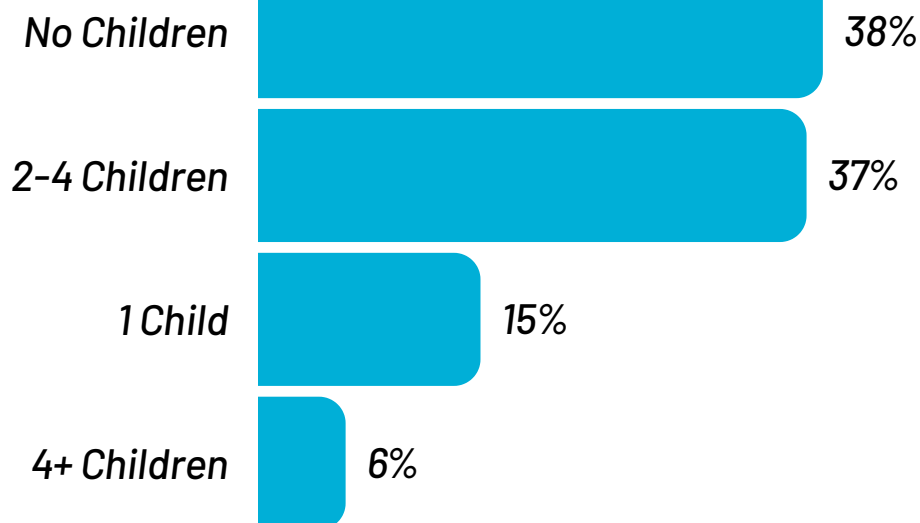
The future of media is Indigenous.

AUDIENCE DEMOGRAPHICS
Education Level, Marital Status, Income

Less than a high school diploma
6.4%

Master's degree
26.6%

Some college
16.3%

Associate's degree
9.1%

Bachelor's degree
24.3%

Single
23%

Married
48%

Domestic partnership
7%

Divorced/Separated
18%

AUDIENCE HOUSEHOLD INCOME

Income	Percentage
$25,000 to $49,999	18%
Less than $25,000	16%
$50,000 to $74,999	16%
$100,000 to $149,999	14%
$75,000 to $99,999	12%
$150,000 to $199,999	6%
$200,000 or more	4%

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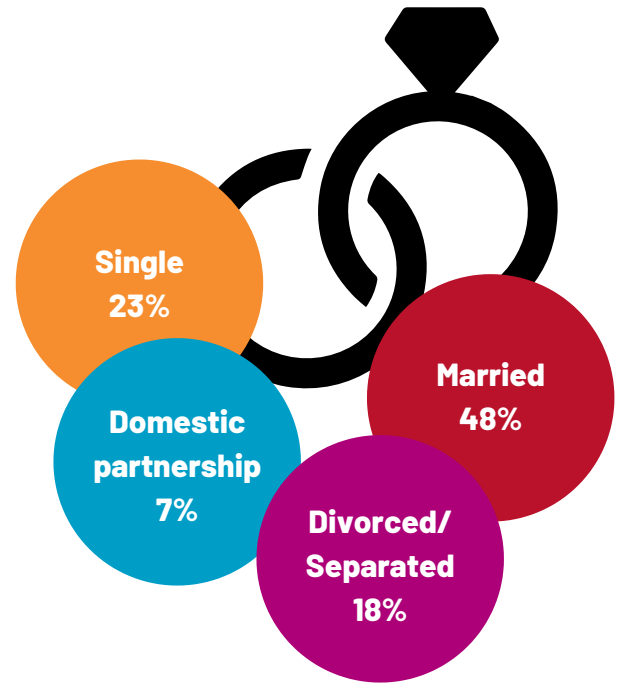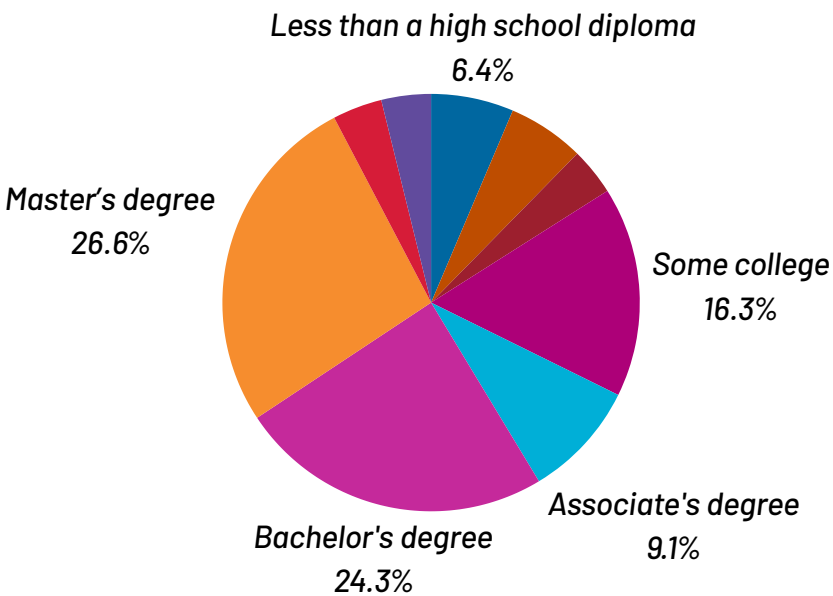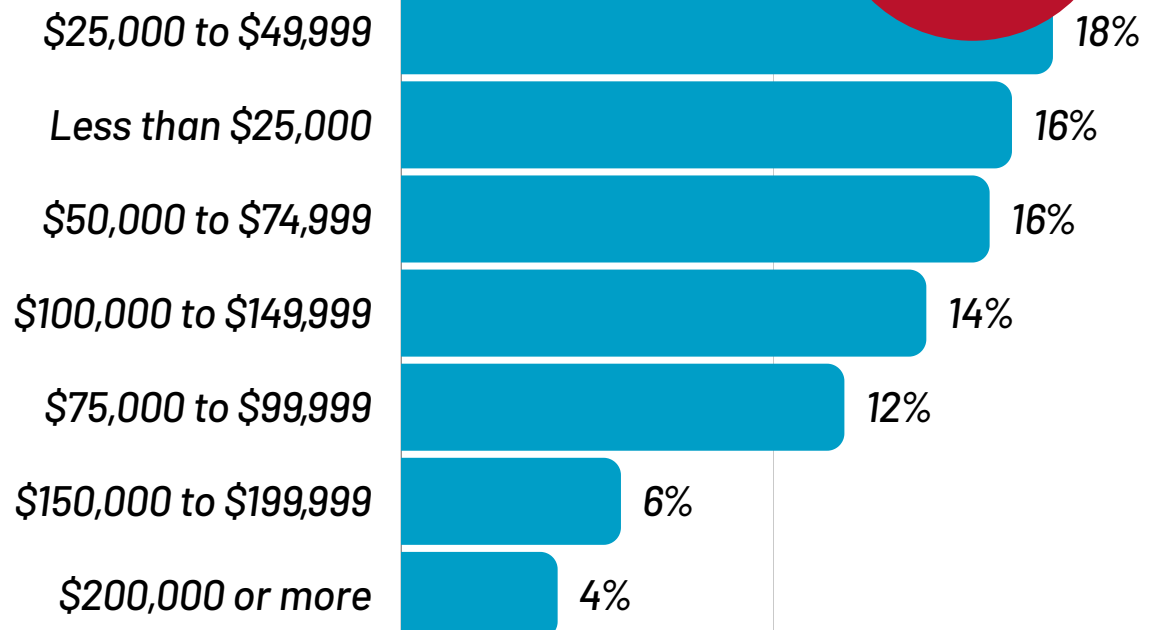
AUDIENCE DEMOGRAPHICS
Military Status, Political View, News Consumption

Active or veteran status 10%

No affiliation 89%

Prefer not to say 1%

Pie chart (Political View):
- Other 8.1%
- Independent 15.8%
- Very liberal 34.8%
- Very conservative 4.8%
- Somewhat conservative 5.9%
- Moderate 13.4%
- Somewhat liberal 17.2%
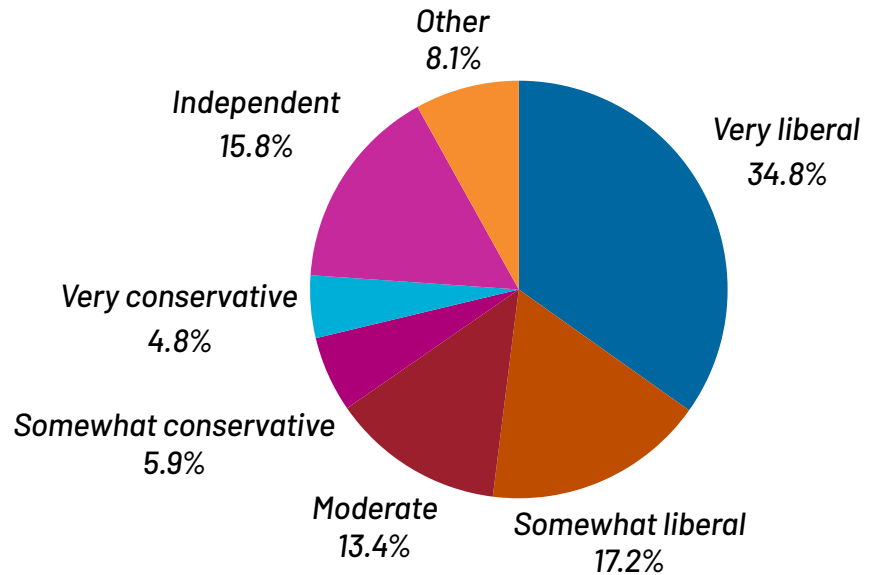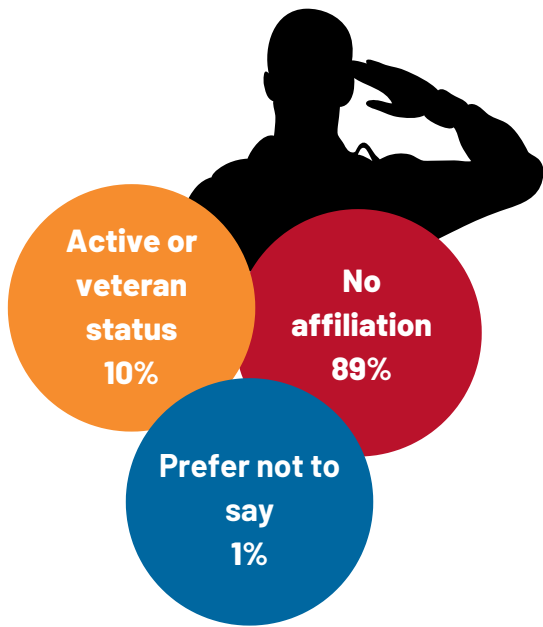
93% of our audience are registered voters

AUDIENCE NEWS CONSUMPTION

- Social Media — 69%
- The Weekly — 60%
- Website — 47%
- Special News — 31%
- Newscast — 14%
- Donations — 9%
- Other — 3%
- Events — 3%
- Print — 2%

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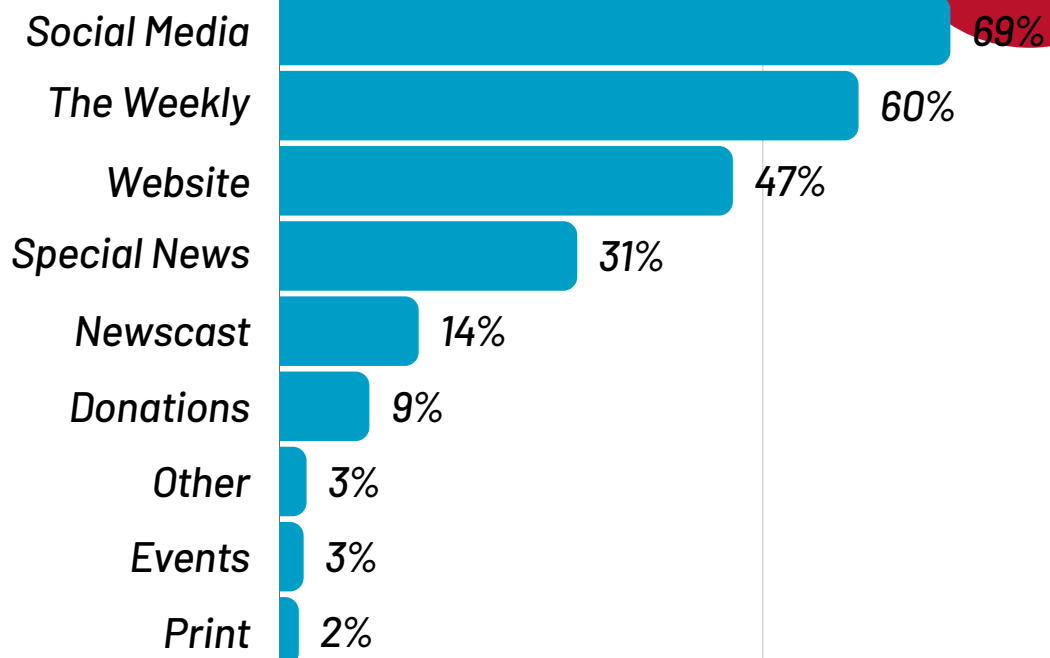
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ICT NEWS CONSUMPTION INSIGHTS

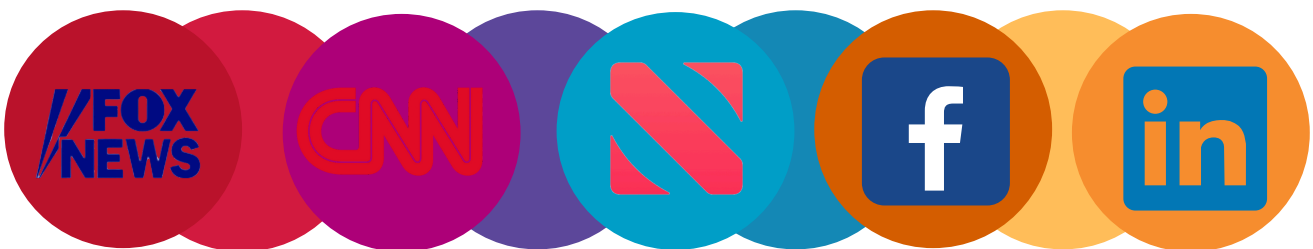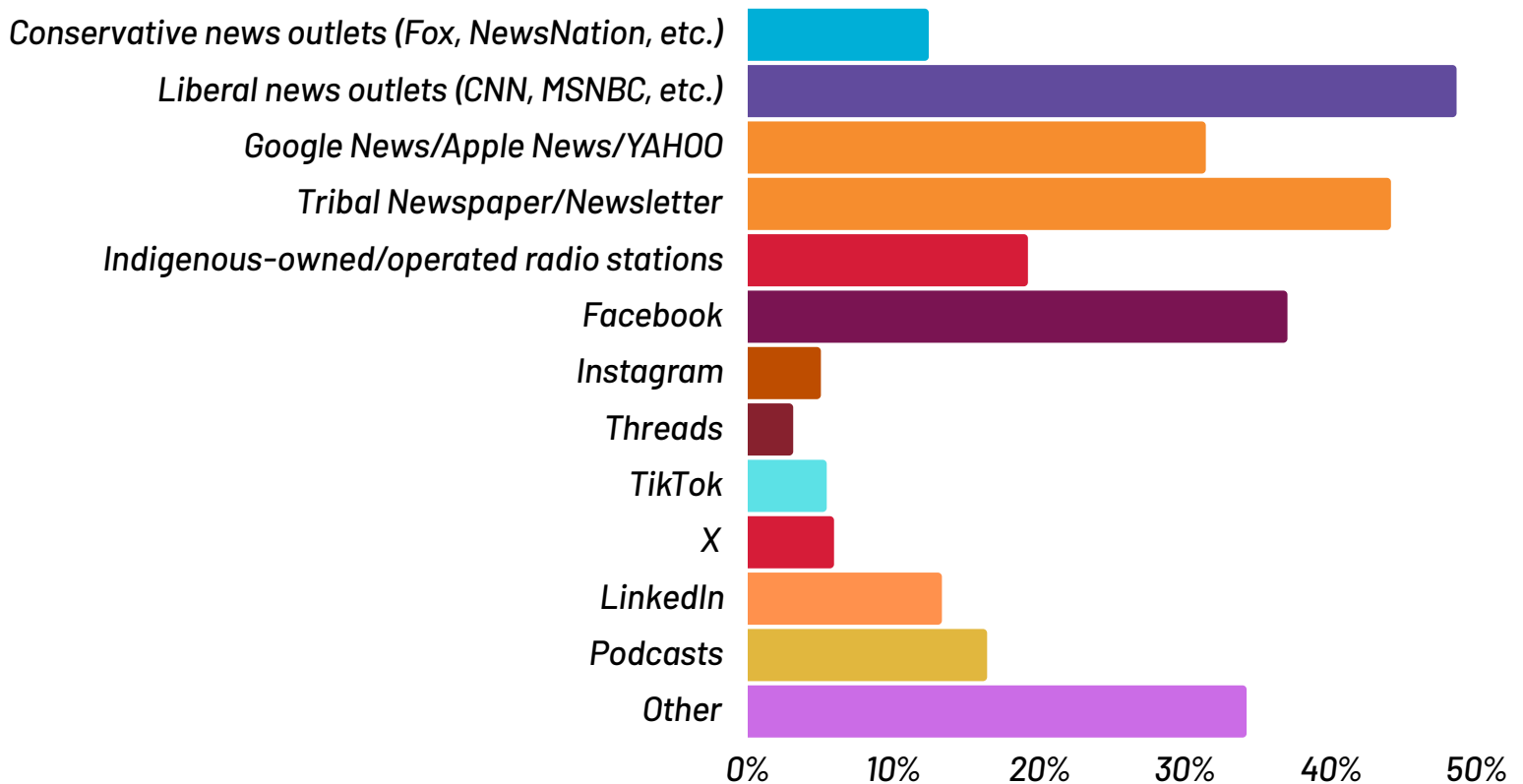When asked, 54% of our audience prefers to receive their news emailed to them weekly, while 29% find our website always useful. 16% of our audience finds getting their news from the ICT Newscast and 30% of our audience finds ICT's social media pages always useful.

ICT audience news consumption across other sites

Horizontal bar chart with categories:
- Conservative news outlets (Fox, NewsNation, etc.)
- Liberal news outlets (CNN, MSNBC, etc.)
- Google News/Apple News/YAHOO
- Tribal Newspaper/Newsletter
- Indigenous-owned/operated radio stations
- Facebook
- Instagram
- Threads
- TikTok
- X
- LinkedIn
- Podcasts
- Other

X-axis: 0% 10% 20% 30% 40% 50%

Heather Donovan | Sr Director of Revenue | hdonovan@ictnews.org
Courtney Habrock | Account Executive | courtney@ictnews.org

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U.S. NEWS CONSUMPTION INSIGHTS

Digital sources have become an important part of Americans' news diets – with social media playing a crucial role, particularly for younger adults. Overall, just over half of U.S. adults 54% say they at least sometimes get news from social media.

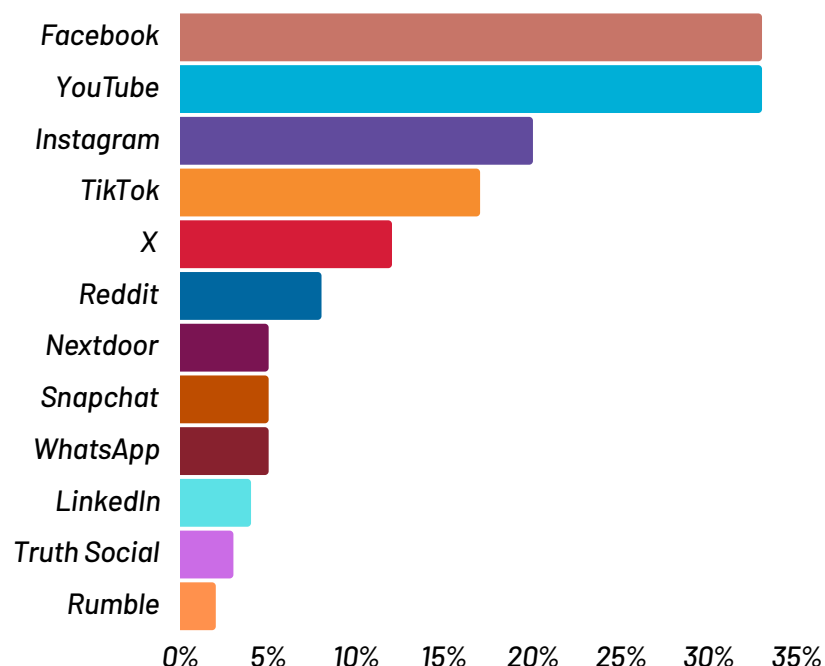### News consumption across platforms

86% of U.S. adults say they at least sometimes get news from a smartphone, computer or tablet. 63% get news from TV at least sometimes. Americans turn to radio and print for news far less with 26% say they often or sometimes get news in print.

Print
26

Digital
86

TV
63
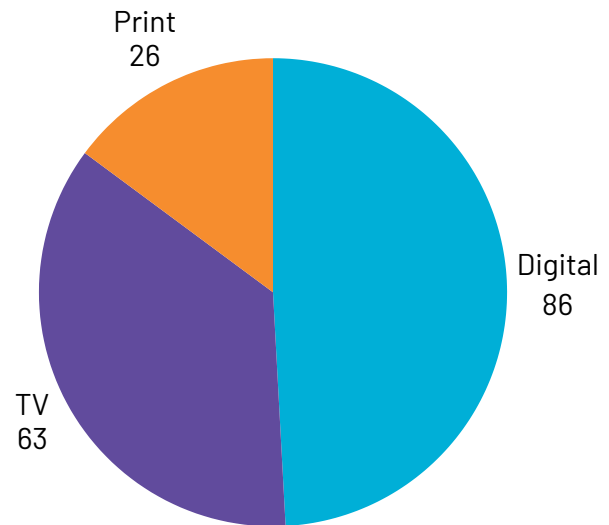
Consumers who regularly get news on social media sites differ by gender, age, political party and other factors. Women make up greater portions of regular news consumers on Nextdoor 64%, TikTok 62%, Facebook 60%, Snapchat 60% and Instagram. News consumers on Snapchat, TikTok, Instagram, X and Reddit tend to be younger and LinkedIn has the largest portion of news consumers with a college degree.

News consumption on social media

Facebook and YouTube outpace all other social media sites as places where Americans regularly get news. About a third of U.S. adults say they regularly get news on each of these two sites. Smaller shares of Americans regularly get news on other sites.

Facebook
YouTube
Instagram
TikTok
X
Reddit
Nextdoor
Snapchat
WhatsApp
LinkedIn
Truth Social
Rumble

0%   5%   10%   15%   20%   25%   30%   35%

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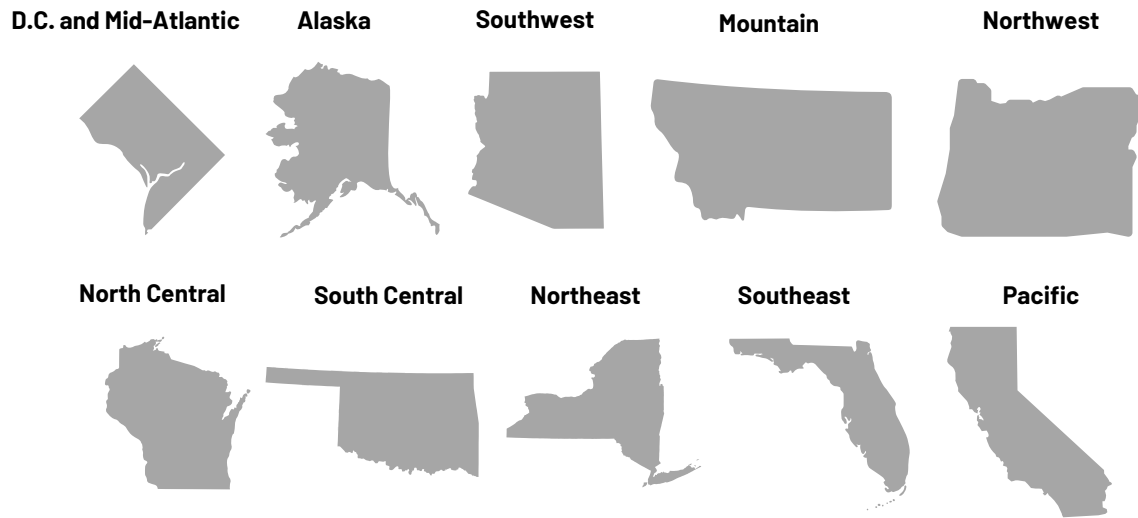**Courtney Habrock | Account Executive | courtney@ictnews.org**

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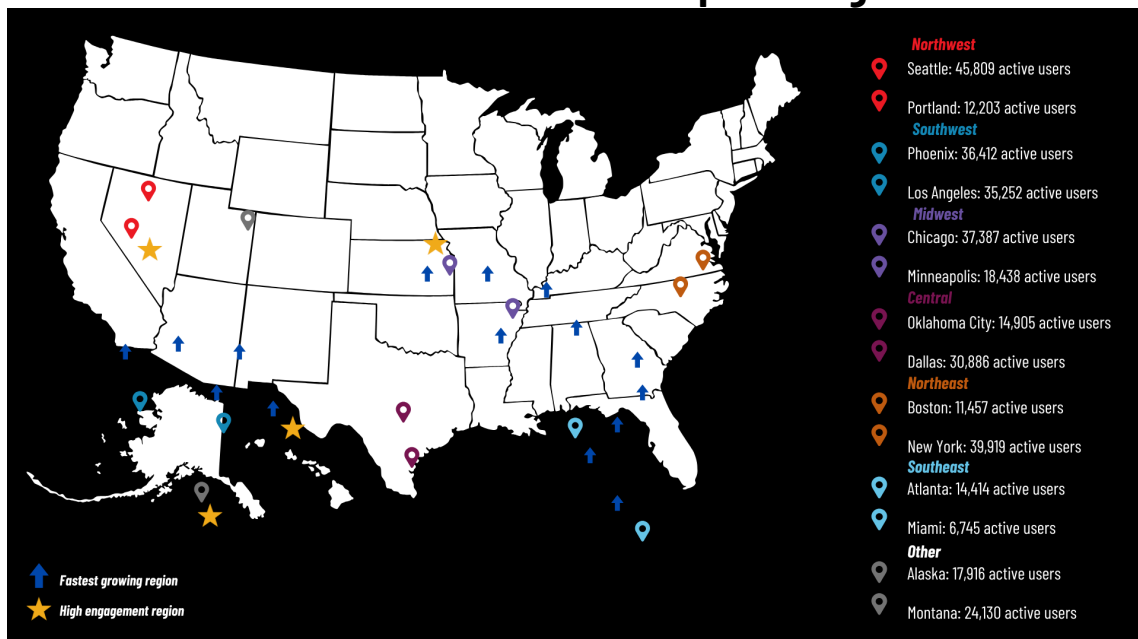# The future of media is Indigenous.

LOCAL INDIGENOUS JOURNALISM

ICT is transforming the future of Indigenous nonprofit newsrooms with expansive news coverage, via five current bureaus in Washington, D.C., Anchorage, Alaska, Phoenix, Arizona, Missoula, Montana, Portland, Oregon and plans for bureaus in Wisconsin, Oklahoma, New York, Florida and California.

ICT current and future regional news bureaus

D.C. and Mid-Atlantic	Alaska	Southwest	Mountain	Northwest

North Central	South Central	Northeast	Southeast	Pacific

ICT's website is successfully reaching users across a wide spectrum of geographies, particularly in regions aligned with its mission and content. The Central, Southwest, and Southeast markets continue to drive volume, while smaller areas like Kodiak and Santa Fe provide a blueprint for building engaged, loyal audiences. The overall engagement rate indicates strong interaction across regions.

ICT audience news consumption regions

Northwest
Seattle: 45,809 active users

Portland: 12,203 active users

Southwest
Phoenix: 36,412 active users

Los Angeles: 35,252 active users

Midwest
Chicago: 37,387 active users

Minneapolis: 18,438 active users

Central
Oklahoma City: 14,905 active users

Dallas: 30,886 active users

Northeast
Boston: 11,457 active users

New York: 39,919 active users

Southeast
Atlanta: 14,414 active users

Miami: 6,745 active users

Other
Alaska: 17,916 active users

Montana: 24,130 active users

↑ *Fastest growing region*
★ *High engagement region*

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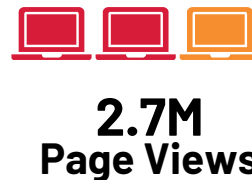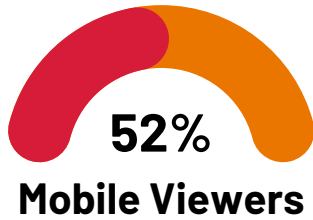
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ICT WEBSITE

52%
Mobile Viewers

28%
Social Media Traffic

2.7M
Page Views

1.6M
Users
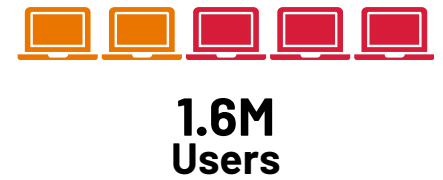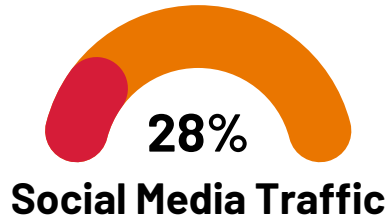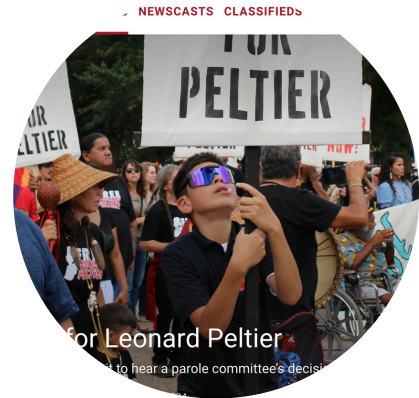
The ICT website is widely recognized as the leading, most credible source for news about Native America. As a 24/7 news operation, our digital platforms are a destination for all things Indigenous: news, culture, ideas. Online advertising allows you to find, reach, and engage people who are likely to be interested in your business without investing on an overly broad audience.

PRODUCT	SIZE	COST PER WEEK
Medium	300 x 250	$1,500
Leader Board	728 x 90	$2,000
Mobile	320 x 50	$1,500

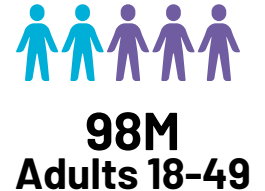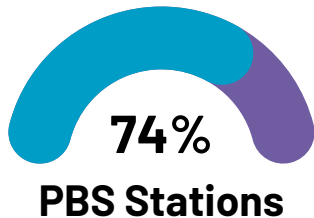Heather Donovan | Sr Director of Revenue | hdonovan@ictnews.org
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ICT NEWSCAST

74%
PBS Stations

120+
Markets

250M
Households

98M
Adults 18-49

The ICT Newscast 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 weekly on nearly 300 stations, covering every state, Australia, and parts of Canada through our partnerships with PBS, WORLD, FNX, Free Speech TV, and SBS (Special Broadcasting Service) stations

FREQUENCY	:15	:30
WEEKLY	$575	$690
QUARTERLY	$7,500	$9,000
ANNUALLY	$30,000	$37,500

SPONSOR A REPORTER $50,000

A one-time grant or gift will endow a reporter. We are especially interested in legacy gifts to honor particular authors.

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← →

ICT SOCIAL MEDIA

f	568K Followers	👥👥👥👥👥👥👥👥👥👥👥👥👥👥
X	*146K Followers	👥👥👥👥👥👥
Instagram	71K Followers	👥👥👥👥
YouTube	19K Followers	👥👥👥
LinkedIn	4K Followers	👥👥👥
TikTok	1,416 Followers	👥
SoundCloud	151 Followers	👥
Bluesky	26 Followers	👤

ICT's social media accounts offer a platform for real-time authentic audience engagement. Our Facebook, Instagram, YouTube, LinkedIn, and Bluesky communities have continued to experience growth. Social media advertising improve brand awareness and loyalty, converting visitors into customers.

PRODUCT	COST
1-Sponsored Message on ICT Facebook Page	**$1,500**
1-Instagram Story + 1-Facebook Post	**$2,000**
5-Instagram Stories	**$3,000**
5-Facebook Posts	**$6,000**
5-Instagram Stories + 5-Facebook Posts	**$8,500**

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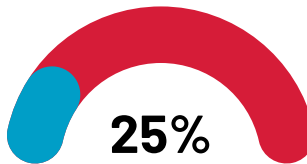## The future of media is Indigenous.

EMAIL, NEWSLETTERS, CLASSIFIEDS

600K+
Social Media Followers

50K
Email Subscribers

25%
Click Rate

27%
The Weekly Open Rate

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

DISPLAY FAR FORWARD	SIZE	COST PER WEEK
Full Page	7" x 9.5"	$3,000
1/2 Page Horizontal	7.25" x 4.25"	$1,950
1/2 Page Vertical	3.5" x 8.75"	$1,500
1/3 Page	2.25" x 8.75"	$1,430
1/4 Page	3.5" x 4.25"	$975

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CLASSIFIEDS - E-WEEKLY NEWSLETTER	COST
Full Page	$2,250
1/2 Page	$1,463
1/4 Page	$765
1/8 Page	$500

CLASSIFIEDS - WEB	COST
300x250 Display Ad on Website-Classified pg	$800
Per Week Website Only	$400
Per Week Added to a E-Weekly Ad	$100

CLASSIFIEDS - FACEBOOK	COST
Per Post on Facebook Page	$1,500

SHORT TERM PACKAGES	COST
300x250 Display Ad on Website-Classified page	$800
Per Week Website Only	$400
Per Week Added to a E-Weekly Ad	$100

LONG TERM PACKAGES	COST
6 Months Unlimited Digital Text Classifieds	$25,000
12 Months Unlimited Digital Text Classifieds	$48,000

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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

ICT reserves the right to reject any submissions.