

2024 IMPACT PARTNER MEDIA KIT



@planetdetroitnews



@planetdetroitnews



Planet Detroit

Planet Detroit is Michigan's only dedicated newsroom focused on bold journalism and big ideas to build a green and equitable future.

Our powerful solutions, accountability and service journalism connects you with a growing community of doers, leaders, and changemakers who are committed to taking action.

Amplify your message with our passionate audience and connect with other like-minded organizations as a Planet Detroit Impact Partner.

WHAT IS A PLANET DETROIT IMPACT PARTNER?

Planet Detroit Impact Partners are locally rooted organizations and businesses that support community-powered, independent nonprofit journalism on the environment, climate, sustainability, and public health. As an Impact Partner, you help to keep our coverage free and accessible to all, especially those most impacted by the issues we cover. Learn more about our [Impact Partners Circle](#).

Thank you for the opportunity to partner!

Laprisha Daniels

Executive Director

Planet Detroit

laprisha@planetdetroit.org

ABOUT PLANET DETROIT

Hold power accountable. Spotlight solutions. Connect and empower the community.

Our mission is to produce quality climate, equity, health and environment journalism in the public interest that centers grassroots voices, holds power accountable, spotlights solutions + serves the community.

Our award-winning newsletter provides a way for readers to stay up-to-date on the issues they care about in Detroit and Michigan.

Our readers are Detroiters and Metro Detroiters who are about the environment and health of their communities and neighborhoods.



ANNUAL IMPACT PARTNER TIERS

BENEFIT	\$500	\$1000	\$2500	\$5000	\$10,000
Name and link in weekly email footer list of all Impact Partners	✓	✓	✓	✓	✓
Profile in Planet Detroit's annual Impact Partner Directory document	✓	✓	✓	✓	✓
Submit jobs & events for featured treatment in weekly email newsletter at no cost	✓	✓	✓	✓	✓
Invited to participate in quarterly Zoom or in-person networking advisory calls with Planet Detroit editor Nina Ignaczak	✓	✓	✓	✓	✓
Discount on additional sponsorship opportunities .		5%	10%	15%	20%
Weeks of presenting newsletter sponsorship			1	2	4
Weeks of newsletter display sponsorship + social media promotion on Facebook, X, and Instagram			1	2	4
Weeks of sidebar and banner sponsorship on planetdetroit.org + social media promotion on Facebook, X, and Instagram				2	4
One promotional post (labeled Sponsored Content) written by you & promoted on our social media channels (600-900 words + provided photography)			✓	✓	✓
Organizational profile highlighting your organization's efforts and contributions to environmental sustainability + public health produced by Planet Detroit staff (1200 words + original photography)					✓



PLANET DETROIT'S AUDIENCE

Planet Detroit readers care about their communities and take meaningful steps to contribute to a more equitable, sustainable city through volunteering for and donating to environmental causes, purchasing products from local and organic purveyors, voting for environmentally-focused candidates and initiatives, and taking steps to reduce waste and green their households.

Planet Detroit can help your Calls-to-Action (CTAs) reach your target audience through our weekly publishing and newsletters.

NEWSLETTER	SOCIAL	WEBSITE
13,447 <i>Total Subscribers</i>	14,601 <i>Facebook Followers</i>	25,000 <i>Avg. Users/Month</i>
35% <i>Avg. Open Rate</i>	2,689 <i>Twitter Followers</i>	19,100 <i>Avg. Pageviews/Month</i>
3.0% <i>Avg. Click Rate</i>	7.214 <i>Instagram Followers</i>	1:21 <i>Avg. Time on Page</i>
AUDIENCE DEMOGRAPHICS		
60% <i>Gender: Female</i>	35 - 65+ <i>Core Age Range</i>	45% <i>Mobile Users</i>



PRESENTING NEWSLETTER SPONSORSHIP

PRESENTING NEWSLETTER SPONSORSHIP of our weekly e-newsletter includes the following:

- Notation of sponsorship at the top of the email
- Space for a 970x550 CTA
- Headline (16 words max)
- Copy (50 words max)
- Link
- Mobile friendly newsletter designs



NEWSLETTER DISPLAY SPONSORSHIP

A NEWSLETTER DISPLAY SPONSORSHIP in our weekly e-newsletter includes the following:

- Space for a 970x350 image
- Headline (16 words max)
- Copy (50 words max)
- Link
- Mobile friendly newsletter designs



NEWSLETTER JOB & EVENT LISTINGS

Featured job postings are available at the top of our Opportunities section. One featured job posting is available per newsletter.


- Priority placement at the top of the section
- Company/organization name
- Job title
- Deadline to apply
- Link (1)


Featured event listings sit at the top of our Get Out There section. One featured event listing is available per newsletter.


- Priority placement at the top of the section
- Event title
- Time & location
- Description (20 words max)
- Link (1)


GET OUT THERE


FEATURED EVENT

 Time to sign up for [Keep Growing Detroit CSA shares](#) and [Garden Resource Program](#).

 Support Detroit Audubon and see two [great films about urban birding](#)

 Go [birding](#) at Pointe Mouillee

 Clean up [Callahan Park](#)

 Learn about [paddlesport and water trails](#) in Metro Detroit

OPPORTUNITIES

Want to feature your job in Planet Detroit? Email nina@planetdetroit.org

FEATURED JOB

- The University of Michigan is hiring a [Sustainability Leadership and Learning Manager](#)
- **Deadline to Apply:** March 23, 2023

• Eastside Community Network is [hiring for multiple positions](#)

• Michigan Environmental Justice Coalition is hiring a [Development Manager](#)



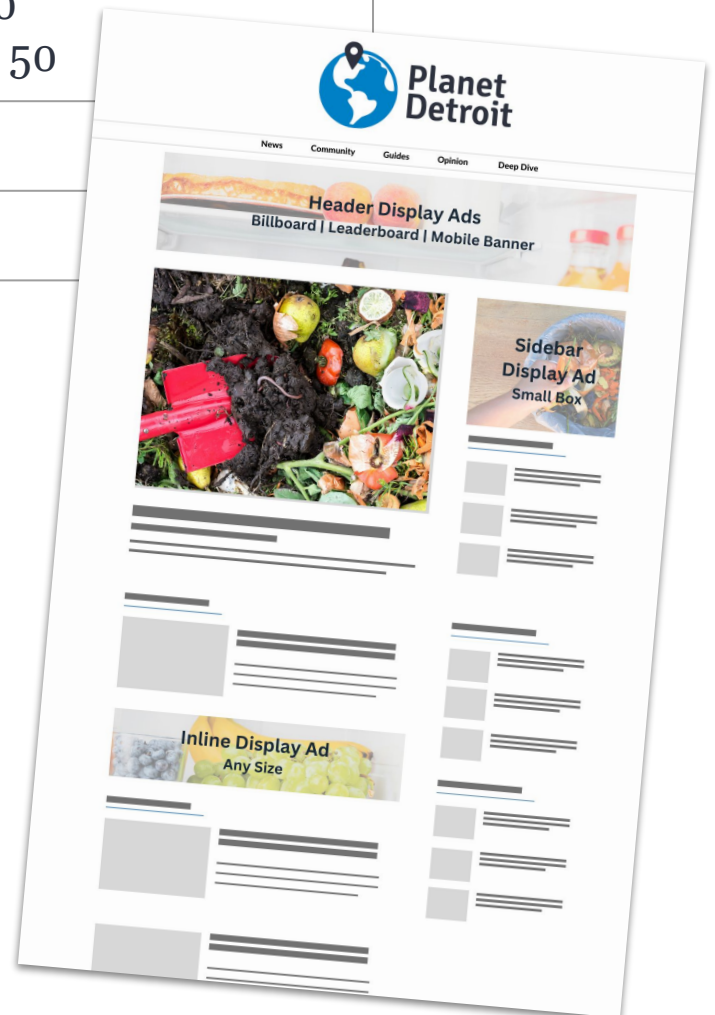
WEB DISPLAY SPONSORSHIPS

HIGH QUALITY CTAs

Display CTAs are the perfect way to reach a local, targeted audience. Our website features a clean, clutter free design with no programmatic advertising, which means your display CTAs won't get lost.

Planet Detroit offers three placements for website display CTAs in the following sizes:

PLACEMENT	SIZE
Header	Billboard - 970 x 250 Leaderboard - 728 x 90 Mobile Banner - 320 x 50
Sidebar	Small Box - 300 x 250
Inline	Small Box - 300 x 250



ADDITIONAL SPONSORSHIP OPPORTUNITIES

SPONSORED PROMOTIONAL POST

A promotional post highlighting a project or initiative of your organization, ranging from 600-900 words published on Planet Detroit and labeled “Sponsored Post.” Any content written by a sponsor, must be reviewed, edited and approved by Planet Detroit prior to publication. Promotional posts will be promoted in Planet Detroit’s social media channels and in our weekly newsletter. Partners will have the opportunity to review content prior to publication.

EXPERT INSIGHTS ROUNDTABLE

You partner with Planet Detroit to convene a roundtable of 5-6 experts in your field to discuss key trends, policy issues, challenges and opportunities. Planet Detroit works with you to frame and host the conversation. We document the meeting and produce a longform article summarizing key findings and quotes from the conversation with original photos. All attendees are provided with tools for sharing the content in their networks. Partners will have the opportunity to review content prior to publication.

DIRECT EMAIL BLAST

We will send a dedicated email with your content and message to our Planet Detroit email audience via email. We’ll work with you to shape the email content and graphics and report out detailed metrics for opens and clicks. Partners will have the opportunity to review content prior to send.

JOURNALISM UNDERWRITING

As a journalism underwriter, you will support our award-winning independent journalism on an agreed-upon topic. Topics must be broad and designed to educate and inform the public, not push a particular agenda or message. Planet Detroit makes all editorial decision and partners will not review stories prior to publication.



SPONSORSHIP RATE SHEET



NEWSLETTER SPONSORSHIP

	REGULAR	BULK
Presenting Newsletter Sponsor <i>*Includes marquee position in header and one ad in body.</i>	\$400	\$350
Newsletter Display Sponsor	\$300	\$250
Featured Job Postings & Events	\$125	\$100

WEBSITE DISPLAY SPONSORSHIPS

	HEADER	SIDEBAR	INLINE
Monthly	\$400	\$300	\$300
Half Month	\$300	\$200	\$150
Weekly	\$200	\$100	\$75

ADDITIONAL SPONSORSHIP OPPORTUNITIES

	COST
Sponsored Promotional Post	<ul style="list-style-type: none">• \$750 if written by you; \$1250 if produced by Planet Detroit• \$500 for original photography produced by Planet Detroit
Expert Insights Roundtable	<ul style="list-style-type: none">• \$10,000 includes preparation, meeting hosting and article production
Direct Email Blast	<ul style="list-style-type: none">• \$2,500 per email• \$2000 bulk
Journalism Underwriting	<ul style="list-style-type: none">• \$12,000 for 4 stories• \$20,000 for 8 stories• \$30,000 for 12 stories



Planet Detroit

PARTNERSHIP CLAUSE

Planet Detroit retains editorial control of our content in all circumstances. Funding partners do not have input into the stories that will be produced, are not aware of specific stories we are working on, do not review them before publication, and do not have special access to reporters. We will always disclose who our funding partners are to our readers. Partners must sign a clause agreeing to editorial independence before entering into a partnership agreement with Planet Detroit.

PARTNER WITH US TODAY

Laprisha Daniels, Executive Director
laprisha@planetdetroit.org



www.planetdetroit.org