

2023 Media Kit

CommonWealth Beacon is the only statewide nonprofit, nonpartisan civic news organization in Massachusetts.

Dedicated to original, in-depth policy coverage, we are a trusted and reliable source that frequently shapes the political and policy dialogue in the state.

Advertising with *CommonWealth Beacon* connects you with highly engaged, information-seeking residents, policymakers, community leaders, and influencers across Massachusetts.

We offer several promotional opportunities:

Website & Newsletter Advertising

Standard graphic advertisements (300x250 and 728x90) appearing in the top, middle, or bottom sections of the *CommonWealth Beacon* website or *Daily Download* newsletter.

Podcast Advertising

Promotional mentions in podcast and in digital marketing materials.

Remnant Website Advertising

Website-only advertising when inventory is available.

Events

Visibility and recognition at *CommonWealth Beacon* in-person and virtual events.

Sponsorships

Underwriting of *CommonWealth Beacon*'s news sections and signature content.

CommonWealth Beacon news decision-making occurs entirely independently of underwriting, advertising, sponsorship, and donor relationships, as described in the American Press Institute's Guiding Principles for Funders of Nonprofit Media and by our Editorial Independence policy.

Underwriting content does not reflect the editorial policy of *CommonWealth Beacon* or the corporate policy of MassInc. Underwriting is offered and sold on a non-discriminatory basis.

119k

avg. monthly site users

216k

avg. monthly site views

10k

email subscribers

2023 Advertising Packages & Rates



Website & Newsletter Advertising Tiers

	Available	Website Position	Newsletter Position
GOLD	1	Above header	Above header
SILVER	3	Middle of page (rotating display)	Within middle sections
BRONZE	2	Above footer (rotating display)	Within bottom sections

Website & Newsletter Advertising Pricing

	1 Month	3 Months	6 Months
GOLD	\$7,500	\$18,750	\$31,250
SILVER	\$6,000	\$15,000	\$25,000
BRONZE	\$4,500	\$11,250	\$18,750

Additional Advertising Pricing

PODCAST	\$500 per episode	REMNANT WEB ADS	Custom
EVENTS	Custom	SPONSORSHIP	Custom

- Clients are responsible for providing creative materials.
- We are happy to customize your ad package to meet your needs with shorter (or longer) durations and opportunities to modify content periodically.

For more information, contact Ryan Garcia: rgarcia@massinc.org.