LION Publishers is a journalism association supporting independent local online news publishers. Our mission is to help existing and aspiring local news entrepreneurs build and grow financially sustainable small businesses. LION members are creating the future of local news with independently owned and operated businesses that directly serve their communities.

LION provides a wide range of programming and support for our members, including peer-learning workshops and discussion spaces; a pairing program for our members and local news consultants; a weekly newsletter that shares industry news and opportunities for members to take advantage of; training that focuses on skills at the intersection of revenue, operations and product; and a boot camp program for aspiring news entrepreneurs to launch media businesses.

We currently have more than 280 members across the U.S. and Canada who report on topics like local politics, the environment, health care and small business. Some of our members also cover underrepresented communities that do not usually see themselves in their local news coverage. LION members range from one to two-person startups to more established businesses with 30 or more employees.

There’s a promising future for local, independently-owned online news publishers, and LION is the only association serving all of those businesses. Join us in our work to support a vibrant local news ecosystem that supports a healthy democracy.

LION Publishers receives support from the Knight Foundation, the Democracy Fund, the Google News Initiative and the Facebook Journalism Project. We are also proud to be among the local media associations recently recognized by *The New York Times* as worthy of public support.

sales@lionpublishers.com
HOW TO REACH OUR MEMBERS WITH YOUR MESSAGE:

• Become a **LION Solution Provider** or **LION Solution Provider+** for maximum benefits
• Become a **Sponsor** for increased visibility with our membership
• Become an **Advertiser** by promoting your solutions through our newsletter and website

*We will gladly customize programs to ensure mutual benefit and meet your marketing needs.*

---

**LION SOLUTION PROVIDER**

$500/year

- Directory listing on the LION website
- Logo included in Solution Provider's section of the website
- Post press releases on LION's online press release page

**LION SOLUTION PROVIDER+**

$1,000/year

- All Solution Provider benefits
- Enhanced directory listing on website
- A Solution provider profile and/or case study in the newsletter and website
- Rotating ad on website

---

LION Publishers is a fantastic resource for locally-owned and operated news organizations, and we value the opportunity to help LION members boost revenue, improve efficiency and grow their audiences.

*Rick Rogers, Chief Revenue Officer, TownNews*
LION PLATINUM LEVEL SPONSOR
$15,000+
• All Solution Provider+ benefits
• A custom opportunity developed in collaboration with our sponsorship team

LION GOLD LEVEL SPONSOR
$7,500+
• All Solution Provider+ benefits
• LION Lessons Sponsor (6 lesson series)
  - Monthly peer-to-peer learning webinars, published on YouTube following the session
OR
• Skills Series Sessions (1 series/4 weeks) - Four weekly sessions that focus on a skill set entrepreneurs need to run a sustainable local news publication

LION BRONZE LEVEL SPONSOR
$2,500+
• All Solution Provider+ benefits
• Sponsor a LION-hosted webinar on an emergent topic, individual LION Lessons webinar or Skill Series Session
OR
• Host your own webinar and LION will promote it through our network

LION SILVER LEVEL SPONSOR
$5,000+
• All Solution Provider+ benefits
• Naming opportunity for one of LION's signature events or member resources, such as the annual LION Awards event, curated LION Experts Network or Training Session Series

LION PLATINUM LEVEL SPONSOR
$15,000+
• All Solution Provider+ benefits
• A custom opportunity developed in collaboration with our sponsorship team

Ezoic appreciates the opportunity to support the growth of LION publications, and the future of online journalism. As a sponsor, our brand recognition has grown and generated referral business and new clients.

Gavin Bechtold, Team Lead: Publisher Development, Ezoic

sales@lionpublishers.com
## ADVERTISING RATES & SPECS

**LIONPublishers.com**

monthly

Average unique monthly visitors: 3,953  
Average unique monthly page views: 7,830  
Viewers by platform: Desktop - 88% | Mobile - 10% | Tablet - 2%

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Location</th>
<th>Specs</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scrolling Billboard</td>
<td>Home Page Only</td>
<td>2000 x 500</td>
<td>$300</td>
<td>$270</td>
<td>$255</td>
<td>$240</td>
</tr>
<tr>
<td>Scrolling Billboard</td>
<td>All Pages</td>
<td>2000 x 500</td>
<td>$500</td>
<td>$450</td>
<td>$425</td>
<td>$400</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>All Pages</td>
<td>970 x 250 Mobile: 300 x 250</td>
<td>$200</td>
<td></td>
<td>$180</td>
<td>$170</td>
</tr>
<tr>
<td>Responsive Ad Spot (mobile tile included)</td>
<td>All Pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top or Middle Sidebar</td>
<td>All Pages Except Home Page</td>
<td>300 x 250 300 x 600</td>
<td>$200</td>
<td>$250</td>
<td>$180</td>
<td>$225</td>
</tr>
<tr>
<td>Bottom Sidebar</td>
<td>All Pages Except Home Page</td>
<td>300 x 250 300 x 600</td>
<td>$100</td>
<td>$150</td>
<td>$90</td>
<td>$135</td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
<td>All Pages</td>
<td>970 x 250</td>
<td>$150</td>
<td></td>
<td>$135</td>
<td>$128</td>
</tr>
<tr>
<td>Responsive Ad Spot</td>
<td>All Pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LION Newsletter**

weekly

Subscribers: 1,491  
63% growth since 2018  
Average open rate: 34%

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Specs</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>564 x 180</td>
<td>$200</td>
<td>$180</td>
<td>$170</td>
<td>$160</td>
</tr>
<tr>
<td>Middle</td>
<td>564 x 180</td>
<td>$150</td>
<td>$135</td>
<td>$128</td>
<td>$120</td>
</tr>
<tr>
<td>Native Ad</td>
<td>Text &amp; Logo</td>
<td>$250</td>
<td>$225</td>
<td>$213</td>
<td>$200</td>
</tr>
<tr>
<td>White Paper</td>
<td>Text &amp; Logo</td>
<td>$200</td>
<td>$180</td>
<td>$170</td>
<td>$160</td>
</tr>
</tbody>
</table>

LION has been a big part of our growth. LION members are among our best customer prospects. Our sponsorship not only helps us stay in front of members regularly, it creates a highly credible environment for connecting with them.

*Steven Ludwig, Executive Chairman, EMPOWERLOCAL*
SUPPORT OPPORTUNITIES
solution providers | sponsors | advertisers

WWW.LIONPUBLISHERS.COM

HOME PAGE

SUBPAGES

sales@lionpublishers.com