

2023

street roots

Media Kit & Ad Rates



@StreetRoots

Advertising Contact:
Kodee Zarnke
kodee@streetroots.org



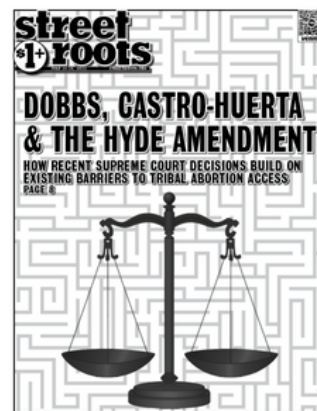
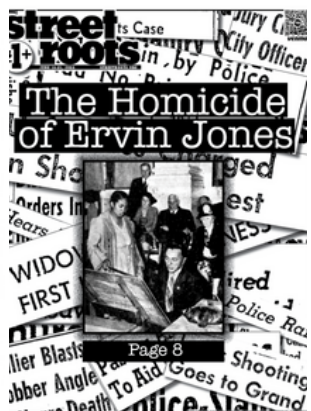
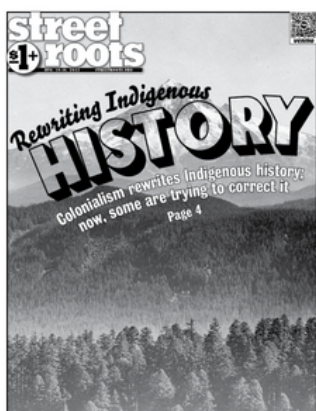
Why us?

Who We Are

Founded in 1999, Street Roots is a nonprofit 501(c)3 organization in Portland, Oregon that publishes a weekly newspaper sold by vendors experiencing homelessness and poverty. Vendors purchase the newspaper for 25 cents each then sell them for \$1, keeping the profit and tips.

Our Newspaper

Each week, vendors distribute Street Roots — an award-winning weekly newspaper filled with local journalism focused on social, political and economic inequity — to thousands of readers in the Portland metro area. Readers rely on Street Roots for in-depth investigative reporting by professional journalists and captivating op-eds from community members and civic organizations. Street Roots also regularly features vendors' poetry, short stories, commentary and art.



Why advertise with us?

Dedicated Readers & Supporters

Our readers are passionate, involved individuals who want to make a positive impact on homelessness in Portland. By advertising in Street Roots, you increase your exposure to Portland's most civically engaged residents.

Community Engagement

Your presence in our paper signals your dedication to the community and an informed democratic populace. Your support also helps uplift individuals working hard to improve their lives while providing an invaluable service to their fellow Portlanders.

Our Reach

Current Print Circulation:
20,000 papers/month

Combined Print + Digital
Circulation:
130,000 readers/month



Part of Portland

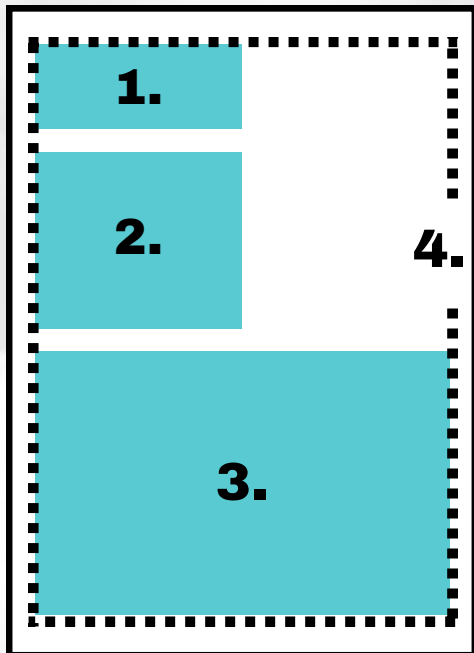
**Locally managed, written,
edited, printed and read;
Street Roots is Portland's newspaper.**

**Street Roots is different from
other newspapers.**

Residents and visitors maintain a special connection to our newspaper because of that difference. There's no out-of-state ownership, no shareholders and no profit margin to maintain — Street Roots is a unique Portland fixture created by Portlanders for Portlanders. There's a reason visitors from all over the world can be spotted holding copies as they take in the waterfront.

Local reader loyalty means valuable foot traffic drives print sales year-round, offering advertisers a unique, direct link to new customers who live, work and shop in Portland.

**Advertising in Street Roots supports local journalism,
boosts your visibility and further endears you to the community**



1. 1/12 page (5" wide x 2.08" tall)
2. 1/6 page (5" wide x 4.16" tall)
3. 1/2 page (10" wide x 6.25" tall)
4. Full page (10" wide x 12.5" tall)

Frequency discounts apply for consecutive or bi-weekly ad placements for 26 and 52 runs.

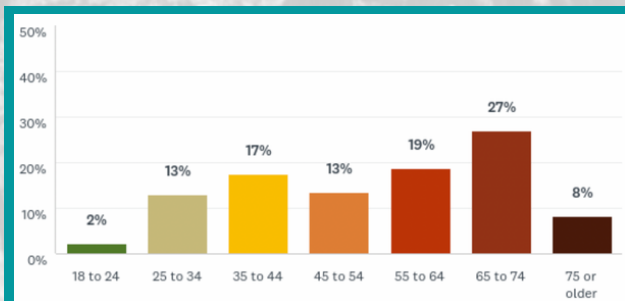
We offer a 15% discount to nonprofits, BIPOC, and LGBTQ+ owned businesses and organizations.

Cost Per Ad

	1/12	1/6	1/2	Full Page
One Time	\$250	\$400	\$750	\$1,300
6 Months 15% off 26 runs	\$212.50	\$340	\$637.50	N/A
1 Year 30% off 52 runs	\$175	\$280	\$525	N/A

Ad specifications and submission guidelines follow.

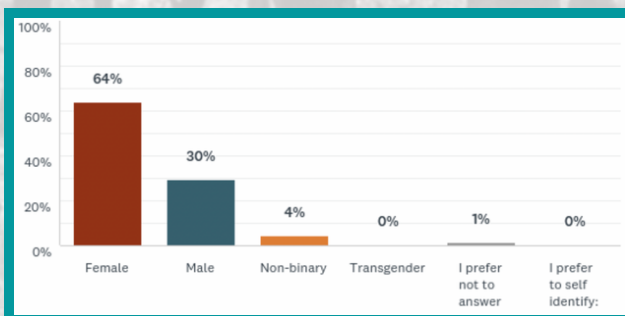
Age



Nearly half of our readers are 55 or older.

30% of readers are ages 25-44.

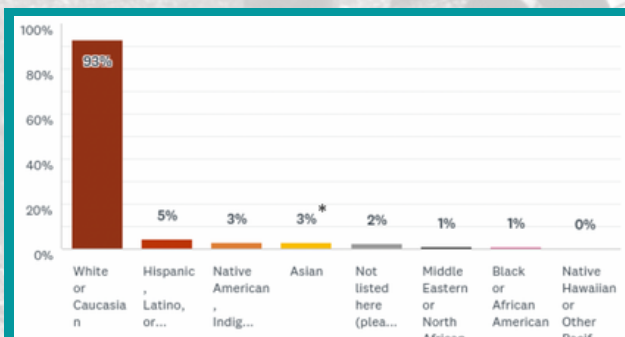
Gender



The majority of our readers identify as female.

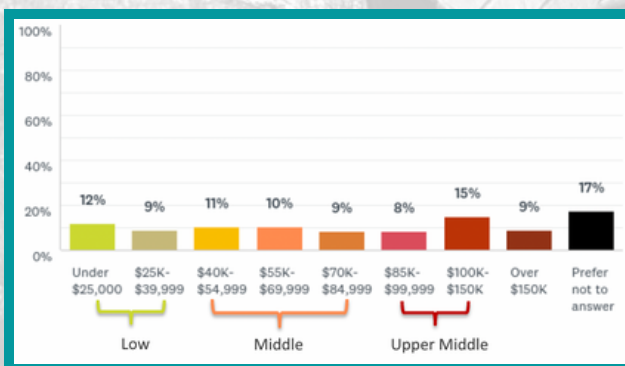
4% identify as non-binary.

Race



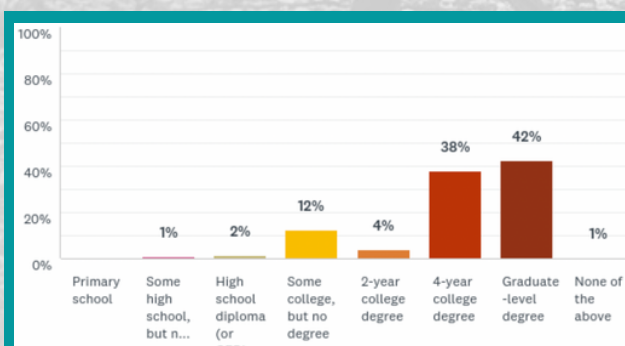
The vast majority of our readers are white.

Income



Income levels are evenly distributed among low, middle, and upper class.

Education



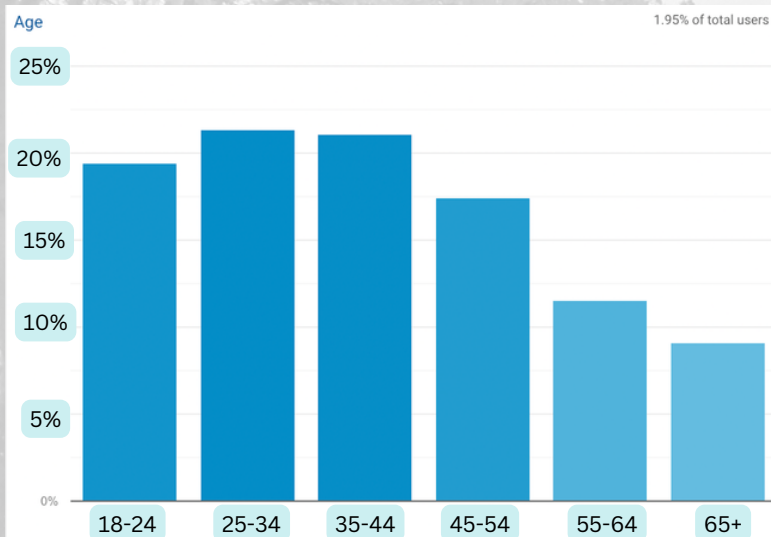
80% of our readers have a 4-year college degree or above.

Online Readership

Google Analytics June 2023

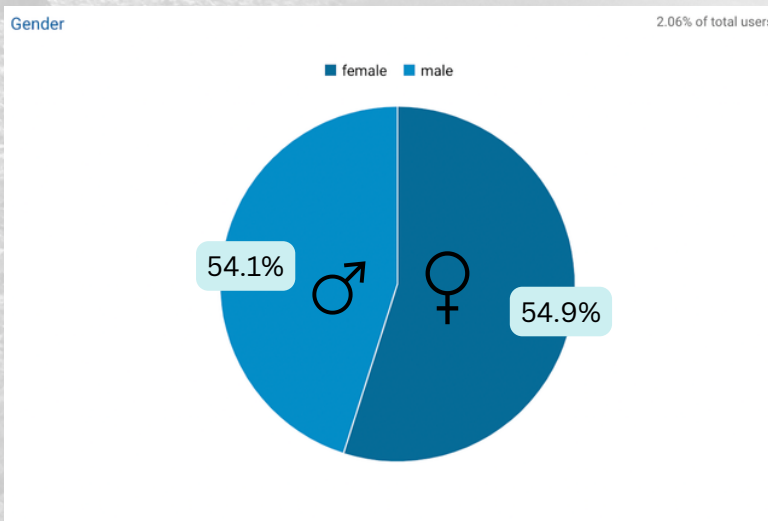
While we do not currently offer digital advertising, knowing our present online readership demographic helps convey a broader, timely understanding of the ages and gender of people engaging with Street Roots.

Age



A majority of our web visitors are between the ages of 25-34, and the 35-44 age group follows after not by much smaller. Our third largest age group of online web visitors is age 18-24

Gender



Similar to our print readership, female-identifying readers make up the majority, but our online readership shows less of a gap, with female readers making up nearly 55%.

97216 97062 97215 97051 97205 97220 97219 97233 97239 97227
 97209 97236 97217 97267 97212 97225 97202
 97124 97214 97230 97206 97222 97213 97229
 97211 97266 97203 97221 97201 97223 97232 97068 97218
 97006 97210

Lastly, our readers are concentrated geographically in the Portland area.



Submission Guidelines

Submit ads or ad questions to Kodee Zarnke at kodee@streetroots.org

Display ads must be submitted and ready for publication at 200 dpi or better. Please format ads as a JPG, PNG, or PSD. Print ads are in black and white only.

Street Roots is a weekly newspaper that publishes a new edition every Wednesday. Deadline to reserve ad space and submit ad copy is one week (the Wednesday prior) to the desired publication date.

Make your advertising payment by check or online! Please make checks payable to Street Roots and send to:

Street Roots
ATTN: Kodee Zarnke
211 NW Davis Street
Portland, OR 97209

Or to pay online, please visit streetroots.org/payadvertisment. For ad purchases greater than one-time ad runs, please select “Other” and enter the amount listed on your invoice.

Thank you for supporting Street Roots!

