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street roots

Media Kit & Ad Rates



@StreetRoots

Advertising Contact:
Kodee Zarnke
kodee@streetroots.org



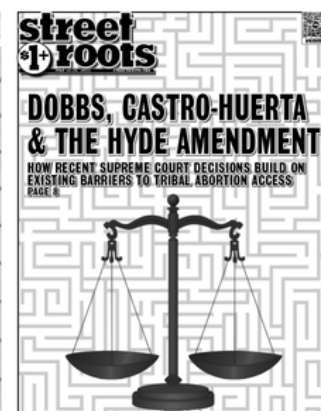
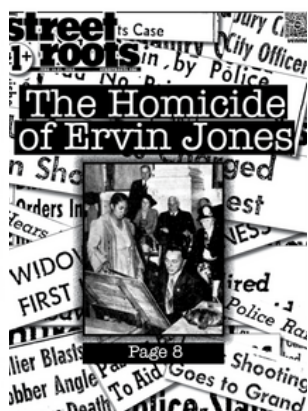
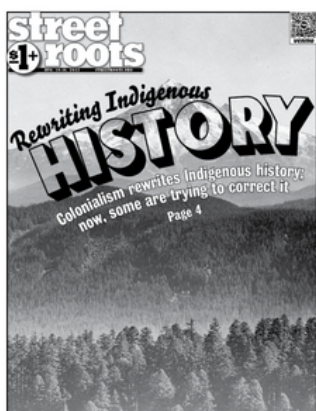
Why us?

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

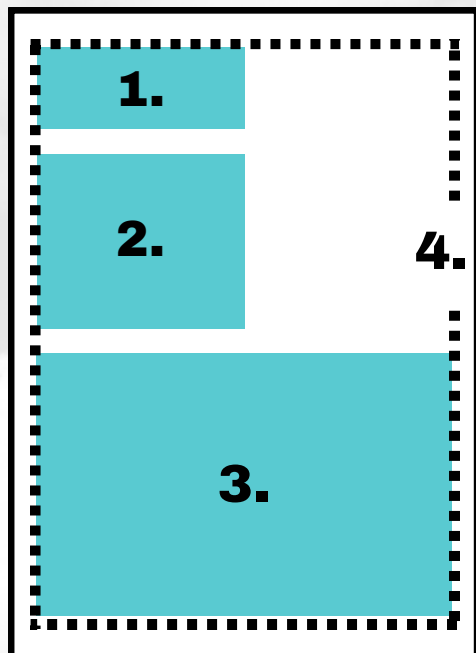
**Locally managed, written,
edited, printed and read;
Street Roots is Portland's newspaper.**

**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"x2")
2. 1/6 page (5"x4")
3. 1/2 page (10"x7")
4. Full page (10"x14")

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.



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. Ads may be sent in TIFF, JPEG or PDF formats. 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.

Checks should be made payable to Street Roots and mailed to:

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

Thank you for supporting Street Roots!

