



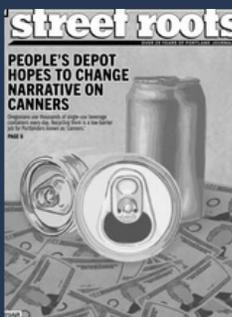
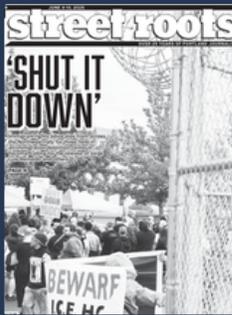
# street roots

PORTLAND'S  
STREET PAPER  
SINCE 1999.



**MEDIA KIT  
& AD RATES**

**CONTACT** [advertising@streetroots.org](mailto:advertising@streetroots.org) **VISIT** [streetroots.org](http://streetroots.org)



## WHEN YOU ADVERTISE IN STREET ROOTS...

You are speaking directly to Portland's most civically engaged residents who are passionate about making a positive impact.

Partnering with Street Roots signals your dedication to the community, uplifts individuals working hard to improve their lives, and directly supports local journalism.

Street Roots is more than a newspaper; we're a trusted community resource.

# About Street Roots

Street Roots provides voice and opportunity for Portlanders experiencing homelessness and poverty by producing a newspaper that serves as a catalyst for individual and social change. Each week, Street Roots vendors purchase copies of the paper for 25 cents each, then sell it for \$1, keeping the profit and tips as their own.

Our model provides an immediate, low-barrier economic opportunity that allows people to set their own schedule; engage in meaningful, dignified work; develop strong community relationships; and make progress toward personal and financial stability.

# About The Paper

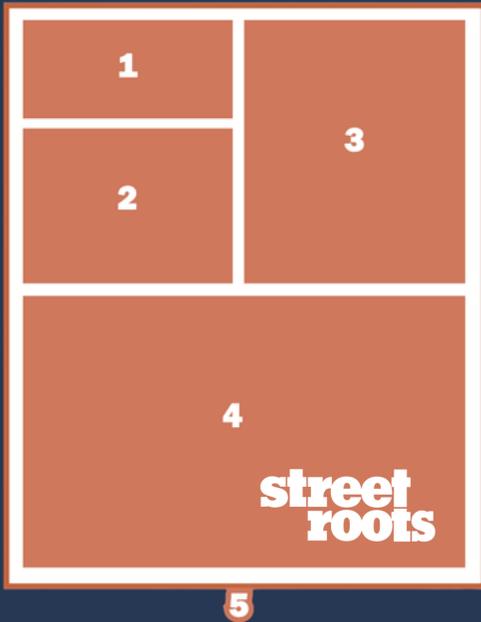
Our weekly, award-winning street newspaper provides a unique platform for alternative perspectives and unheard voices. We publish local, investigative reporting focused on social, economic, and environmental justice issues. Our content includes a mix of in-depth reporting by professional journalists, along with op-eds from community members and social justice-oriented organizations and contributions from Street Roots vendors.

Thousands of readers turn to Street Roots to learn about the issues, people, and movements that matter to them and their community.

5,000 COPIES CIRCULATED WEEKLY

# Print Ad Rates

Street Roots is published every Wednesday. Deadline to reserve ad space and submit ad files is one week (the Wednesday prior) to the desired publication date. Print ads are in black and white only. We currently do not offer website advertising.



SIZE	DIMENSIONS <i>W x H in inches</i>	COST
1. Twelfth Page	5" x 2.08"	\$250
2. Sixth Page	5" x 4.16"	\$400
3. Quarter Page	5" x 6.25"	\$550
4. Half Page	10" x 6.25"	\$750
5. Full Page	10" x 12.5"	\$1,300

ADDITIONAL 15% DISCOUNT FOR GRASSROOTS/NONPROFIT ORGANIZATIONS & BIPOC, LGBTQ+ OWNED BUSINESSES.

## FREQUENCY DISCOUNTS

GET A DISCOUNT FOR RESERVING SPACE MULTIPLE WEEKS!

**10% off**  
TWELVE WEEKS

**30% off**  
TWENTY-SIX WEEKS

**50% off**  
ONE YEAR, 52 WEEKS

### 1/12 Page

Per Issue x 12	\$225
Per Issue x 26	\$175
Per Issue x 52	\$125

### 1/6 Page

Per Issue x 12	\$360
Per Issue x 26	\$280
Per Issue x 52	\$200

### 1/4 Page

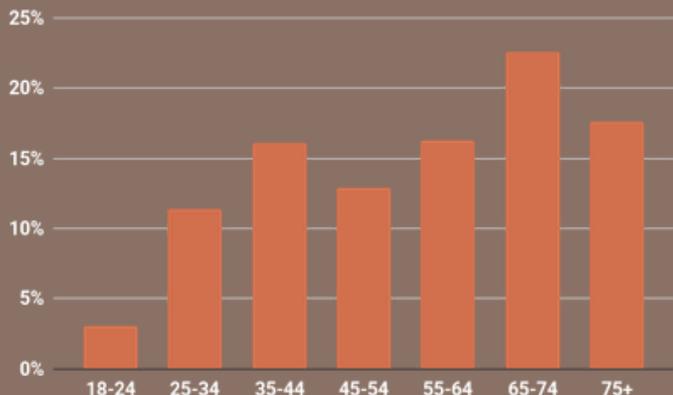
Per Issue x 12	\$495
Per Issue x 26	\$385
Per Issue x 52	\$275

### 1/2 Page

Per Issue x 12	\$675
Per Issue x 26	\$525
Per Issue x 52	\$375

NO FREQUENCY DISCOUNTS AVAILABLE FOR FULL PAGE ADVERTISEMENTS.

# Print Reader Demographics

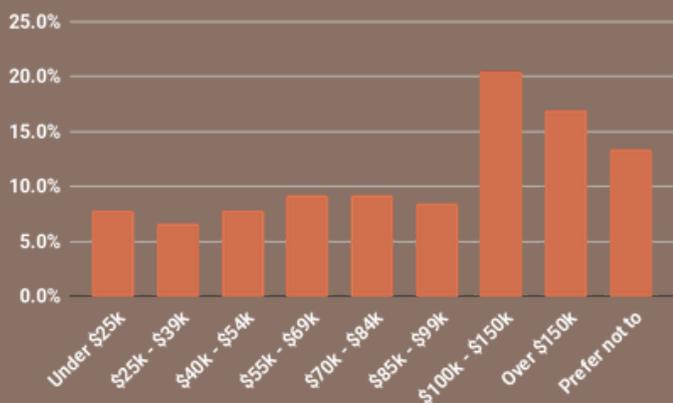
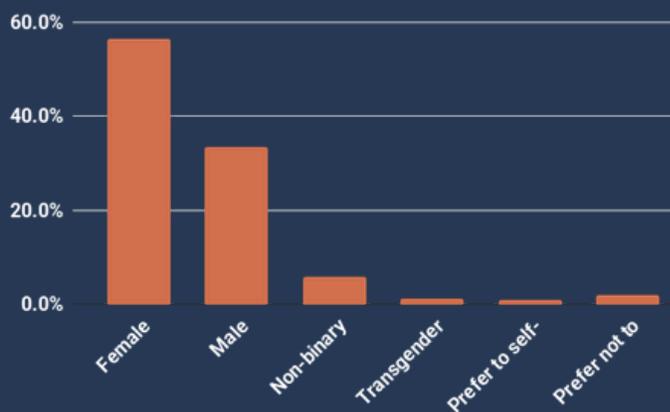


18-24	3%	55-64	16%
25-34	11%	65-74	23%
35-44	16%	75+	18%
45-54	13%		

AGE

## GENDER

Female	56.3%
Male	33.5%
Non-binary	6%
Prefer to self-identify	0.9%
Prefer not to answer	2%

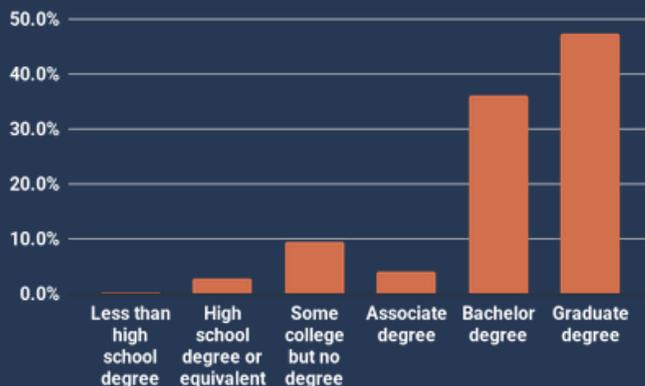


Under \$25k	7.8%
\$25k - \$39k	6.7%
\$40k - \$54k	7.8%
\$55k - \$69k	9.2%
\$70k - \$84k	9.2%
\$85k - \$99k	8.5%
\$100 - \$150k	21%
Over \$150k	17%
Prefer not to answer	13.4%

INCOME

## EDUCATION

Less than high school degree	0.4%
High school degree or equivalent	2.7%
Some college but no degree	9.4%
Associate degree	4%
Bachelor degree	36.1%
Graduate degree	47.3%



# SUBMISSION GUIDELINES

Send file in JPG or PNG format.

Ads must be sized according to exact dimensions listed with a .125 inch margin for any design elements (text, qr codes, etc.).

At least 300 DPI.

Grayscale.

Payment due at time of commitment.

For more information, or to place an ad, email [advertising@streetroots.org](mailto:advertising@streetroots.org) or scan the QR code to complete our interest form.



## Thank you for your interest in advertising in Street Roots!



### PLEASE NOTE

Street Roots is a 501(c)3 non-profit, but your ad purchase will **not** qualify as a tax-deductible donation, as you are purchasing an advertisement of value in the Street Roots newspaper. The advertiser assumes full responsibility and liability for the content of advertisement submitted to Street Roots.