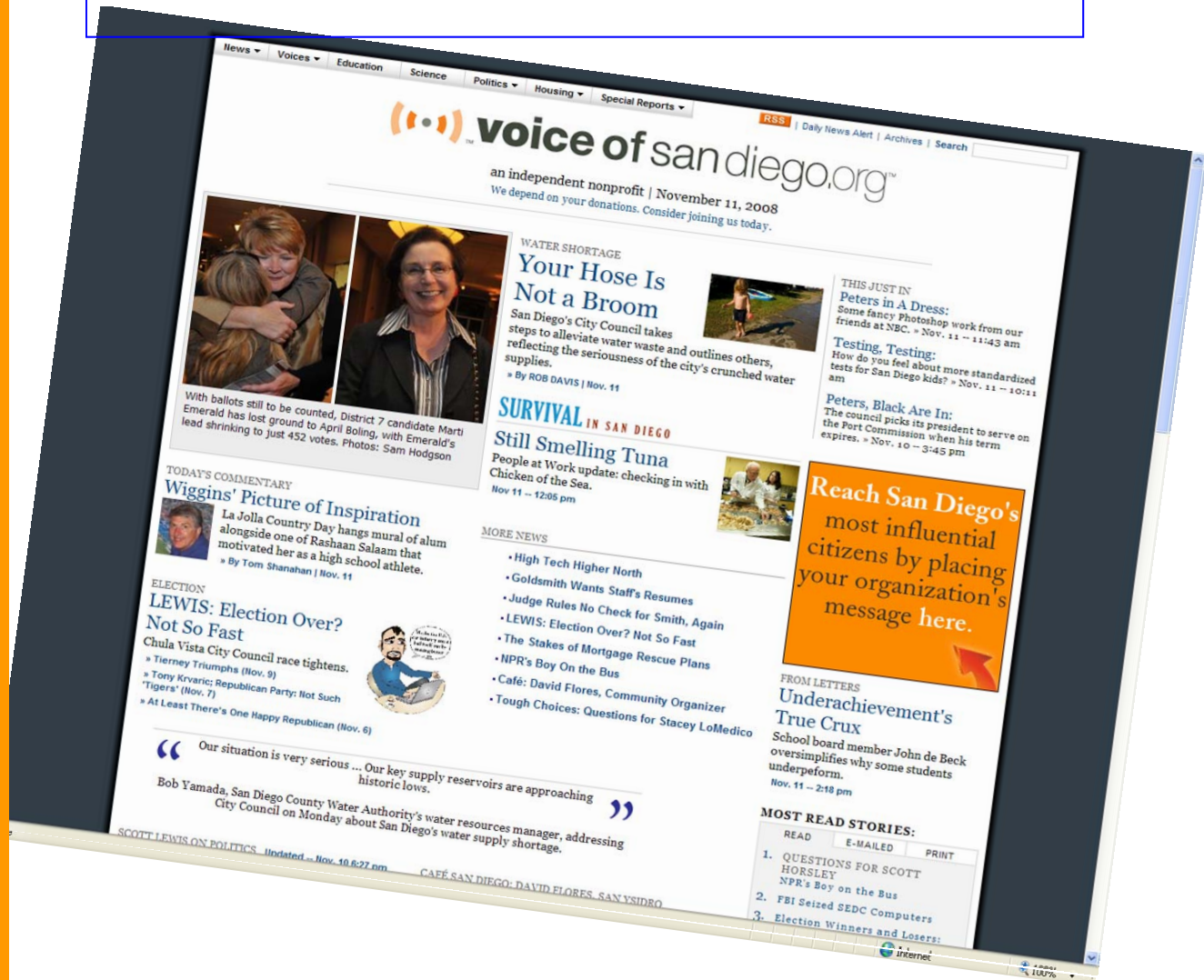




2009

Media Kit

- *voiceofsandiego.org* is a nonprofit, independent and insightful online news source impacting the San Diego region.
- We believe that a competitive media environment benefits both journalists and news consumers. Our mission is to consistently deliver ground-breaking investigative journalism for the San Diego region and to increase civic participation by giving citizens the knowledge and in-depth analysis necessary to become advocates for good government and social progress. .
- Since our launch in February 9, 2005 we have received over 17 million page views. Our readership continues to grows weekly.
- Our revenue model is based on public broadcasting, derived from individual memberships, sponsorships, and foundation grants. We currently have over 750 individual members.





Content the Community Desires In-Depth, Independent

GOVERNMENT

- Stay up to date with what's happening inside local public agencies with *voiceofsandiego.org's* award-winning political coverage and investigative reporting.

HOUSING

- Follow the trends in San Diego's housing market with Staff Writer Kelly Bennett's buzzed-about articles and blog.

ENVIRONMENT

- Get informed about the state of San Diego's beaches, water quality and wildlife through *voiceofsandiego.org's* environmental coverage.

ECONOMICS

- Take a look at the good and the bad of San Diego's economy through *voiceofsandiego.org's* timely, in-depth reports.

EDUCATION

- Learn what goes on in San Diego's school system with Staff Writer Emily Alpert's probing pieces.

SPORTS

- Read exciting, in-depth local sports coverage in contributing writer Tom Shanahan's "From the Cheap Seats" blog.

OTHER FEATURES

- Letters
- Calendar
- Daily News Alert email blast
- Hot Topics explainer pages
- BLOGS: This Just In
 - Scott Lewis on Politics
 - A Nerd's Eye View
 - Survival in San Diego
 - Café San Diego
 - From the Cheap Seats

EDITORIAL STAFF

- Scott Lewis, Co-Executive Editor
- Andrew Donohue, Co-Executive Editor
- Dave Washburn, Sr. Writer/Asst. Editor
- Will Carless, Staff Writer
- Rob Davis, Staff Writer
- Kelly Bennett, Staff Writer
- Emily Alpert, Staff Writer
- Rani Gupta, Staff Writer
- Sam Hodgson, Photo Editor

SAN DIEGO PRESS CLUB 2008 JOURNALISM AWARDS

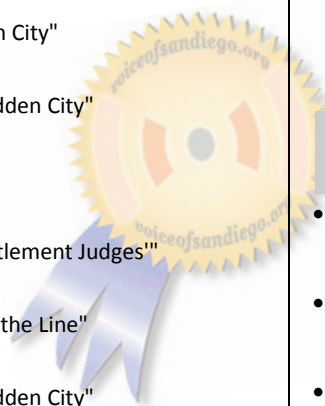
- **Daily Newspapers /Websites - Investigative Reporting**
1st Andrew Donohue, Will Carless, "A Trail of Broken Promises"
- **Daily Newspapers/Websites - Political/Government**
1st Will Carless, "A Towering Figure"
- **Daily Newspapers/Websites - Profile**
1st Kelly Bennett, Andrew Donohue, "From San Diego to Moscow: George Gorton's Strange and Wild Assignments"
- **Daily Newspapers/Websites - Science/Technology**
1st Rob Davis, "Gray Whales"
- **Daily Newspapers/Websites - Sports**
1st Tom Shanahan, "Arm Missing, Heart Intact"

SOCIETY OF PROFESSIONAL JOURNALISTS SAN DIEGO JOURNALISM AWARDS 2008

- **Breaking News Story Online**
1st Will Carless, "The Nightmare Returns"
- **Science/Technology Story or Stories**
1st Rob Davis, "What's Killing the Delta; A Plan Resurfaces"
- **Education Story or Stories**
1st Emily Alpert, "With reservations in flux, American Indian education sees mixed results"

SOCIETY OF PROFESSIONAL JOURNALISTS SAN DIEGO JOURNALISM AWARDS 2007

- **BEST OF SHOW**
William Carless, "The Forbidden City"
- **DIVERSITY AWARD**
1st William Carless, "The Forbidden City"
- **Blog**
1st *Scott Lewis on Politics*
- **Breaking News Story Online**
1st Andrew Donohue, "SEC Settlement Judges"
- **Non-deadline News Story**
1st Andrew Donohue, "Finding the Line"
- **Feature Story or Series**
1st William Carless, "The Forbidden City"
- **Investigative/Enterprise Series**
1st William Carless, "Mission Valley - the Unplanned Neighborhood"
- **Political/Government, Daily Reporting/Writing**
1st Evan McLaughlin, "Board Stiff"
- **Multicultural Story**
1st Rob Davis, "Taming Tijuana's Toxic Legacy"
- **Review/Criticism**
1st Cathy Robbins, "Collecting Indians"
- **Columns**
1st Scott Lewis



Voiceofsandiego.org has changed the landscape of the civic conversation, of media and of politics. We've brought the community's big thinkers and average Joes together into one forum, starting the conversation with solid journalism and allowing them to take it from there.

SAN DIEGO PRESS CLUB 2007 JOURNALISM AWARDS

- **Daily Newspapers & Websites - General News**
1st Will Carless, "Across the Boarder But Into a Locked Room"
- **Daily Newspapers & Websites - Column**
1st Scott Lewis, "Deep Pocket vs. Deep Pockets/The Call for Bazillionaires re: The Library/Flashing Fiesta Island"
- **Daily Newspapers & Websites - Criminal Justice**
1st Will Carless, "Getting the numbers wrong/police chief has history of inaccuracies"
- **Daily Newspapers & Websites - Education**
1st Vladimir Kogan, "The Little Charter School That Could"
- **Daily Newspapers & Websites - Political / Gov.**
1st Andrew Donohue, Evan McLaughlin, "Hired to Reform, Former Auditor Left Unhappy with Mayor's Control"
- **Daily Newspapers & Websites - Profile**
1st Will Carless, "From Dance Floor to Lockdown"
- **Daily Newspapers & Websites - Science / Tech.**
1st Rob Davis, "2006:The Year of Climate Change"
- **Daily Newspapers & Websites - Wildcard**
1st Evan McLaughlin, "For Aguirre, Judge's Ruling Brings New Level of Critique"

SAN DIEGO PRESS CLUB 2006 JOURNALISM AWARDS

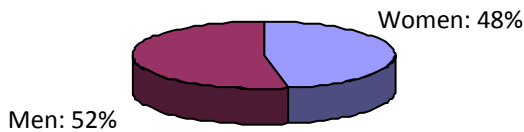
- **BEST OF SHOW: Daily newspaper / Website story**
Will Carless, "The Forbidden City"
- **Daily Newspapers & Websites - General News**
1st Rob Davis, "The Border's Pending Fight"
- **Daily Newspapers & Websites - Series**
1st Will Carless, "The Forbidden City"
- **Daily Newspapers & Websites - Political / Gov.**
1st Andrew Donohue, "The History of V&E - A Special Report"
- **Daily Newspapers & Websites - Column**
1st Scott Lewis, "Scott Lewis Column"
- **At Large Reporting - Multicultural Coverage**
1st Will Carless, "The Forbidden City"
- **At Large Reporting - Personal, Eyewitness Account**
1st Will Carless, "The Forbidden City"

WEB TRAFFIC (As of November 2008)

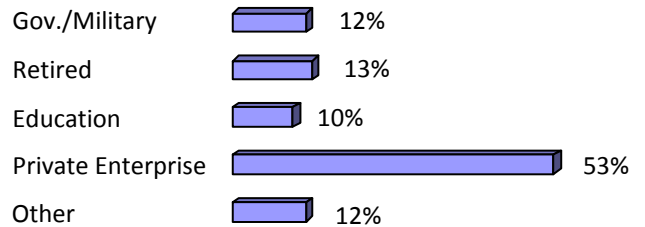
- We receive over 1.2 million pageviews a month.
- We reach 72,000 unique visitors per month
- Users spend an average of 16 minutes on the site.
- We have received more than 17 million pageviews in just over three years.
- More than 4,500 people subscribe to our Daily E-News Alert

AUDIENCE PROFILE (As of April 2007*)

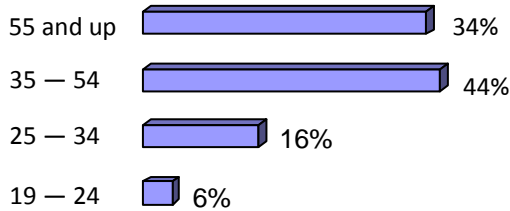
Gender



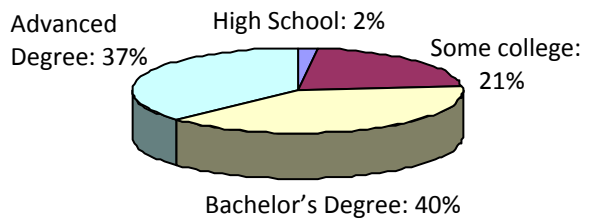
Profession



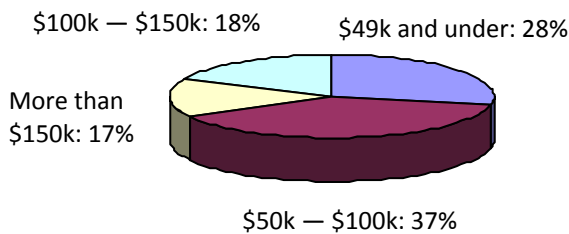
Age of Readers



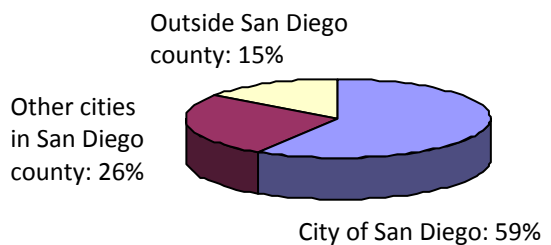
Education**



Income



Where Readers Live



*Results taken from a sample of Daily News Alert subscribers in April '07

**Results taken from a survey of subscribers in May 2006.

2009 One-Month Advertising Packages

Proclaim It -- \$2,500

- Square tile in Daily News Alert: Fifteen sends to over 4,500 subscribers (\$1,200 value)
- 50,000 impressions on the voiceofsandiego.org homepage (\$1,200 value)
- 50,000 impressions for 728x90 Leaderboard. (\$800 value)

Publicize It -- \$1,000

- Square tile in Daily News Alert: Ten sends to over 4,500 subscribers (\$800 value)
- 25,000 minimum impressions on voiceofsandiego.org homepage. (\$600 value)
- 25,000 minimum impressions for vertical rectangle in story pages (\$350 value)

Announce It -- \$750

- Square tile in Daily News Alert: Five sends to over 4,500 subscribers (\$400 value)
- 25,000 minimum impressions for vertical rectangle in story pages (\$350 value)
- 25,000 minimum impressions for 728x90 Leaderboard (\$400 value)

Custom packages and contextual advertising are available. Please contact us for details.

Sample Ad Sizes



Leaderboard 728x90 pixels



**Medium Rectangle
350 x 250 pixels**



**Homepage
Square
250 x 250
pixels**



**News Alert
Square
150 x 150
pixels**

Additional Information

- *voiceofsandiego.org* can accept flash, static, animated GIF or JPEG files. A premium will be added for animated GIF, flash files and video. A direct URL link will need to be provided.
- Rates are based on impressions/pageviews. The contract period will remain open until the number of impressions is met.
- Ads will rotate with other ads as necessary.
- *voiceofsandiego.org* guarantees impressions only, and cannot guarantee a number of click thrus.
- You may provide your own banner artwork or *voiceofsandiego.org* can design it for a fee of \$300.
- Rates are subject to change at any time. The rates listed in your proposal are good for the duration of your agreement.
- *voiceofsandiego.org* is a 501(c)(3) nonprofit organization. Your support may be tax deductible as a charitable contribution. Please consult your tax accountant for details.
- Thank you for supporting *voiceofsandiego.org*.

Supporting Independent Media is Good Business

voiceofsandiego.org corporate sponsors enjoy prominent message placements on the *Voice* website. This recognition allows businesses and organizations of all sizes to position themselves in front of thousands of engaged readers, simultaneously promoting their company and demonstrating their support of local independent media to San Diego's most influential citizens. Sponsorship can help your organization further its current branding and media initiatives, creating awareness for your product or services, all while supporting a valuable community service.

Our sponsorship rates are competitive and affordable and custom sponsorship packages are available. And, because *voiceofsandiego.org* is a 501(c)3 nonprofit organization, your support may be considered tax-deductible as a charitable contribution.

For more information about *voiceofsandiego.org*
or about how to become a
corporate sponsor or advertiser
please contact

Melanie D. Seales
Development and Corporate Sponsorships
(619) 550-5667
melanie.seales@voiceofsandiego.org