

**BANNER
MEDIA**

Welcome to Banner Media

A leading media ecosystem designed to inspire, engage and ignite conversation and action.



Our Region's Source for Local News.



Leveraging our reach, quality and scale to deliver better results.

Our Story

Founded by The Venetoulis Institute of Local Journalism, The Baltimore Banner is **this region's source for local news.**

Launched two years ago, The Baltimore Banner is staffed with 85 reporters, editors, and photojournalists creating nearly 15,000 stories and driving over 45 million page views to our site since launch. Today we have over 48,000 validated paid subscribers to our content.

Guided by the principles of unbiased reporting, we serve audiences in Baltimore City, Baltimore County, Anne Arundel County, Howard County, Carroll County and Harford County - telling the smaller and often untold stories that define our everyday and shape our future.

In 2024 our newsroom will reach 100 full time **news** staff generating over 25,000 stories and over 46,000 app downloads.

According to the Washington Post:

"The Baltimore Banner, despite launching just over a year ago already has one of the largest newsrooms and highest paid subscriber audiences of any non-profit news publication nationally."

This is just the beginning.

Why Local News?

TRUST. ACCOUNTABILITY.

thebaltimorebanner.com

People are more likely to trust ads they see in local news.

Recent survey revealed that people are more likely to trust an ad based on where they see it. So who do they trust?

- 50% Local Newspaper Websites Ads
- 15% Google Ads
- 12% Social Media Ads

*Survey results are from 2024 MDDC Advertising Readership study revealed survey respondents were very likely to trust an ad based on where they see it.

Local news keeps Government accountable.

From 2004 to 2020, **as the number of local reporters declined the amount spent by state and local government increased by 76 percent.**

*from The Collapse of Local Reporting, by Report for America.

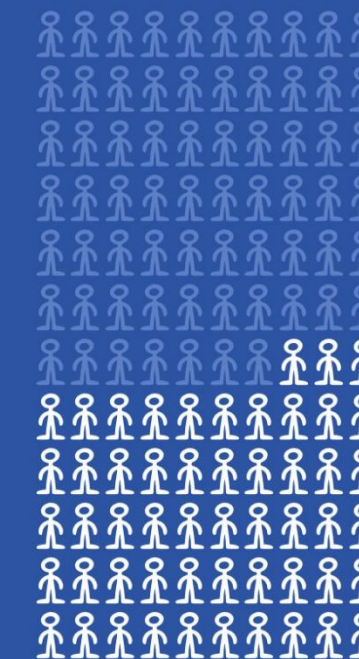
“75% of Americans said they encountered misinformation on Facebook, while only 16% said they did in their local news” according to Gallup/Knight Foundation Survey

The Collapse of Local Reporting

From 2004 to 2020, the number of...

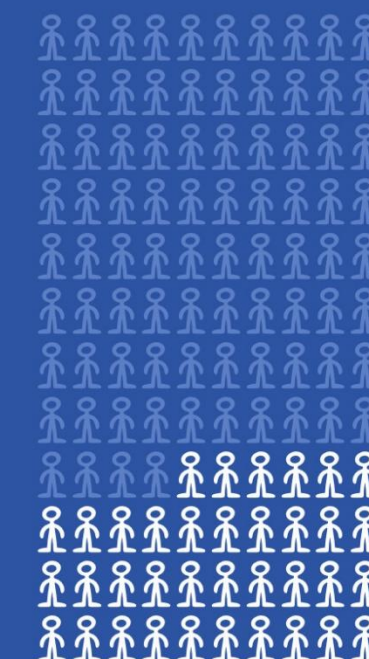
Newspaper newsroom employees dropped

57%



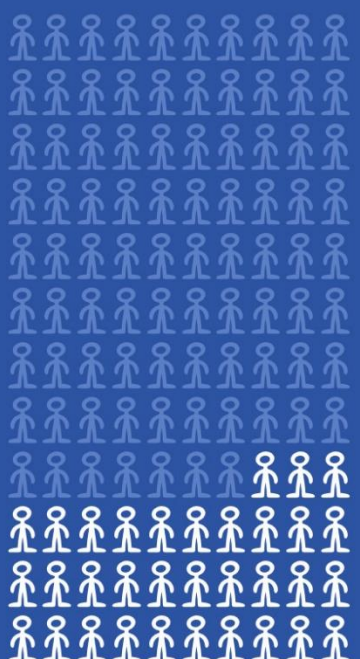
Reporters per 100,000 population dropped

62%



Reporters per \$100 million in state and local government spending dropped

67%



REPORT FOR AMERICA

The Banner's Unique Value:

Provide Comprehensive Stories that
Reflect the True Baltimore.

Robust Reporting

“The Baltimore Banner [has] **in-depth coverage** on their big stories. They appear to report **quality over quantity.**”

“**In-depth view of what my community is doing weekly and even daily.** There’s many resources listed and mentioned that are useful and educational.”

“We are finally having **local reporting back in our city that addresses city hall, state and city housing & food policies, provides investigative journalism.**”

83%

Of users agree that The Baltimore
Banner offers unique value.

Stories Reflect Baltimore

“They provide news about Baltimore communities and is **not overly focused on daily murders or violent assaults....**”

“The Baltimore Banner is in the business of **telling stories that reflect the community**, connecting neighbors, holding government institutions accountable and making sense in the world.”

“It highlights **news from communities that traditionally are ignored** by local media.”

Local Reach

LOCAL STORIES. LOCAL PEOPLE. LOCAL IMPACT.

thebaltimorebanner.com

3.1 million+ pageviews
*Per month average**

1.7 million+ unique visitors
*Per month average**

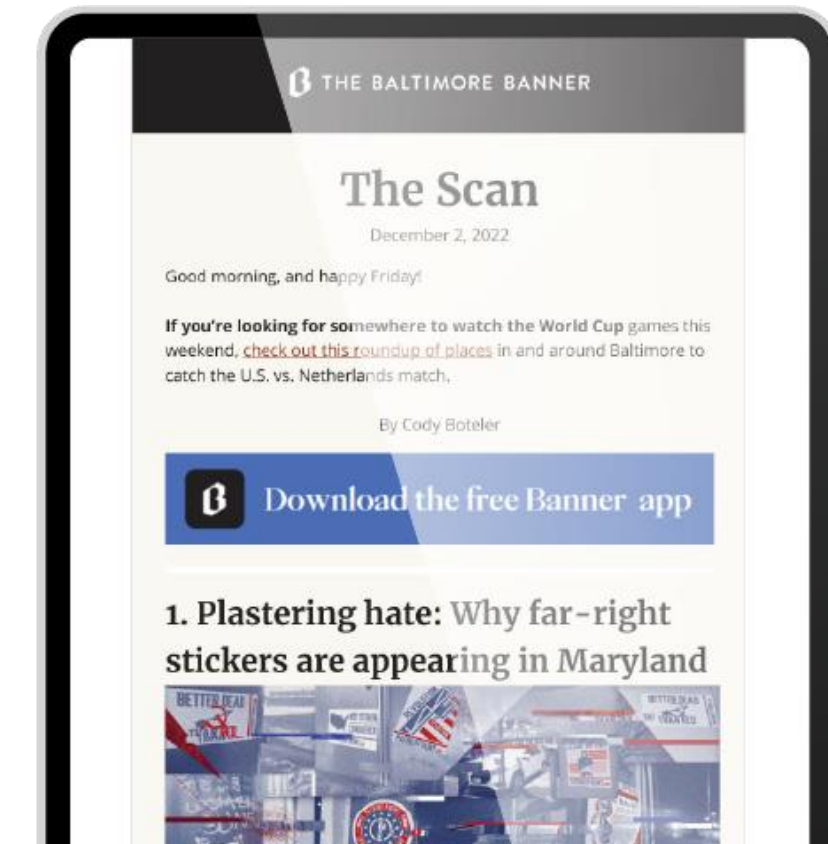
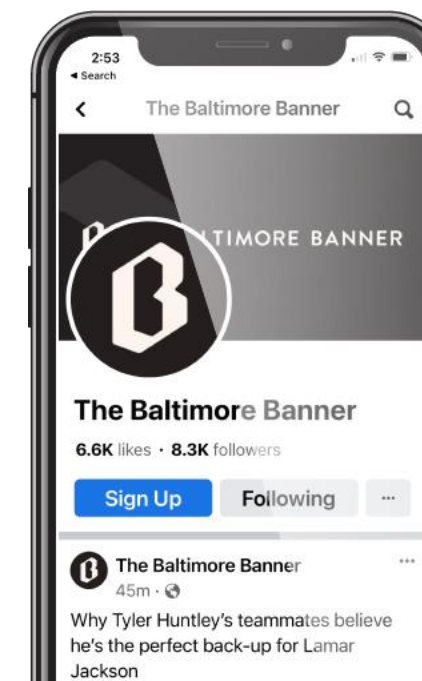
250,000+
*Social Media Followers**

48,000+
*Paid Subscribers**

46,000+
App Downloads



The Banner



**2024 Q1; Google Analytics
FB, IG, twitter, tiktok,
linkedin,youtube*

Our Audience

LIVE LOCAL. READ LOCAL.

54%

Male

29%

Black

12%

Hispanic

48

Median Age

46%

Female

55%

White

4%

Asian

\$100k+

HHI Highest Index

37%

Baltimore
City

20%

Baltimore
County

11%

Anne Arundel
County

6%

Howard
County

4%

Montgomery
County

2%

Prince
George's
County

2%

Carroll
County

1%

Harford
County

1%

Frederick
County



* Google Analytics, ComScore,
Audience Designer

Multimedia

INTEGRATED SOLUTIONS



REACHING ANYONE, ANYWHERE, ANYTIME.

Our Media Assets and partnerships allow us to provide strategic, targeted solutions designed to maximize your investment and drive results.



BRANDED CONTENT



MEDIA PLANNING & STRATEGY



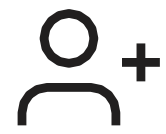
DIGITAL SERVICES



EXTENDED REACH



PODCAST



PROGRAMMATIC DISPLAY



PROGRAMMATIC VIDEO



EVENTS



EMAIL



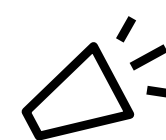
SEO / SEM



STREAMING AUDIO



REPORTING



SOCIAL MEDIA



MARKETING STRATEGY

EXPERIENCE THAT DRIVES RESULTS. OPTIONS TO FIT YOUR BUDGET.

Onsite Display & Video

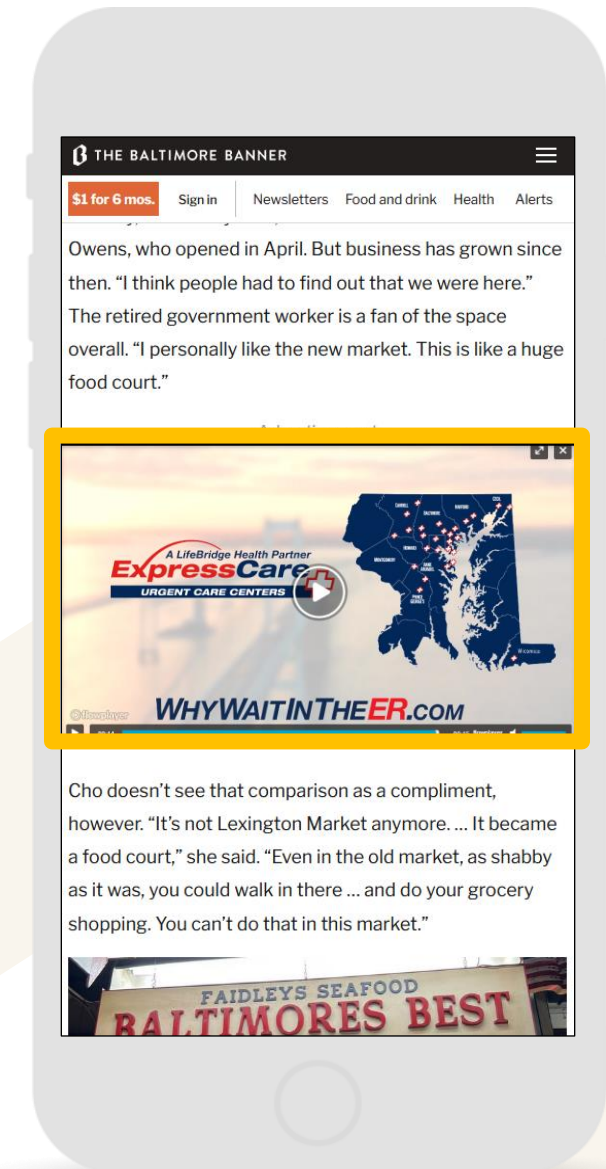
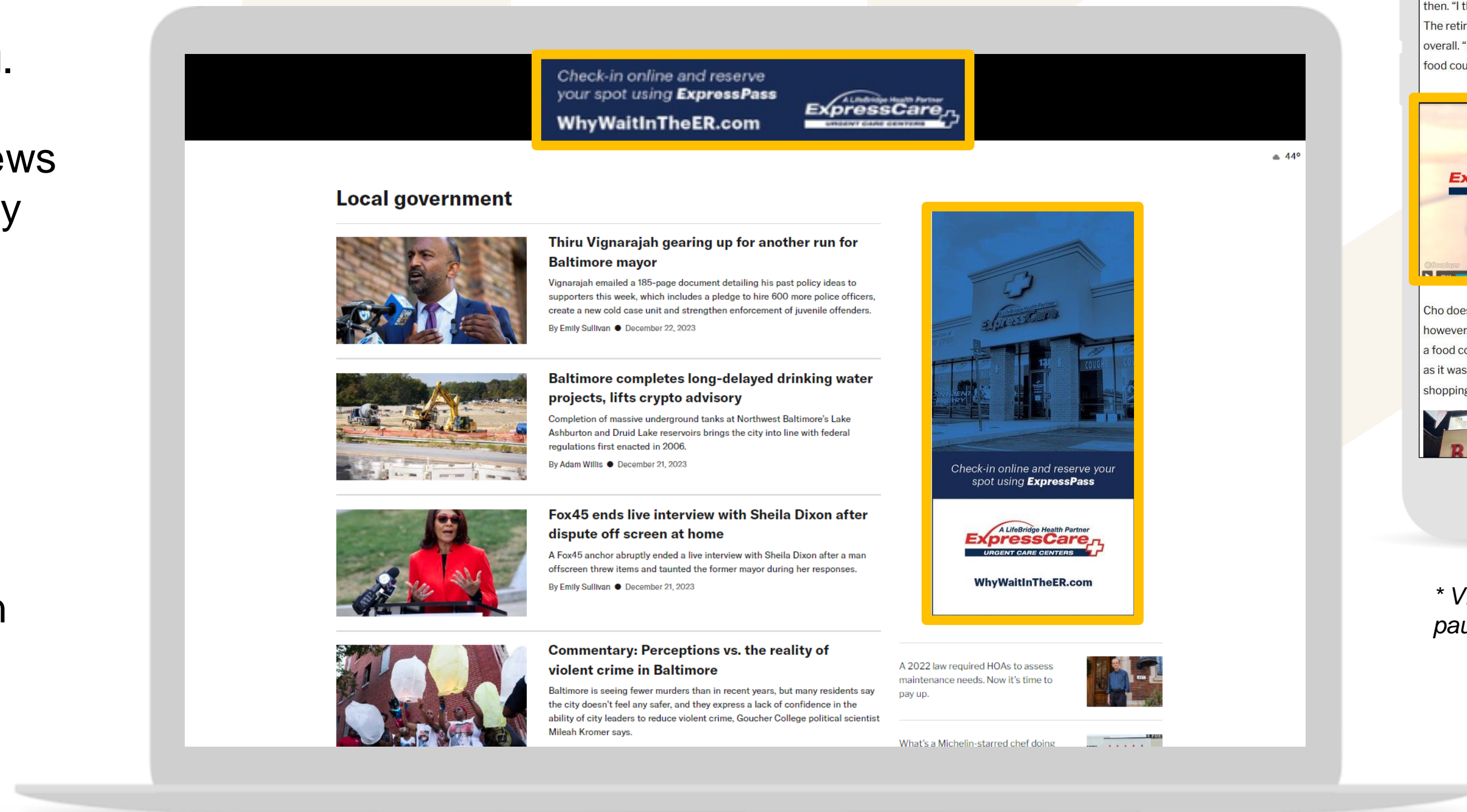
Engage Our Audience Directly

Digital ads are displayed across our website to provide partners with maximum exposure and branding.

Videos* appear in-line with the news content, increasing the opportunity for audience engagement.

Specifications:

- Run of site/sections
- Multiple Display ad sizes
- :15 - :30 Video formats
- Click thru rate and completion rates reported



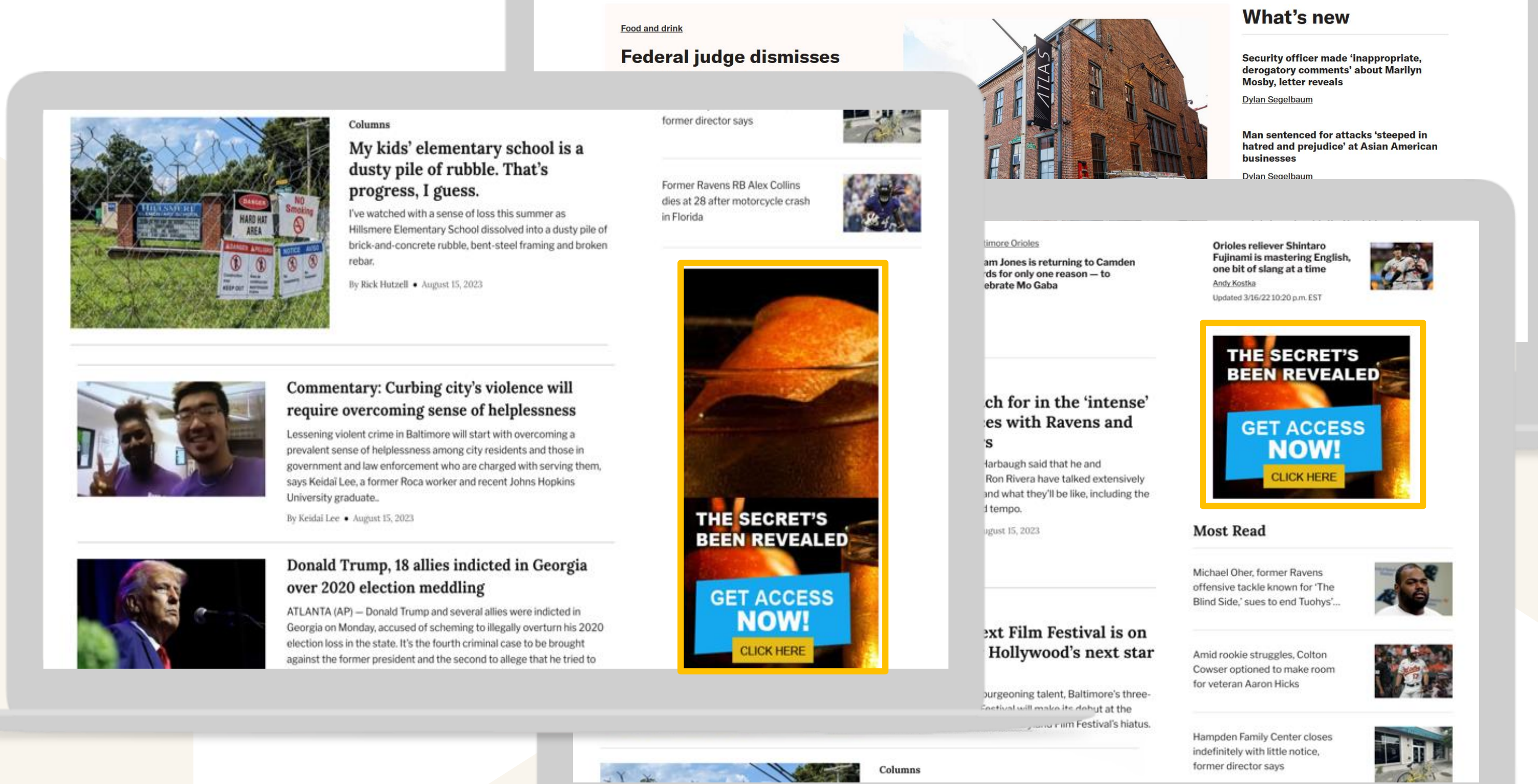
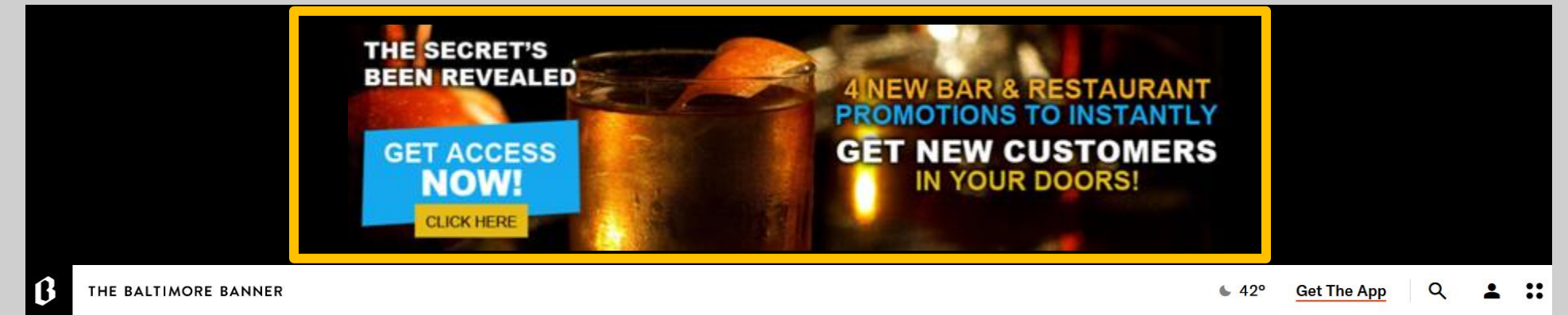
* Video ads are initially paused/muted

Home Page Sponsorship

Be the prominent advertiser on the Baltimore Banner's homepage and own the largest ad units for one full day.

Sponsorship details

- 970x250 fixed ad unit positioned above our masthead
- 300x600 fixed ad unit with floating feature
- 300x250 fixed ad unit in the top position



* Mock-ups for demonstration purposes only

Newsletters

Direct to Your Inbox

Choose from a multitude of newsletters and put your message in front of our engaged, opt-in subscribers. Our newsletters are written and curated by dedicated reporters, not automatically generated by software.

With average open rates over 50%, and daily sends of up to 95k emails a newsletter*, your brand can have a consistent presence across many audiences.

Newsletter Name	Subscriber Count
THE SCAN (Daily headlines of Greater Baltimore)	95k subs
THE DISH (Baltimore food & restaurant headlines)	86k subs
THE LINE (Weekly guide to politics in Maryland)	52k subs
THE PM SCAN (Daily headlines from Greater Baltimore)	94k subs
THE POINT (Baltimore sports headlines & analysis)	34k subs
THE READ (On Annapolis)	28k subs

* subscriber base range from 2k to 95k, dependent on newsletter; Inside The Dugout currently at 2k subscribers

THE BALTIMORE BANNER
THE SCAN
Daily headlines of Greater Baltimore

March 27, 2024

By Wesley Case

Good morning, Nhan. Let's look out for one another always, but especially after Tuesday's tragedy.

You can catch up on The Banner's coverage of the Francis Scott Key Bridge collapse — [all found in one place here](#). Of course, we'll also be following this story for the foreseeable future.

One major function of a news outlet is to debunk misinformation, and there was plenty of it going around online yesterday. Luckily, investigative reporter Brenna Smith is here to [quash the conspiracy theories](#). (No, WWII is not starting.)

[Subscribe to The Scan](#)

[Send feedback](#)

THE BALTIMORE BANNER
THE LINE
Weekly guide to politics in Maryland

THE BALTIMORE BANNER

INSIDE THE DUGOUT

Sign up now for *Inside the Dugout*, a new subscriber-only newsletter from Jon Meoli.

Inside the Dugout features weekly insights into the Orioles' championship aspirations, from statistical analysis to off-the-field news and developments.

With over 10 years of experience on the Orioles beat, Meoli brings expert perspective to the obstacles and opportunities facing the team.

SUBSCRIBE NOW

Copyright © 2024 The Baltimore Banner.

ALL NEW!

A premium, subscriber only newsletter* from Orioles expert Jon Meoli. With over a decade covering the team, Jon provides unique inside analysis of the O's both on and off the field.

Newsletters

Messaging Options

Run an ad or sponsor an entire newsletter. Or place a Native Content Piece directly on the newsletter.

THE BALTIMORE BANNER

THE SCAN


Daily headlines of Greater Baltimore

By **Cody Boteler**

Brought to you by **UNIVERSITY OF MARYLAND MEDICAL CENTER**

Good morning!

To those of you who sent feedback about the newsletter redesign — thank you, sincerely! I'm sharing all of it with editors and designers.



(Shan Wallace/The Baltimore Banner)

The revelry of Preakness is approaching, but

Sponsor Message



(Photographer's name/The Baltimore Banner)

Top cop and other agency heads out in

[Read the story →](#)

Advertisement



EXPLORE THE GREAT OUTDOORS

Come experience all that the great outdoors has to offer in Garrett County and Deep Creek Lake, Maryland. Learn more at visitdeepcreek.com.

3 HOURS FROM BALTIMORE



As Maryland cheers FBI HQ decision, critics question selection process

On Wednesday, after months of deliberating between competing bids from Maryland and Virginia, the U.S. General Services Administration announced that the FBI's new headquarters will be in Prince George's County.

While Maryland officials took a victory lap, critics have called the fairness of the selection process into question.

FBI Director Christopher Wray even expressed doubts.

[Read the story →](#)

Advertisement



A precise approach to cancer care

"What drives hope for a cancer patient is the knowledge that they have access to the most advanced tools in the cancer-fighting toolbox," says William F. Regine, M.D., FACR, FASTRO, FACRO, Professor and Chair, Department of Radiation Oncology, Senior Associate Dean for Clinical Affairs, University of Maryland School of Medicine, Executive Director, Maryland Proton Treatment Center.

Dedicated Email Blasts

CONNECT DIRECTLY WITH OUR REGISTERED AUDIENCE

Deliver your brand and customized message, directly to our newsletter audience of over 60k opt-in subscribers, with an average open rate over 50%.

Garner 100% share of voice with an email dedicated to your brand, creating awareness for your prices, convenience, additional services and more.

We provide unique email opens, newsletter open rates, unique ad clicks and CTR's.



Custom Channel Sponsorships

POLITICS & POWER

Local government
State government
Voter Guide

EDUCATION

K-12 schools
Higher Education

COMMUNITY ISSUES

Criminal Justice
Housing
Economy
Public health
Climate & environment

ARTS & CULTURE

Food & drink
Arts
Music
Film & TV
Events Calendar

SPORTS

Ravens
Orioles
The Adam Jones Podcast
College Sports

OPINION

Columns
Community Voices
Creatives in Residence

COLLECTIONS & GUIDES

Baltimore Curated
Better Baltimore

PLACES

Baltimore City
Howard County
Baltimore County
Carroll County
Anne Arundel County



Sponsored Content

We Empower Your Content.

Tell the stories that you want to tell by publishing content that lives on our site.

Create awareness, educate your audience and advocate for your organization.

As your content is hosted on it's own, unique dedicated page, we will promote your story and drive traffic through a targeted mix of native ads, display ads, paid social posts, email marketing, and more.

Leverage our authority and have your story found and discovered by relevant audiences.


SPONSORED CONTENT

UMBC opens doors for all students to succeed

In her first year as president, UMBC's Valerie Sheares Ashby is leading by example, centering students in the pursuit of inclusive excellence

Sponsored Content Provided by the University of Maryland, Baltimore County*

Share this article




President Sheares Ashby and student Sianna Serio walk together on campus. (Photo courtesy of Marlayna Demond, UMBC)

When I arrived at UMBC last summer, one of the first things I did as president was set up weekly office hours so students could come talk with me about anything that was on their minds. It has been a wonderful way to get to know our students. I've heard from them about their homework and their home lives, about the passions that drive their studies and about how UMBC can support them in achieving their goals.


UMBC is a national model for inclusive excellence. Our Meyerhoff Scholars Program set the standard decades ago

You know **WHY.**
We know **HOW.**




THE BALTIMORE BANNER


Sponsored Content




SPONSORED CONTENT
Starting the summer as an intern, ending it with a career at BGE
Company internships are a great way to gain valuable experience, particularly in high-demand fields like engineering. At BGE, we recognized the opportunity and took on the challenge of providing a high-quality internship experience for our young professionals.




SPONSORED CONTENT
Bringing virtual reality down to earth and into BGE's training program
Our team has been excited to work for an electric utility company for 12 years. As a big fan of VR, we were excited to see how BGE was using it in the workplace. Today, it's not just a novelty for employees, it's a key tool for training and safety.




SPONSORED CONTENT
The value of continued education: stay current and advance your knowledge and expertise
Continuing Education Courses are a great way for business professionals to stay current and advance their knowledge and expertise. Whether you're looking to learn a new skill or refresh your knowledge, there's always something new to learn.




SPONSORED CONTENT
Elevate education. Elevate our city.
Launched in 2006, the Partners in Scholarship (PIS) Scholarship Program was the first of its kind in the state. It has provided more than 1,400 students with the financial support they need to succeed in college.




SPONSORED CONTENT
Cruise into a world of excitement during the fall boat shows
The boating community is getting up for the annual Annapolis Boat Show (October 5-8) and Annapolis Sailboat Show (October 12-15) in City Dock at Historic Annapolis. With a variety of exciting events, seminars, and boat shows, the weekend is the highlight of the year for boaters, anglers, paddlers, sailors, and water professionals, adventure seekers, and water lovers.




SPONSORED CONTENT
UMBC opens doors for all students to succeed
UMBC is a national model for inclusive excellence. Our Meyerhoff Scholars Program set the standard decades ago with its approach to increasing diversity among future leaders in science, technology, engineering and related fields. It has graduated more than 1,400 students since 1993 and has been replicated many times over. Its alumni are participating




SPONSORED CONTENT
A precise approach to cancer care
"What drove me to cancer was a lack of knowledge that they had access to the most advanced tools of the cancer fighting toolbox." - Robert T. Higgins, MD




SPONSORED CONTENT
You belong here: unlocking your power with association membership
Enhance the power of belonging and put it all to use with your membership and involvement in the American Bar. You belong here—where many paths converge and converge together.



SPONSORED CONTENT
Preakness 148 returns Saturday, May 20 featuring a live performance by Bruno Mars
Preakness 148, one of the most anticipated racing events, returns to Pimlico Race Course featuring a weekend of world-class racing, entertainment and hospitality Friday-Saturday, May 19-20. Preakness 148 will feature a live performance by Bruno Mars.



SPONSORED CONTENT
UMBC opens doors for all students to succeed
While just one year as president, UMBC's Valerie Sheares Ashby is leading by example, centering students in the pursuit of inclusive excellence.



News you need. Reporters you trust. Increase Banner Impact. Donate Today

More from The Banner

- Hartford County student awarded changes both having part of high school
- These 5 leaders could make sense in Baltimore
- Man's spine severed in reported homicide in Johns Hopkins psych ward
- I'm a veteran of Electroplaza. I'm not sure the new designs are for me.
- St. Benedict Church announces closure as 2nd allegation surfaces against former pastor

Social Sponsored Posts

Message the Banner's social audience directly

Let us tell your story and promote your message to our social audience. With Facebook Handshakes and Instagram Collabs, we post your images and videos to our channels, which simultaneously appear on your profile.

Expand your overall reach and visibility as the content is shared across both The Banner's followers and your own.

Features:

- We tag your brand on our posts, with both handles appearing
- Insights and metrics are shared automatically in your business tool

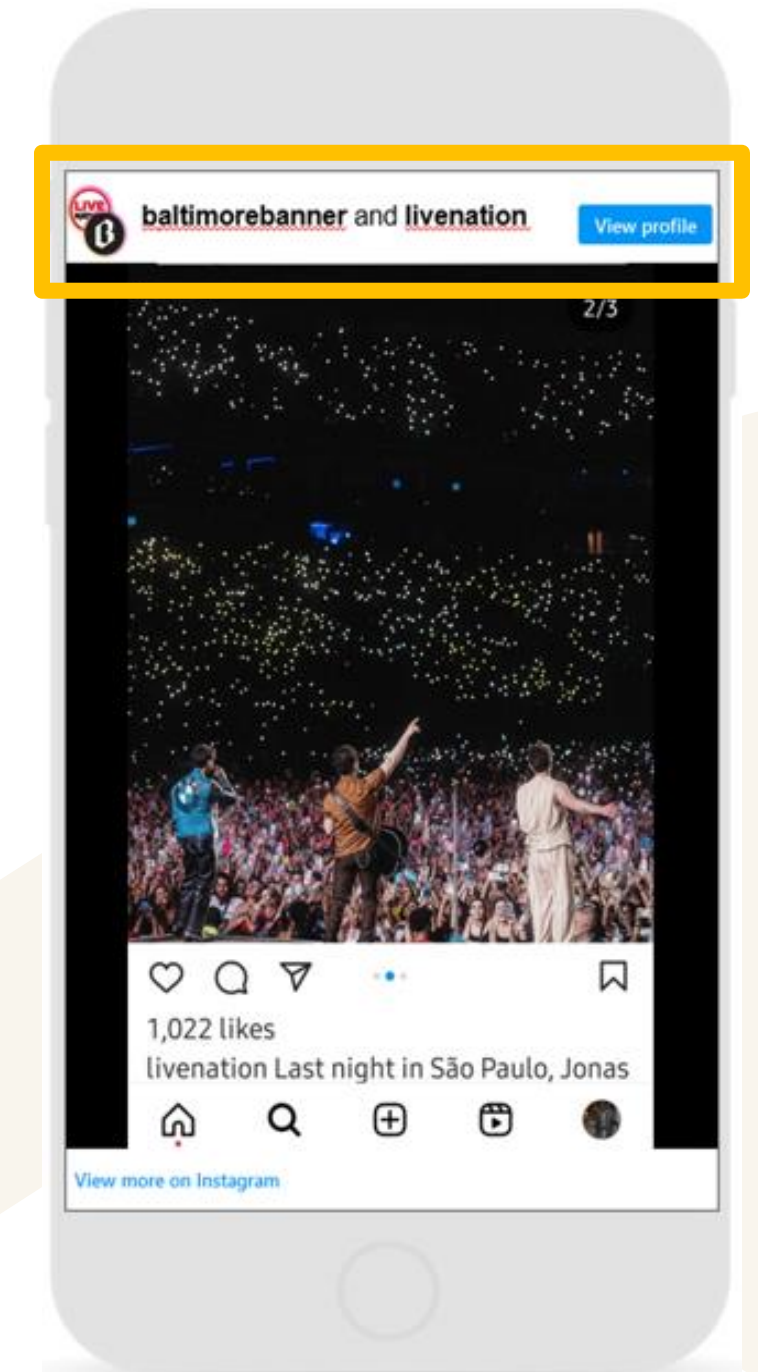
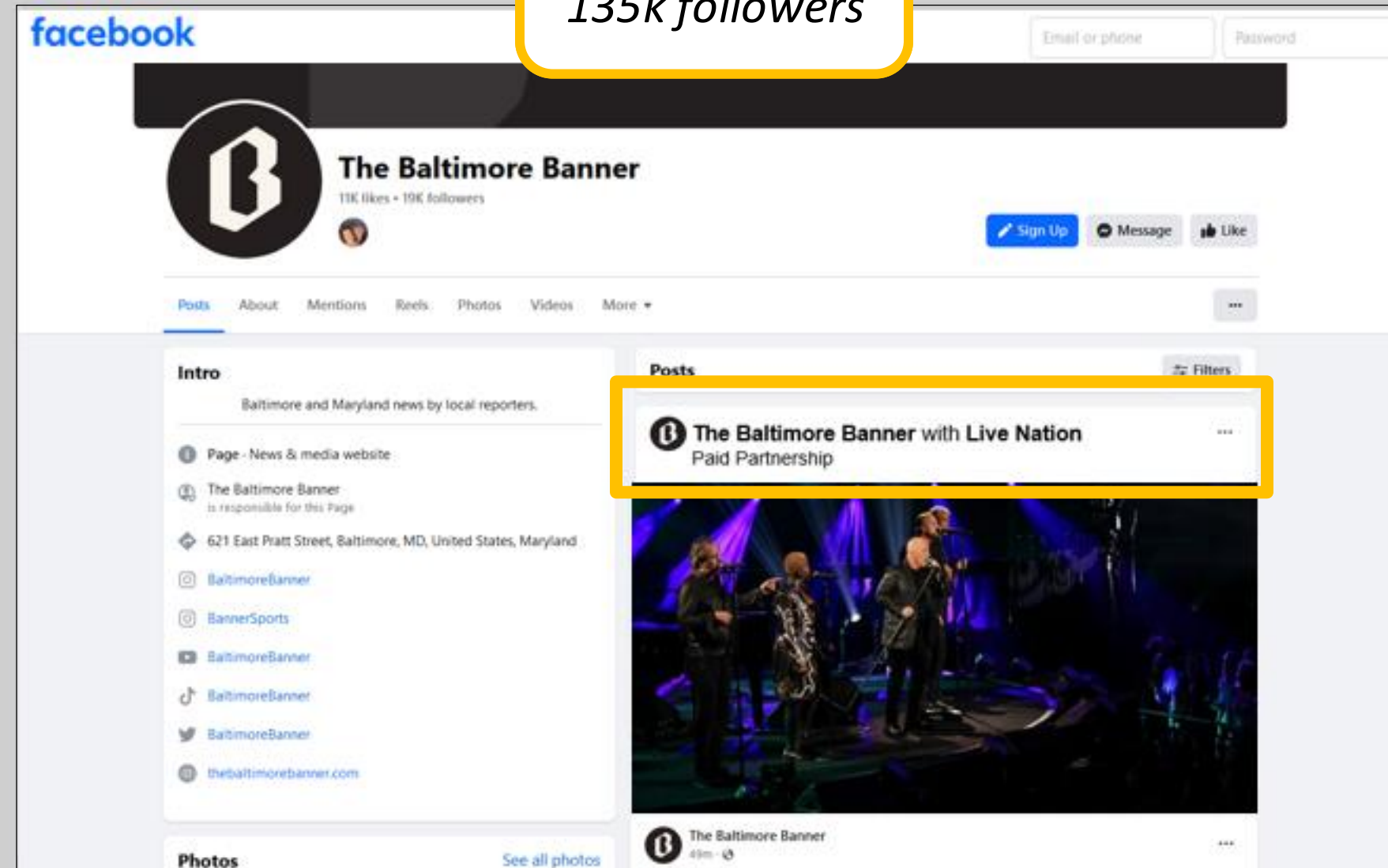


Handshakes



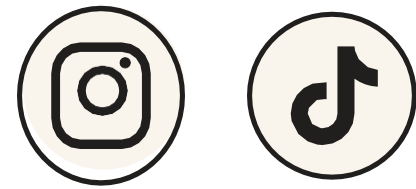
Collabs

Combined over
135k followers



* Images are for mock purposes

Social Daily News Roundup Sponsorship



Each day, our social media team will publish a daily round-up of the news – either focused on one big story of the day or several noteworthy stories. The vertical videos get published across our TikTok and Instagram.

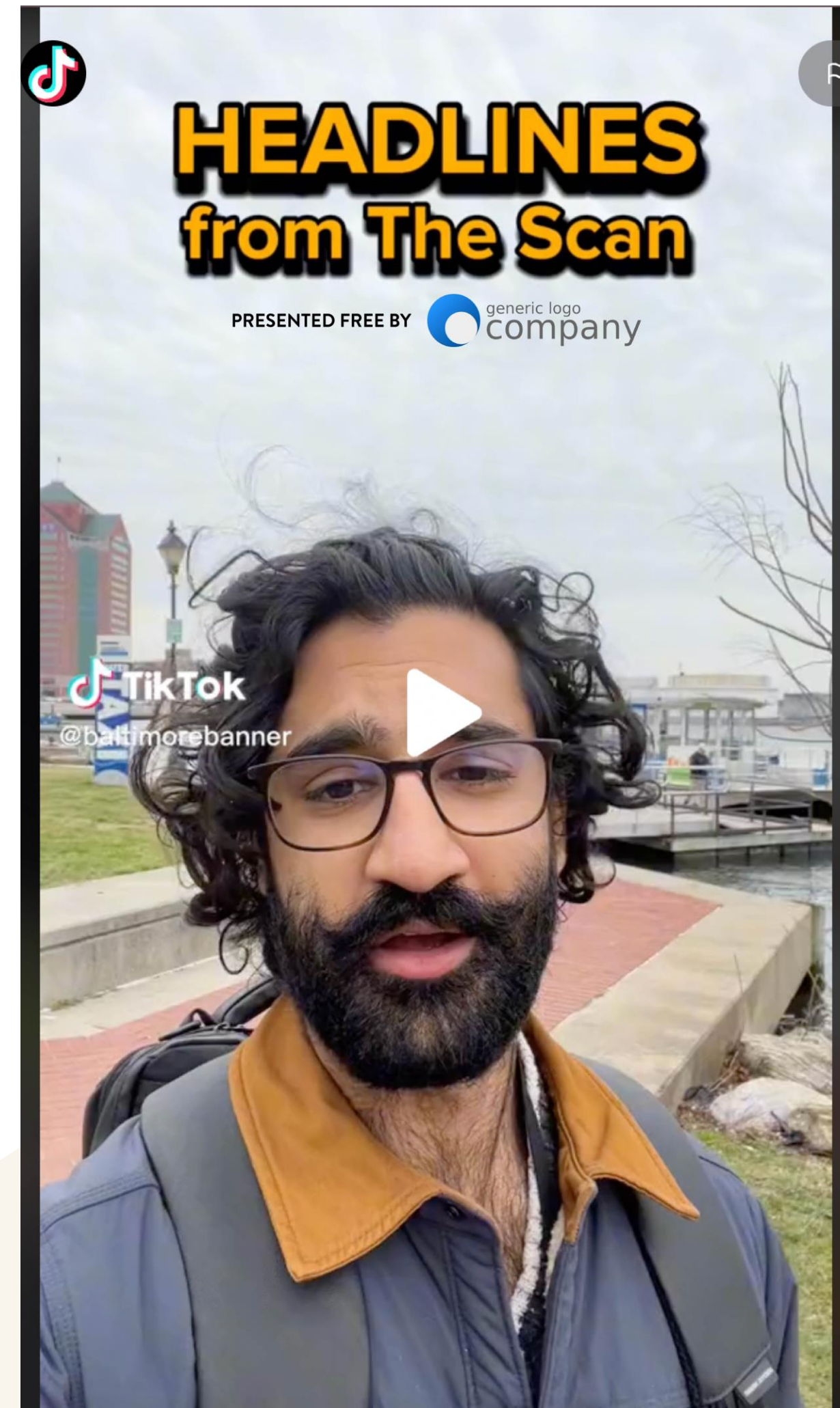
Sponsorship opportunity:

- In-video logo placement at the beginning with title slide

250k+ followers across social media channels, including Tik Tok and Instagram

Examples:

- [Kushner Companies settlement](#)
- [Highway to Nowhere](#)
- [Water main break in Sparks](#)
- [Police Manhunt](#) – 156.3K views on TikTok!



The Adam Jones Podcast

Always Original. Always Unfiltered.

The podcast provides listeners with Adam's take on Baltimore sports and beyond. Speak directly to our podcast audience with your advertising message on a new episode at least once a week.



- 175,000+ downloads*
- 100,000+ YouTube views*
- 11:00+ min average listen time*
- 4.9 star reviews*

Sponsorship Package:

Audio

- :15 or :30 audio spot during podcast stream
- minimum 1 spot per episode (4 episodes per month)
- mp3 audio file or written script

YouTube

- :15 or :30 video spot during podcast video
- minimum 1 spot per episode (4 episodes per month)
- mp4 video file

Digital Display

- Banner ads throughout Sports section and throughout site (total est. 50k impressions per month)

THE BALTIMORE BANNER

40° Get The App

THE ADAM JONES PODCAST

PHOTO BY GETTY IMAGES

The Adam Jones Podcast from The Baltimore Banner gives you Adam's weekly take on Baltimore sports and beyond. Always original. Always unfiltered.

Listen on:

- Spotify
- Stitcher
- Apple
- Google
- Pandora
- Amazon

Watch on YouTube

ADAM JONES

ADAM JONES

The Adam Jones Podcast

The Baltimore Banner · P...

74 videos

Play all

Orioles first baseman Ryan...
The Baltimore Ba...
145 views · 12 h...

Eric DeCosta on interest in ...
The Baltimore Ba...
926 views · 4 day...

Home Shorts Subscriptions Library



Programmatic Display & Video

Engage Your Specific Audience Anywhere

Banner Media can target your specific audience thru our partners across all categories.

Place your brand and messaging in front of key viewers wherever and whenever they are online.

BEHAVIORAL

Target a specific audience thru demographic, professional and interest.

CONTEXTUAL

Serve your ads around sites and articles based on a particular interest, theme or genre.

GEOFENCING

Draw a virtual radius around a specific location and serve ads to a hyper targeted group.

RETARGETING

Continue to keep your messaging in front of viewers who have previously shown interest.



Programmatic Audio

Real-time Optimization

STATS

Streaming accounts for 41% of music consumption.

Over 50% of Americans listen to streaming audio weekly.

Time spent listening to online radio surges to an all-time high of 14:39 per week.

39M Americans now own a smart speaker and two in five (39%) are using it at the expense of traditional AM/FM radio.

BENEFITS

Access the premium inventory across main stream audio services.

Accompany your audio ads with display banner at no additional cost to complete an omni-channel approach in your advertising strategy.

Allows for real-time optimization which yields more effective and efficient advertising spend.



Use Connected TV for Additional Distribution

Your Brand featured Before Premium Content

Feature your brand reel before premium content on connected/ streaming TVs, including over 150 apps, such as Hulu, Cartoon Network, CBS and more across TV, desktop, tablet and mobile.

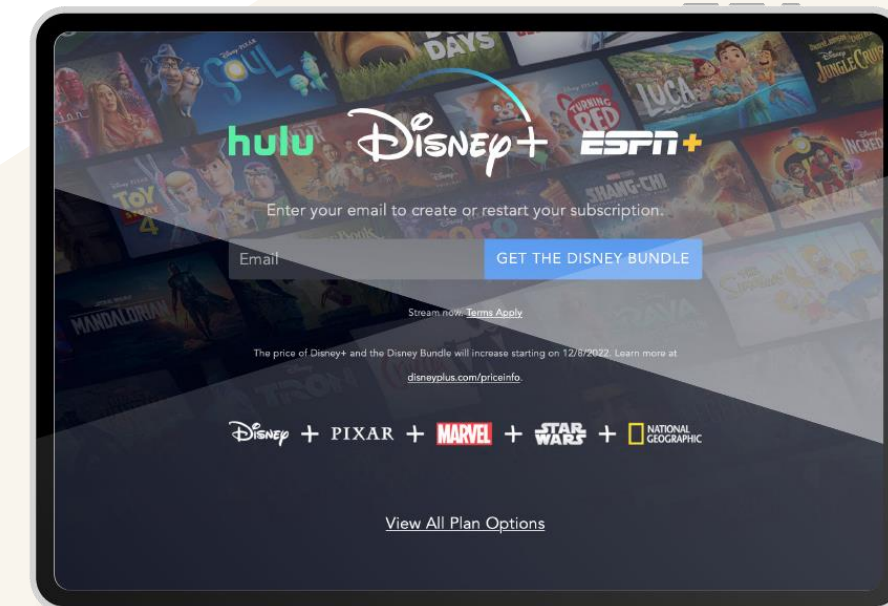


61%

60.8% of Internet users in the U.S. will use a connected TV service this year, that's 170.1 million people, according to eMarketer.

65%

Connected TV delivers on a connected consumer: 65% of people who use a second screen while streaming have looked up info on a product that's been advertised in a TV show.



Paid Social Advertising

Connect With Your Audience In Their Communities

We offer social media advertising on the largest platforms, utilizing multiple formats to achieve specific campaign goals.

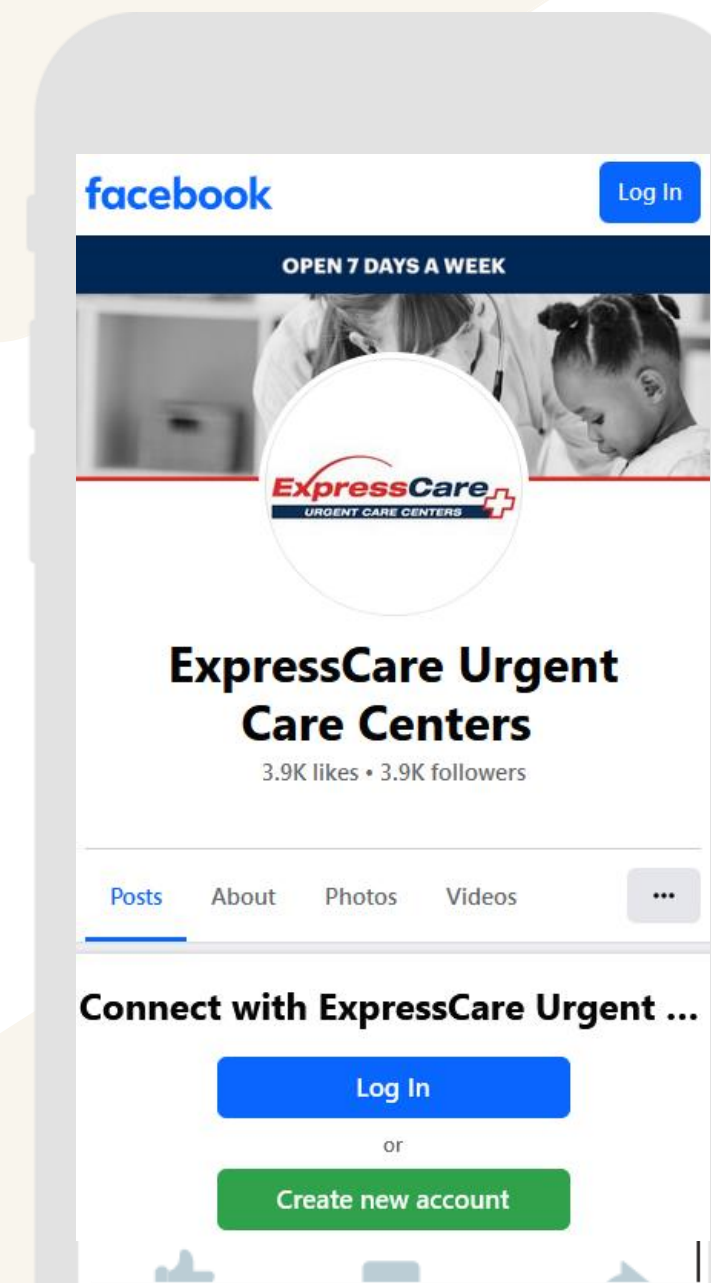
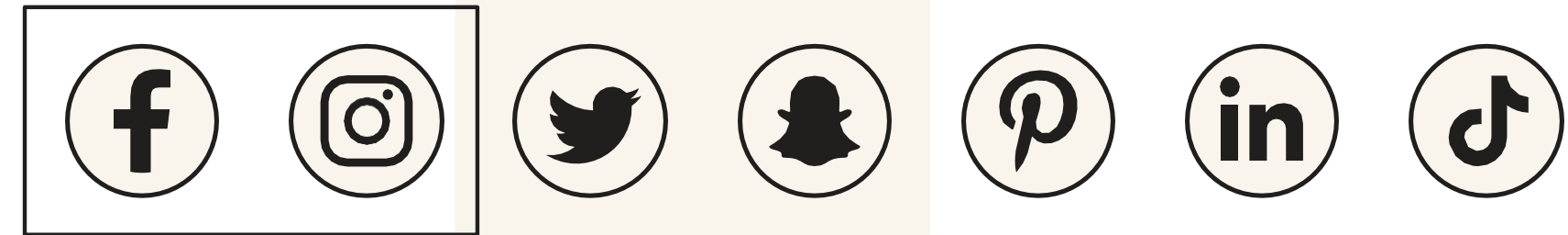
Extend your brand, develop client relationships, and have conversations with your audience where they spend their social time.

Formats include:

Photo Ads, Video Ads, Stories Ads, Messenger Ads, Carousel Ads, Slideshow Ads, and more.

Goals include:

Brand Awareness, Site Traffic, App Installs, Lead Generation, Conversions and more.



Targeted Email Marketing

Grow Your Audience With Messaging Directly to Their Inboxes

Deliver more in-depth content to educate new consumers about your services and solutions.

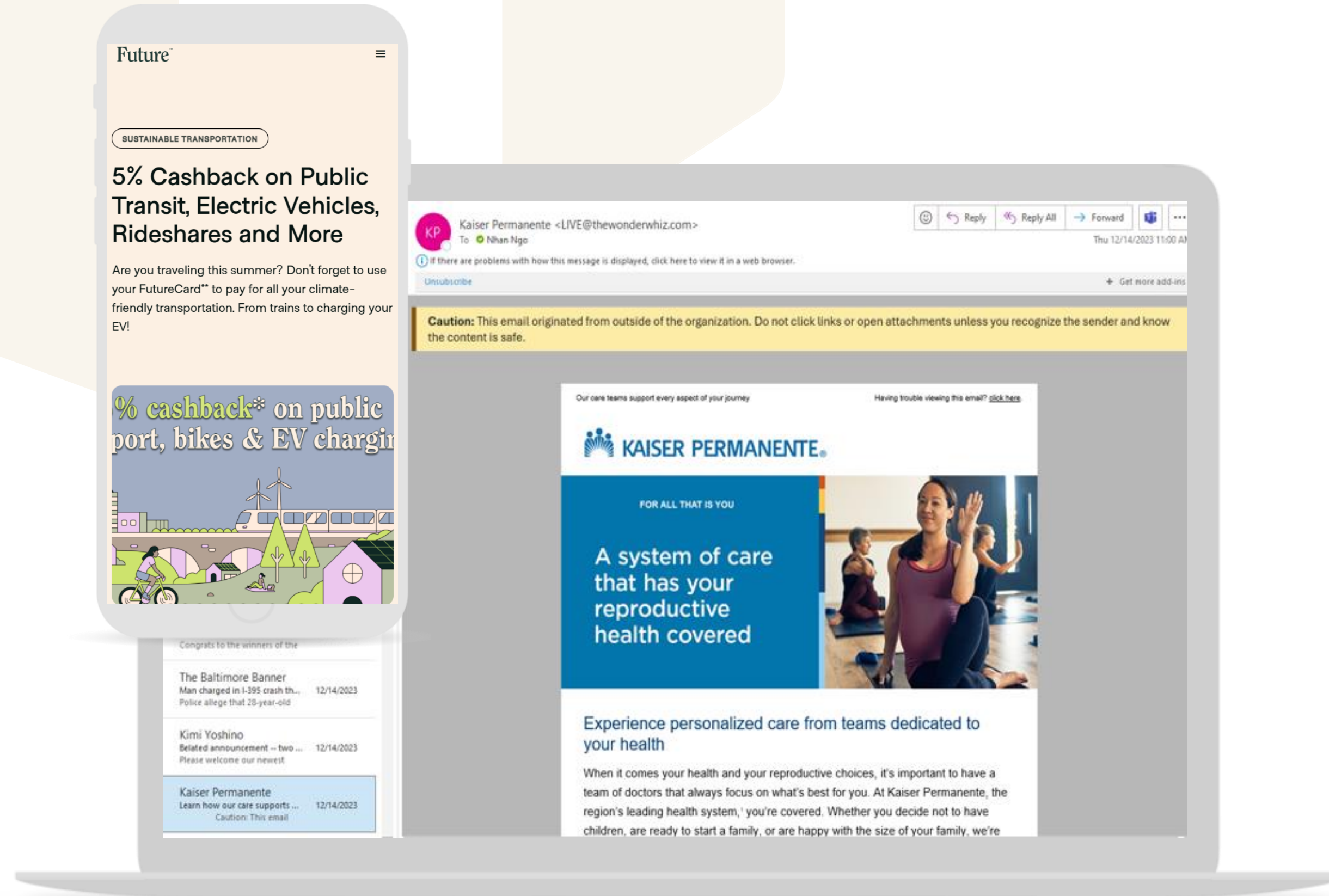
We can access over 100 million permission-based consumers and over 15 million business addresses and are 100% CAN-SPAM compliant.

LIFESTYLE EXAMPLES (150+ SEGMENTS)

Homeowners/Renters
Shopping Preferences
Health & Fitness/Ailment
Sports
Travel
Hobbies/Outdoor Activities

DEMO EXAMPLES (150+ SEGMENTS)

Age/Gender
HHI/Net Worth
Households with Children
Ethnic Background
Religion
Education Level



SEO

Be Seen, Capture & Share

As a leading source of local digital news, SEO is a natural part of what we do. Our on-site and off-site tactics ensure your site is SEO friendly, readable and increases your ability to be found.

SEO and Pay Per Click go hand in hand, and can help your visibility as people are searching for goods or services.

75%

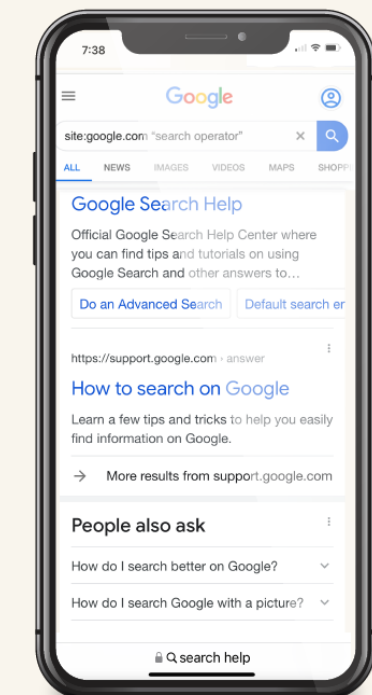
of users never scroll past the first page of search results.

PPC / SEM

Reach Actively Searching Consumers

Our expert team's hands-on approach to PPC means you bid on the right keywords to bring in qualified traffic that creates results that matter.

Our detailed reporting shows you the results you want to see.





Signature Events

The Baltimore Banner's Calendar of Signature Events for 2024—a curated series crafted to inspire and foster connections within our community. Unveiling pivotal discussions on pressing issues and commemorating local triumphs. Our events are a testament to our mission: to give life to the voices of our community, amplify the impact of our editorial endeavors and connect community members in a shared experience. The Baltimore Banner's events are a journey of exploration, dialogue, and celebration, amplifying the heartbeat of our vibrant community.



Custom Events

The Baltimore Banner custom events is a full-service event agency. Tailoring custom events for clients, transforming their concepts and brand visions into reality. Our services are adaptable, aligning precisely with the scope of work specified by the client. Whether it's a modest sourcing task or the comprehensive production and planning of the entire event, we scale our expertise to meet the unique needs and aspirations of our clients.



2024 EVENT CALENDAR

January



INSIDE THE LEGISLATIVE SESSION 2024

By THE BALTIMORE BANNER

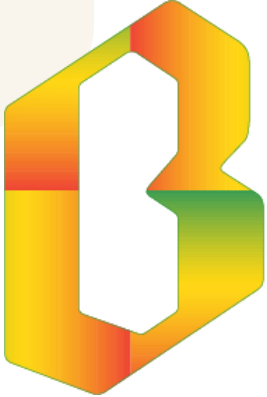
May



INNOVATEHER

by THE BALTIMORE BANNER

June



LEGACY BUILDERS

by THE BALTIMORE BANNER

January, March, and July



FOOD+DRINK

by THE BALTIMORE BANNER

May



EMERGING LEADERS

by THE BALTIMORE BANNER

October



From THE BALTIMORE BANNER

February, April, June, September and November



KITCHEN UNDISCLOSED

by THE BALTIMORE BANNER

June



Howard County

Unpacking a Dynamic and Visionary Region

by THE BALTIMORE BANNER

Signature Events 2024

Inside The Legislative Session

Date: January 16

Baltimore Banner reporters unpack the key issues from the legislative session over breakfast and conversations with key legislative leaders and business industry leaders. Panel discussions include a budget overview by Governor Moore, discussions on housing, healthcare, transportation, sustainability, public safety and juvenile justice.

Emerging Leaders

Date: May 15

An evening that celebrates Baltimore's next generation: leaders who are shaping our community. The honorees are selected by a selection committee that includes business and community leaders, along with The Baltimore Banner editorial team. Honorees demonstrate exceptional work to better Baltimore and the surrounding counties. We honor the outstanding individuals with a dinner and award ceremony.

Food + Drink

Date: Multiple – Jan, March and July

We carefully curate memorable culinary events designed to offer the community an extraordinary and immersive dining journey. These events often go beyond the traditional dining experience, whether it involves the collaboration of two chefs crafting a one of a kind menu or going beyond the confines of a 4-course dinner. Our Food + Drink events strive to surpass the expectations of our guests.

Howard County

Date: June 04

The Baltimore Banner highlights on what has been called the country's most innovative and transformative county, from its dynamic economy, vibrant communities, imaginative initiatives, top rated education, and a forward-thinking vision for the future. Baltimore Banner's Howard County bureau talked to leaders to unpack everything that makes this region an award-winning place live, work and play.

Kitchen Undisclosed

Date: 5x/year - February, March, June, September and November

Baltimore is a top foodie town! We scour the city to identify the best restaurants to bring guests a delicious four course dinner with wine pairings. The catch? Guests don't know where they headed until that morning.

Legacy Builders

Date: June 25

Celebrating diversity, equity, and inclusion, our newsroom shines a light on leading diverse voices in Baltimore who are making an impact.

InnovateHER

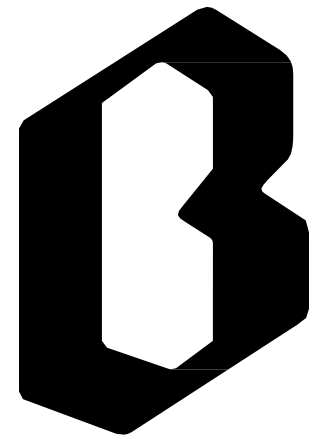
Date: May 09

An extraordinary gathering where phenomenally bold women engage in one-on-one discussions about innovative approaches to leadership, cultural impact, and self-care. The room is filled with remarkable stories and experiences of accomplished women who have shattered glass ceilings across diverse industries.

iMPACT Maryland

Date: October 1

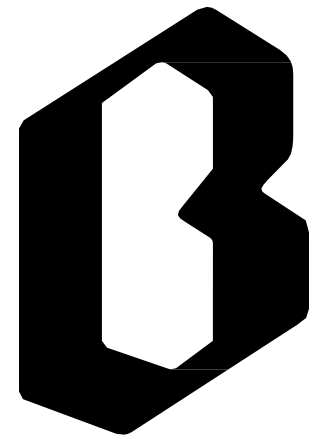
A premier thought leadership conference, brings together top voices and generational leaders from across the region to create a powerful dialogue around policies and issues that affect the state.



**BANNER
MEDIA**

Thank You!





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Thank You!

