

The Texas Tribune is part of the solution to the decline of public service journalism in Texas and as a way to provide this essential public good - the news and information required to engage and educate Texans about the big issues affecting us all: public education, health care, transportation, immigration, energy, and the environment.

The key for the TEXAS NURSES ASSOCIATION is the Tribune's ability to connect with an active, engaged, educated, influential audience across Texas.

TEXAS NURSES ASSOCIATION

Evan Smith, ceo and co-founder of The Texas Tribune, to keynote on February 27, 2023, in Austin, Texas.

In addition -

DIGITAL MESSAGING – CROSS PLATFORM

Campaign Time Period: 90-Days

- Site Placement
- Email Messaging
- Audio Messaging

Content Placement & Banner Within Stories

Texas Nurses Association will receive rotating presence on texas Tribune.org, on original reporting pages – Front Page, Story and Data pages, and placement within story content for the campaign time period.

Billboard – 970x250, Medium Rectangle – 300x250 and Leaderboard – 728x90
Viewable Impressions –300,000

Note - Ad banners may be refreshed at any time during the campaign time period. You may run more than one creative set at the same time. You'll direct the campaign and the percentage for each creative set within the total impressions.

Email Messaging

THE BRIEF

What you need to know each weekday.

An email newsletter, delivered first thing every morning. Opt-in recipients will receive the top news, analysis, events and more for the day ahead in an easy digest.

66,122 opt-in subscribers*

Email Elements:

300x250 Medium Rectangle and / or approximately 20 words of copy and URL

Due to the limitations of our mail server, we are unable to report on the performance of individual newsletter placements.

However sponsors may provide tracking links for use in newsletter placements allowing sponsors to directly monitor newsletter placement performance.

*As of October 17, 2022

VALUE AND INVESTMENT

Total Program Value – \$17,700

Total Net Investment - \$5,000

ORGANIZATION OVERVIEW

The Texas Tribune is a non-partisan, non-profit media organization that promotes discourse on vital issues of statewide interest. Our mission is to improve civic engagement in Texas; to serve the journalism community as a source of innovation; and to build the next great public media brand in the United States.

On Nov. 3, 2009, when we launched texastribune.org, more than a website was born. We gave life and vitality to the idea that searching for the truth and telling people what you find matters, that civic engagement matters.

From the first day to today we've been guided by our public-service mission. From the first day to today, we've been committed to publishing news (beat reporting, breaking and daily news reporting, political reporting, watchdog and investigative reporting), making data widely accessible and producing dozens of on-the-record events each year. From the first day to today, we've believed that truly nonpartisan journalism is the antidote to life in the United States of Confirmation Bias.

The Texas Tribune has been in business for 12 years.

In the time since our launch, we've made mistakes and learned from them. We've figured out what we are but have given ourselves room to evolve — to become better at achieving our mission. We've hired truly great people, over and over. We've found and grown a substantial audience. We've honed a sustainable business model. We've won acclaim and awards for the quality and imagination of what we do. And we've developed best practices that are being emulated by startups and legacy institutions around the country. It's been a glorious period, gratifying and humbling in every way.

Of course, you can't succeed as a news organization without news. We are lucky as hell to be doing this work in Texas, which is the center of the universe in ways that are good and bad — usually simultaneously. Over the last 12 years, so many national stories have originated here and migrated to the rest of the country. So many national political figures, real and manufactured, have gotten their start here. So many controversies, real and manufactured, have incubated here. So many conspiracy theories, despite all of our best efforts to beat them back, have gotten traction here. And in classic “everything's bigger” fashion, when the world has been in the throes of a crisis — or more than one — we've been impacted more than just about anywhere else.

Through it all, The Texas Tribune has been a reliable, credible source of news and information about and for a fast-growing, dynamically changing state — the most important of the 50. Offering insight, clarity, context, perspective and something so little in evidence these days: institutional memory. Making sense of it all. The issues we face today are more complex than ever. The stakes in the outcomes of various fights being waged are higher than ever. The disagreements over what is the truth and what are facts are more pronounced than ever. And so, Texas and Texans need the Tribune more than ever.

Twelve years in, we've never believed more passionately in our mission. Millions of others believe in it, too. We are thankful for that. Here's to the next 12!

Although commercial models for delivering news and information are under tremendous pressure, the level of “media clutter” seems only to increase. We are keenly aware that breaking through that clutter is perhaps the central challenge we face in making **TexasTribune.org** a success. What sets us apart:

NOT JUST NEWS — KNOWLEDGE

Our website is built from scratch as a “digitally native” public service. Advances in technology provide unparalleled opportunities for educating the public. Original reporting is married to the newest online presentation and visualization tools. Our site also includes highly curated news aggregation from other sources, polling, blogging, columns, commentary and an ever-growing lineup of searchable databases that numbers more than 100. Citizens and other journalists already see the Tribune as the authoritative source of data on a wide range of topics such as voting records, campaign finance, public school quality and public employee compensation.

OBJECTIVITY & NONPARTISANSHIP

We believe that the serious-minded public is fed up with the “echo chamber” structure of the news media and is hungry for a trusted news source. Objective journalism sets the tone for the Tribune and differentiates us in a crowded media universe. As a 501(c)3, the Tribune has opted out of specific candidate or issue endorsements.

SUBJECT FOCUS

What the Tribune does not cover is almost as important as what it does. Since we are not a paper of record and do not attempt to reach a mass audience, we do not chase the “story” of the moment. Instead, we focus on reporting the issues that matter to Texans with a comprehensiveness and depth that aren’t found elsewhere: water, transportation, criminal justice, health care, public education, energy and immigration.

VOICE

Serious-minded and dull are not synonymous. We reject the idea that reporting in the public interest must be boring, or that reporters on serious topics must be stripped of their authorial voice. Reporters can have distinct personalities without compromising their objectivity. The best magazines have proved this over time, and the Tribune will as well.

CULTURE OF EXPERIMENTATION

Although the Tribune is not a technology company, a component of our mission is to experiment constantly with the ever-growing arsenal of tools at our disposal to make the reader experience ever more engaging.

YOUTH

Our team members are digital natives, and our site is designed with the news-consuming habits of a young public in mind. Effective leverage of social networking tools is key to our success with a younger audience. We are also conducting a college outreach program on a scale that has never been mounted by a journalistic enterprise in Texas.

LEVERAGED DISTRIBUTION

In syndicating our content at no cost to other news outlets, we believe we will advance the goal of ubiquity very rapidly and cost effectively. It matters not to us whether a reader encounters our content on our site, in a public radio interview with one of our reporters or in *The Facts* of Brazoria County.

AWARDS & RECOGNITION

We've won a Peabody and a total of 50 regional and national Edward R. Murrow awards. We're known as the leader in public service journalism in the United States. Our most recent awards detailed below:

2022 National Edward R. Murrow Awards
Winner, Overall Excellence-Large
Winner, Excellence in Innovation-Large
Unprepared: Texas Winter Storm 2021
(with ProPublica)

INVESTIGATIVE REPORTERS AND EDITORS
Winner, Breaking News,
Unprepared: Texas Winter Storm 2021
(with ProPublica)

NATIONAL HEADLINER AWARDS
Third Place, Online investigative reporting for digital partnerships,
Invisible Threat: Carbon Monoxide's Unchecked Toll (with ProPublica and NBC News)

ASSOCIATION OF HEALTH CARE JOURNALISTS
First Place, Investigative-Large,
Invisible Threat: Carbon Monoxide's Unchecked Toll (with ProPublica and NBC News)
First Place,
Public Health-Large, Sacrifice Zones: Mapping Cancer-Causing Industrial Air Pollution (with ProPublica and Mountain State Spotlight)

TEXAS MANAGING EDITORS AWARDS
Winner, Star Investigative Report of the Year-4A,
Invisible Threat: Carbon Monoxide's Unchecked Toll (with ProPublica and NBC News)
Second Place, Star Reporter of the Year-4A, Jolie McCullough
Second Place, Online Package of the Year-4A, Invisible Threat:
Carbon Monoxide's Unchecked Toll (with ProPublica and NBC News)
Second Place, Freedom of Information Award-4A,
Invisible Threat: Carbon Monoxide's Unchecked Toll (with ProPublica and NBC News)
Second Place, Infographics-4A,
COVID-19 and Nursing Homes

Third Place, Community Service-4A,
Redistricting in Texas
Third Place, Team Effort-4A,
Redistricting in Texas
Third Place, Video-4A,
Rural Broadband in Texas
Third Place, Feature Writing-4A,
A Rancher's Last Sunset
Third Place, Infographics-4A,
COVID Deaths in Texas
Honorable Mention, General Column Writing-4A,
Ross Ramsey's Analysis of the Winter Storm and the Texas Power Grid

NIHCM AWARDS
Digital Media Award,
Sacrifice Zones: Mapping Cancer-Causing Industrial Air Pollution (with ProPublica and Mountain State Spotlight)

FORT WORTH SPJ'S FIRST AMENDMENT AWARDS
Investigative,
Transparency and UT-Austin

LIVINGSTON AWARDS
Finalist, Local Reporting, Kate McGee

NEWS LEADERS ASSOCIATION AWARDS
Finalist, Punch Sulzberger Innovator of the Year Award,
Sacrifice Zones: Mapping Cancer-Causing Industrial Air Pollution (with ProPublica and Mountain State Spotlight)

SOCIETY FOR ADVANCING BUSINESS EDITING AND WRITING AWARDS
Winner, Innovation - Medium Division,
Sacrifice Zones: Mapping Cancer-Causing Industrial Air Pollution (with ProPublica and Mountain State Spotlight)
Honorable Mention, Energy and Natural Resources Coverage - Small Division,
The Winter Storm and the Power Grid

AUDIENCE & SITE TRAFFIC

Public policy and politics affect real people — which is why we view journalism as a service. For us, growing our audience isn't about getting more clicks on a page; it's about helping communities come together around the statewide issues they care about.

We know there is an appetite for this information: Our website attracts millions of people each month and thousands of others consume our journalism in their local newspapers, on their local newscasts, through social media and at the Tribune's statewide events.

Whether it's through social media, email newsletters, in-person events or our live streams, we continue to seek better ways to make our journalism accessible to readers statewide, so they can engage more deeply with important news and events, as well as with the greater community of fellow Tribune readers and viewers.

2021 AUDIENCE BY THE NUMBERS

Average Monthly Audience – 4 million unique site visitors

Audience

51% Male, 49% Female
64% are 25-54 in Age
Highly Educated – 86% College Graduates with 54% Advance Degree Plus
98% are Registered to Vote and 93% Voted in the Last Election
63% Professional, Technical Occupation
15% Business Owner or C Level Officer
63% held leadership positions (middle management or above)
77% Own Their Own Home
Median HHI is \$103,000 and 24% earn \$200,000 plus
Active, Engaged, Travel and Attend Events

AD SPECS & GUIDELINES

UNDERWRITING GUIDELINES

- To clearly distinguish advertisements from editorial content, we require that **all white background ads come with a border**.
- All ads will open new browser window.
- No on-load pop-over ads.
- All versions of creative that will be served via a third-party must be provided for **testing and approval** prior to appearing on the site.
- In the event a third-party ad server fails or fails to respond in a reasonable time frame, the Tribune has the right to pull the ad from our pages until the problem has been rectified.
- Images cannot be pixelated and need to be good quality.
- All animated ads need to be accompanied by a **static image version** of the ad.
- All ad units must be clearly identified as such.

SITE AD SPECS

Format. .jpg (.jpeg), .png, .gif. or most third-party tags and HTML5 creatives.

File size. **Must be under 999KB.**

Ad sizes.

970 x 250 px at 72 dpi

300 x 250 px at 72 dpi

728 x 90 px at 72 dpi

EMAIL AD SPECS

Format. .jpg (.jpeg) or .png

File size. **Must be under 999KB.**

Ad size. 300 x 250 px at 72 dpi

VIDEO SPECS

Format. .mov, .mp4 or .mpeg

File size. **Must be under 32MB.**

Length. 15 seconds

GENERAL GUIDELINES

Products. To help identify a funder, one specific product or brand name item may be mentioned in audio and depicted in an ad. In addition, up to three generic product lines or target markets for a company's products may be mentioned in audio and identified by means of text or generic symbols in video (e.g., "maker of the VAX-111 computer [specific product] and other computers for business, government, and personal use [target markets].")

Underwriter Location. It is permissible to cite location, telephone number information and website addresses. In the alternative, it may be a generic reference to the area served.

Slogans and Corporate-Positioning Statements. Slogans or corporate "positioning" statements that are used to identify a company are acceptable; direct comparison with other companies, or with other companies' products or services ("when a Cadillac just isn't good enough") are not permitted.

Use of People. Actors/actresses or corporate representatives may appear in a credit. Further, for purposes of identifying a funder, employees of a company may be shown in a credit, provided, however, that if employees are used, specific products may not be shown.

Creative Delivery. Please allow 48 hours for launch of materials.

The Texas Tribune reserves the right to reject any ad based on content or images contained in the banner.