



# **FRESH WATER NEWS**

## **2023 MEDIA KIT**







# MISSION

**Fresh Water News** is a nonprofit news initiative of Water Education Colorado, dedicated to providing nonpartisan news coverage of the water issues that define Colorado and the American West.

We're there when you can't be, tracking the work of lawmakers and regulators, and efforts across the state to conserve water for cities and farms, keep streamflows healthy, align water needs with food production, and so much more.

Founded in 2018, Fresh Water News now reaches tens of thousands of readers through our partnerships with such major media outlets as the Colorado Sun and the Colorado Springs Gazette, as well as news outlets serving the state's vital rural communities, such as the Pagosa Springs Sun, the Aspen Times, and the Sterling Journal Advocate.

Our news coverage is free to our readers and media partners, but our ability to provide original, on-the-ground reporting requires a substantial financial investment. We rely on our members, donors, and not least, underwriters, to keep our electronic news presses rolling. Your support is critical.

# 13,000+

Coloradans rely on Fresh Water News to stay up-to-date on key water issues

(reached directly through WEco channels, with tens of thousands more reached via news media partnerships)

## News headlines



**Holiday snows grace Colorado ski slopes, but barely move the needle on drought**

December 28, 2022 by Jerd Smith



**Colorado launches \$25M, multi-state effort to improve soils, reduce ag water use**

December 21, 2022 by Allen Best



**Confab: Feds say Colorado River flows will continue to plummet, threatening releases from Powell**

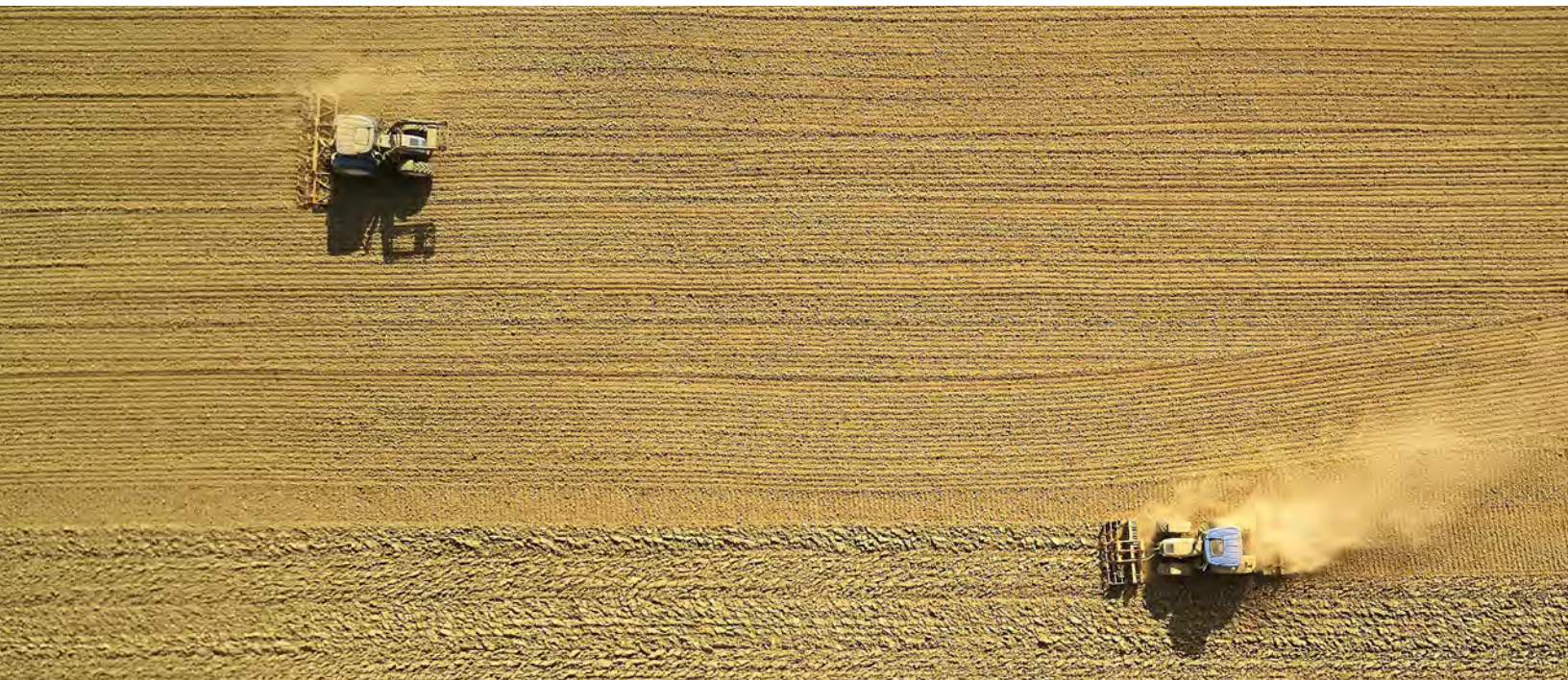
December 14, 2022 by Jerd Smith



**Colorado gears up as congressional review of hallmark fish and wildlife recovery efforts loom**

December 7, 2022 by Caitlin Coleman





# PRAISE

## FOR FRESH WATER NEWS

***Fresh Water News is a member of the Colorado Press Association, the Society of Professional Journalists, and the Society of Environmental Journalists.***

Fresh Water News' reporting is provided via a weekly email news report, a focused web landing page with a news digest, and other news media organizations who choose to carry it, helping to fill critical reporting gaps for local news outlets across the state. Fresh Water News stories are also being converted into nationally broadcast documentaries on Western water. We are quickly becoming the No. 1 source for Coloradans seeking water news coverage.



## What our readers say

*"I like the emphasis on 'nonpartisan.' The citizens of our country and state are divided in many ways. The last thing I want to read is a scientific article with a partisan bias. Water resources education should be based on the best available facts. In that regard and overall, you are doing a good job. It is imperative to keep the general public informed about the importance of water. Keep up the great work."*

**– T.J. Burr, Civil Engineer**

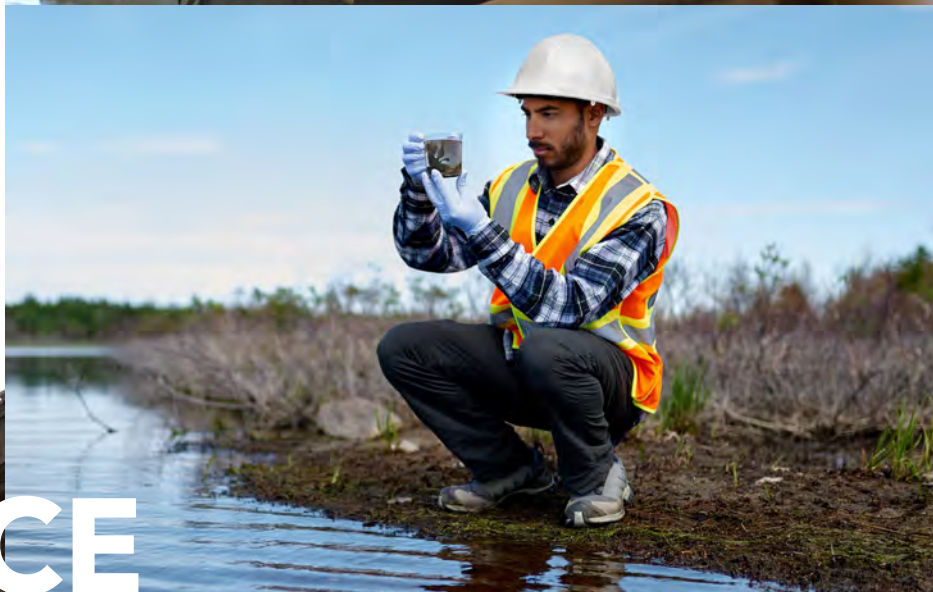
*"I've been meaning to contact you and was reminded again when I saw your story about the buy-and-dry issue in San Luis Valley. Wow! Such a deeply reported and well-written story that really showcases your knowledge about important water issues in Colorado."*

**– Coleman Cornelius, Colorado State Magazine**

*"I wanted to comment on the absolutely beautiful article, Squeezed by Two Megafires. Beautiful writing, beautiful use of the language. It was so informative, and I learned so much, I'm going to save it."*

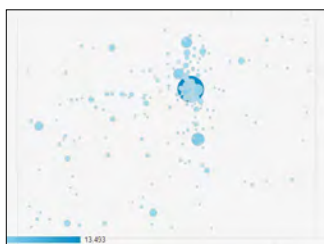
**– Lavonne Harris, Colorado Springs Reader**





**Fresh Water News** is the only independent, nonpartisan, and nonprofit news service in Colorado reporting on water issues. Since its establishment in 2018, Fresh Water News has continued to grow, reaching all corners of the state. As an underwriter, you'll be supporting fact-based water journalism and gaining exposure for your business or organization with our audience of loyal, engaged readers throughout Colorado.

Fresh Water News reaches 5,200 subscribers directly each week through an email news report, and has over 8,000 unique page views each month online. Community members, water professionals, and decision- and policy-makers all rely on this trusted news service to bring them policy-neutral stories that inform their decisions around water. Our readers are geographically diverse, spanning the state of Colorado, from East Slope to West Slope. All stories are published online at [www.wateredco.org/fresh-water-news](http://www.wateredco.org/fresh-water-news).



**Top 9 locations our readers are from:** Denver, Colorado Springs, Fort Collins, Lake-wood, Boulder, Aurora, Grand Junction, Alamosa, Arvada

Source: Google Analytics

## Growing, loyal, and engaged Colorado audience

### Email News Report:

Subscribers have grown by **28%** since 2018 when reporting began

Open rate average of **26%** (has been as high as **30%**)

### Website:

Average time spent on Fresh Water News articles is **3.5 minutes**

**8,000+** unique page views per month

Unique page views **tripled** from year 1 to year 2 of news coverage and continue to climb

### Social:

**5,000+** social followers



# RATES

**Our goal is to raise awareness and keep Coloradans current** on top water issues so they can make informed decisions about this crucial resource. The trusted and balanced reporting that Fresh Water News delivers to thousands of Coloradans each week requires a significant investment, and we rely on our underwriters and supporters to keep our digital newsroom running.

Underwriting rates for Fresh Water News are competitive with other publications of similar size and scope. All underwriting revenue goes directly toward supporting the ongoing production and distribution of Fresh Water News.

In order to minimize the impact to content, the total number of ads in Fresh Water News is limited, increasing the exclusivity of your ad. Ads are sold on a first-come, first-served basis and are discounted by 10 percent or more when purchasing in advance for multiple months.

LEVEL/COST	AD LOCATION	FREQUENCY	ADDITIONAL BENEFITS FOR ALL UNDERWRITERS
Editorial \$2,500	3 months		Recognized as key sponsor in social media posts 1x/ month linking to Fresh Water News articles, reaching more than 10,000+ people total.  Included on our supporter list in Water Education Colorado's annual report for the fiscal year purchased.
	Fresh Water News landing page & individual article pages	Continuous; rotating	
	Weekly email news report highlight	1x/month (3 total)	
Investigative \$4,500	6 months		
	Fresh Water News landing page & individual article pages	Continuous; rotating	
	Weekly email news report highlight	1x/month (6 total)	
	Invited to submit a guest blog post to the Your Water Colorado blog on Water Education Colorado's website.		
Headlining \$8,000	12 months (limited availability)		
	Fresh Water News landing page & individual article pages	Continuous; rotating	
	Weekly email news report highlight (exclusive)	1x/month (12 total)	
	Invited to submit a guest blog post to the Your Water Colorado blog on Water Education Colorado's website.		

\*Custom plans are available. Please contact [jayla@wateredco.org](mailto:jayla@wateredco.org)

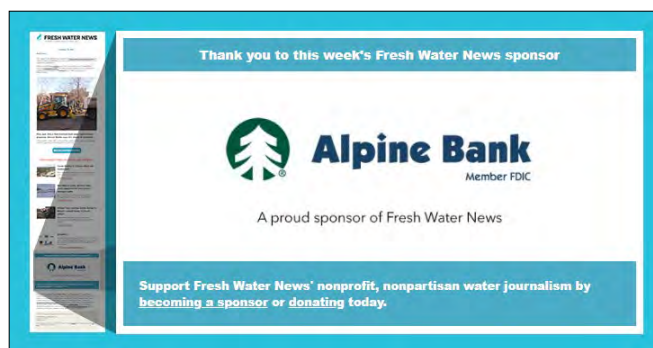
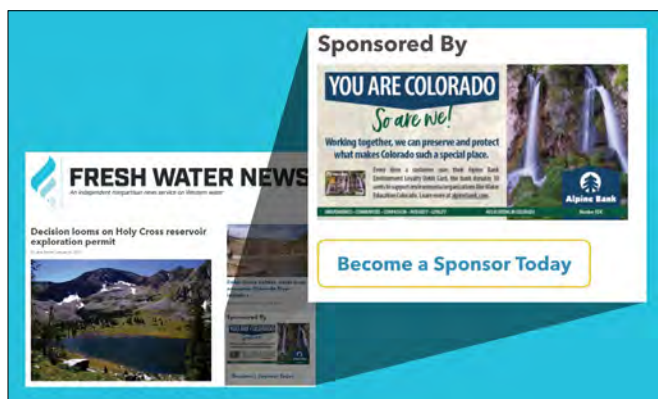




# SPECS

**As an underwriter of Fresh Water News**, your ad will appear directly on the website in a rotating prime sponsor callout section at the top of the Fresh Water News landing page as well as all individual story pages, giving your organization or business exposure to the over 8,000 readers that visit our website each month.

Additionally, your ad will appear in the weekly email news report that reaches over 5,200 subscribers directly. Once a month, for the duration of your purchased ad, you will be highlighted as a key sponsor in the form of your logo or advertisement in the email news report. Exclusive monthly ads are available as a Headlining-level underwriter, giving your organization sole exposure to our thousands of readers.



## Artwork requirements

Please submit all ads (or logos) as high-resolution **.jpeg** or **.png** file format, with sizing of **800 x 400**. Resolution must be at least **300 dpi**.

Water Education Colorado believes in impartial, non-advocacy education. Therefore, the editor of Fresh Water News reserves the right to refuse any advertisements that may jeopardize this standard.





# CONTACT

Secure your advertisement today by emailing Jayla Poppleton at [jayla@wateredco.org](mailto:jayla@wateredco.org)



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