The Kansas City Beacon and The Wichita Beacon are non-profit online news outlets focused on in-depth journalism in the public interest. Beacon stories are revelatory, contextual, data-driven and solutions-driven.

Hub and Spoke Model for the Midwest

Core Coverage Areas

- Education
- Government
- Housing
- Civic Engagement
- Labor
- Healthcare
- Environment

[Diagram showing the hub and spoke model with the Kansas City and Wichita Beacons as the hubs and the Midwest region as the spokes.]
Community is the Neural Center of Our Modern Newsroom

How we’re different

COMMUNITY ENGAGEMENT BUREAU
At the core of every article:

WHY?
Informed citizens can best determine their communities needs.

Solutions Journalism

- Identify Relevant Social Issues
- Provides the Tools for Civic Engagement
- Highlights Responses to Problems
- Evidence Based & Data Driven
Journalism for the People

How do we choose what to cover? **By listening.** We put readers first and engage with the community directly to find out what issues matter to you.

The Impact of Listening

- People registered as poll workers for the 2020 election.
- Wyandotte Co. health officials made COVID testing locations more consistent.
- County election officials updated websites to https ahead of the 2020 election.
- Kansas City Land Bank chair ousted; city auditor looking into conflicts of interest.
- Wyandotte Co. authorities added more ballot boxes.
THE BEACON
Sponsor Marketing
Audience

Nearly 50% Millennial

<table>
<thead>
<tr>
<th>THE KANSAS CITY BEACON</th>
<th>THE WICHITA BEACON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KCBacon.org</strong></td>
<td><strong>WichitaBeacon.org</strong></td>
</tr>
<tr>
<td>Female 69.4%</td>
<td>Female 72.3%</td>
</tr>
<tr>
<td>Male 30.6%</td>
<td>Male 27.7%</td>
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NCZBeacon.org

WichitaBeacon.org

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</tr>
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</table>

NCZBeacon.org

WichitaBeacon.org
One word to describe The Wichita Beacon...

Audience (cont.)

The Beacon is dedicated to going beyond the headline to understand the history and systemic challenges of our community. I believe in the Beacon’s mission and trust in the competency of its staff. The Beacon is a valuable addition to the local news ecosystem. That investigation was excellent and such a great example of holding local officials accountable for a potential solution that isn't working as intended. I am overjoyed – someone is reporting news for news sake and without an agenda! I really appreciate the work the Beacon is doing and would like for it to be able to expand. I value and am grateful for the local and state issues covered by the Beacon. We need independent journalism more than ever now. Fantastic and informative journalism.
**Website Stats at a Glance**

**Monthly**

**KANSAS CITY & WICHITA COMBINED**

- **Total Unique Users per month**: 82K
- **Total Pageviews per month**: 125K

**THE KANSAS CITY BEACON**

- **KCBeacon.org**
  - **Unique Users per month**: 69K
  - **Pageviews per month**: 101K
  - **New / Returning Visitors**: 67K / 11K
  - **Avg Session**: 00:01:25

**THE WICHITA BEACON**

- **WichitaBeacon.org**
  - **Unique Users per month**: 13K
  - **Pageviews per month**: 24K
  - **New / Returning Visitors**: 12K / 3K
  - **Avg Session**: 00:01:44
### Newsletter Stats at a Glance

#### KANSAS CITY & WICHITA COMBINED
- **Total Subscribers**: 15,600+
- **Avg. Open Rate**: 37.5%
- **Click Through Rate**: 2.7%
- **Monthly Impressions/Opens**: 129K
- **Gender**:
  - F 59%
  - M 30%
  - 11% Unknown
- **Emails Sent Monthly**: 70K

#### THE KANSAS CITY BEACON
- **Newsletters**: 10,800+
- **Subscribers**: 10,800+
- **Open Rate**: 2.5%
- **Click Through Rate**: 2.8%
- **Monthly Impressions/Opens**: 25K
- **Gender**:
  - F 59%
  - M 31%
  - 10% Unknown
- **Emails Sent Monthly**: 59K

#### THE WICHITA BEACON
- **Newsletters**: 4,800+
- **Subscribers**: 4,800+
- **Open Rate**: 37.2%
- **Click Through Rate**: 2.5%
- **Monthly Impressions/Opens**: 41K+
- **Gender**:
  - F 59%
  - M 29%
  - 12% Unknown
- **Emails Sent Monthly**: 34K
Design Specs
Creative must be provided in one of the many formats we offer five days in advance of campaign.

Website & Email
Static
• File format: JPEG, PNG, GIF preferred

Animated
• File format: Animated GIF (3 frames max)
• Sound: Any sound, must be user initiated upon click
• Frames: Maximum three frames
• File size: Maximum 200K

Color Space and Dimensions
• Color space: RGB preferred
• Resolution: 72 ppi, at final size
• Dimensions: W x H in pixels
• Font Size no smaller than 18

Logistical Details
• Creative is due five days prior to launch, built to spec
• Clear readable font on mobile required
• One click-through URL allowed per unit
• The Beacon reserves the right to refuse any creative

Turnaround
• 5 Business Days

Questions about creative? Contact bill@thebeacon.media.com
Newsletter - Marketing

We have two opt-in newsletters sent out on Tuesday & Thursday mornings
Sending directly to highly engaged readers in both Kansas City and Wichita

THE KANSAS CITY BEACON

7k subscribers

Position* Weekly Monthly Annual
Header $200 $760 $9,350
Mid Email $180 $690 $8,425
Footer 1 or 2 $160 $610 $7,500
Hdr & Mid $360 $1,470 $16,900

37% KC Open Rate

THE WICHITA BEACON

4.1k subscribers

Position* Weekly Monthly Annual
Header $180 $690 $8,425
Mid Email $160 $610 $7,500
Footer 1 or 2 $140 $540 $6,550
Hdr & Mid $325 $1,250 $15,200

37% Wichita Open Rate

The Takeover - Header & Mid Email of Both Newsletters:

$650 $2,475 $30,500

*Mid Email and Footer 1&2 can be 300×250 (in pixels)
Header
Reach every reader at the very top of every email.

Be the first thing seen.

Kansas City Beacon
$200 - Weekly 21.6K Sent
$760 - Monthly 87K Sent
$9,350 - Annually 1MM+ Sent

Wichita Beacon
$180 - Weekly 9.6K Sent
$690 - Monthly 40K Sent
$8,425 - Annually 499K Sent

Sizes in Pixels
Desktop, Tablet & Mobile
970 x 250 Billboard
300 x 250 Med Rectangle

Newsletters (Every Tuesday & Thursday)
Mid Email
Reach every reader at the center of the content.
In the heart of the email.

Kansas City Beacon
$180 - Weekly 21.6K Sent
$690 - Monthly 87K Sent
$8,425 - Annually 1MM+ Sent

Wichita Beacon
$160 - Weekly 9.6K Sent
$610 - Monthly 40K Sent
$7,500 - Annually 499K Sent

Sizes in Pixels
Desktop, Tablet & Mobile
970 x 250 Billboard
300 x 250 Med Rectangle

Newsletters (Every Tuesday & Thursday)
Kansas City Beacon
$160 - Weekly  20.3K Sent
$610 - Monthly  88K Sent
$7,500 - Annually  1MM+ Sent

Wichita Beacon
$140 - Weekly  9.2K Sent
$540 - Monthly  40K Sent
$6,550 - Annually  477K Sent

Sizes in Pixels
Desktop, Tablet & Mobile
970 x 250 Billboard
300 x 250 Med Rectangle

Reach dedicated readers lower in every email. Engage with the engaged!
Website - Marketing Graphics  [**KCBeacon.org** & **WichitaBeacon.org**]
Across network or individual newsroom sites with any size banner and reach the community with consistent presence for the length of your campaign. Ask about bundling packages that focus on your goals.

<table>
<thead>
<tr>
<th>Kansas City Beacon</th>
<th>Share of Voice</th>
<th>Campaign Length</th>
<th>Impressions Per Avg. Mo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Week</td>
<td>Month</td>
</tr>
<tr>
<td>Header</td>
<td>100%</td>
<td>$215</td>
<td>$860</td>
</tr>
<tr>
<td>Header</td>
<td>50%</td>
<td>$129</td>
<td>$516</td>
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<tr>
<td>Right Rail/Mid-Article</td>
<td>100%</td>
<td>$180</td>
<td>$720</td>
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<td>Right Rail/Mid-Article</td>
<td>50%</td>
<td>$108</td>
<td>$432</td>
</tr>
<tr>
<td>Sticky Right Rail</td>
<td>100%</td>
<td>$170</td>
<td>$680</td>
</tr>
<tr>
<td>Sticky Right Rail</td>
<td>50%</td>
<td>$102</td>
<td>$408</td>
</tr>
<tr>
<td>Footer</td>
<td>100%</td>
<td>$125</td>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Wichita Beacon</th>
<th>Share of Voice</th>
<th>Campaign Length</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Week</td>
<td>Month</td>
</tr>
<tr>
<td>Header</td>
<td>100%</td>
<td>$150</td>
<td>$600</td>
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<tr>
<td>Header</td>
<td>50%</td>
<td>$90</td>
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<td>Right Rail/Mid-Article</td>
<td>100%</td>
<td>$125</td>
<td>$500</td>
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<tr>
<td>Right Rail/Mid-Article</td>
<td>50%</td>
<td>$75</td>
<td>$300</td>
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<tr>
<td>Sticky Right Rail</td>
<td>100%</td>
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<td>$460</td>
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<tr>
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<td>50%</td>
<td>$69</td>
<td>$276</td>
</tr>
<tr>
<td>Footer</td>
<td>100%</td>
<td>$80</td>
<td>$320</td>
</tr>
</tbody>
</table>
Reach every reader at the very top of every page

**Kansas City**
- Impressions
  - $860 - Monthly: 103K+
  - $2,655 - Quarterly: 309K+
  - $10,062 - Annually: 1.2MM+

**Wichita**
- Impressions
  - $600 - Monthly: 24K+
  - $1,853 - Quarterly: 72K+
  - $7,020 - Annually: 288K+

**Sizes in Pixels**

**Desktop & Tablet**
- 970 x 250 Billboard
- 728 x 90 Leaderboard

**Mobile**
- 300 x 250 Med Rectangle

---

Focus

Focus is Hiring Positions all across the Metro! Contact our branch (913) 268-1222

---

Wichita NAACP, teachers union and other leaders team up to support ballot initiative

In November, Wichitans will vote on the USD 259 school board ballot initiative, which would change the way school board members are elected.
Kansas City Impressions
$780 - Monthly 91K+
$2,223 - Quarterly 273K+
$8,424 - Annually 1.1MM+

Wichita
$500 - Monthly 18K+
$1,544 - Quarterly 54K+
$5,850 - Annually 216K+

Sizes in Pixels
Desktop, Tablet & Mobile
300 x 250 Med Rectangle
300 x 600 Tall Rectangle

KCBeecon.org & WichitaBeacon.org
Sticky Bottom Rail/Mid-Article
Right Rail on desktop/tablet sticks on the screen as you scroll. Mid-article on mobile

### Kansas City Impressions
- **Monthly**: $680, 76K+
- **Quarterly**: $2,100, 228K+
- **Annually**: $7,600, 912K+

### Wichita
- **Monthly**: $460, 16K+
- **Quarterly**: $1,420, 48K+
- **Annually**: $5,382, 192K+

### Sizes in Pixels
**Desktop, Tablet & Mobile**
- 300 x 250 Med Rectangle
- 300 x 600 Tall Rectangle

---

**KCBeacon.org & WichitaBeacon.org**

**DESKTOP & TABLET**

**Focus is Hiring**
Positions: All Across the Metro!

Contact our Branch
(913) 268-1222

---

**MOBILE**

**Focus is Hiring**
Positions: All Across the Metro!

Contact our Branch
(913) 268-1222

---

So KCPS is highlighting that its new fee to seniors and potentially adjust the recommendation — the result of a long-term planning initiative known as **Future 2020** — before a board vote, likely in November.

Leaders also are taking pains to distance their proposal from a different plan to “rightsize” the district 12 years ago, saying the new plan is proactive and focused on improving student experiences.

“The only way it’s going to happen, if we decide to do it together,” interim Superintendent Jennifer Collar said during a passionate appeal for support at the Oct. 12 board meeting.

“If we don’t, guess what? It’s going to flop. I can tell you that already. Because that’s what’s happened in the past. We’ve got to decide that we’re going to be a different KCPS, we’re going to be a different city. We’re going to put kids first, not just say we put them first.”
Reach every reader at the bottom of every page.

**Kansas City**
- Impressions
  - $500 - Monthly: 48K+
  - $1,544 - Quarterly: 144K+
  - $5,840 - Annually: 576K+

**Wichita**
- Impressions
  - $320 - Monthly: 9K+
  - $988 - Quarterly: 36K+
  - $3,744 - Annually: 108K+

**Sizes in Pixels**
- Desktop & Tablet
  - 970 x 250 Billboard
  - 728 x 90 Leaderboard
- Mobile
  - 300 x 250 Med Rectangle

---

[43x356]Footer
Reach every reader at the bottom of every page.

[43x322]Kansas City
Impressions
$500 - Monthly: 48K+
$1,544 - Quarterly: 144K+
$5,840 - Annually: 576K+

[43x278]Wichita
$320 - Monthly: 9K+
$988 - Quarterly: 36K+
$3,744 - Annually: 108K+

[43x138]Sizes in Pixels
Desktop & Tablet
970 x 250 Billboard
728 x 90 Leaderboard
Mobile
300 x 250 Med Rectangle
Website - Topic Sponsorship  **BRANDING FOCUS**

Run across network or individual newsroom sites with any size banner and reach the community with consistent presence for the length of your campaign. **Ask about bundling.** We love to create packages that focus on your goals.

**Coverage Topic** - Education, Local Gov, State Gov, Etc.

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<td>Month</td>
<td>Quarter</td>
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<td></td>
<td></td>
<td>Per Avg. Mo.</td>
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<tr>
<td>Takeover - (Only Your Logo)</td>
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<td>$700</td>
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<td>$7,655</td>
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<tr>
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<td>20%</td>
<td>$196</td>
<td>$577</td>
<td>$2,143</td>
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<tr>
<td><strong>The Wichita Beacon</strong></td>
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</tr>
<tr>
<td>Takeover - (Only Your Logo)</td>
<td>100%</td>
<td>$440</td>
<td>$1,296</td>
<td>$4,811</td>
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<tr>
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<td>20%</td>
<td>$120</td>
<td>$353</td>
<td>$1,312</td>
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**Special Coverage Topic** - Election, COVID-19, Etc.

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<tr>
<td></td>
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<td>Per Avg. Mo.</td>
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</tr>
<tr>
<td>Takeover - (Only Your Logo)</td>
<td>100%</td>
<td>$1,800</td>
<td>$5,301</td>
<td>$19,683</td>
</tr>
<tr>
<td>Logo Carousel (1 of 5 Logos)</td>
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<td>$540</td>
<td>$1,590</td>
<td>$5,905</td>
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<td><strong>The Wichita Beacon</strong></td>
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<td></td>
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<tr>
<td>Takeover - (Only Your Logo)</td>
<td>100%</td>
<td>$1,100</td>
<td>$3,240</td>
<td>$12,029</td>
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<tr>
<td>Logo Carousel (1 of 5 Logos)</td>
<td>20%</td>
<td>$300</td>
<td>$884</td>
<td>$3,281</td>
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</tbody>
</table>
Coverage Topic / Special Coverage
Your Logo on Specific Topic Page & Every Related Article

Takeover the Channel (Only Your Logo)
- You have 100% share of voice.
- Your logo declaring your support for a coverage topic
- Hyperlink to website of your choice

Logo Carousel (1 of 5 Logos)
- Guaranteed 20% share of voice.
  - Likely more as generally there are less than five.
- Your logo declaring your support for a coverage topic
- Hyperlink to website of your choice

Don’t forget to ask about:
- Building a package that has an even wider reach
- KC and Wichita Websites, Newsletter Marketing or Event Sponsorships

THE KANSAS CITY BEACON
THE WICHITA BEACON

BRANDING FOCUS
Event Sponsorships

Beacon 2023 Lodestar Series
Celebrating The Beacon’s journalism and the people making an impact in our communities.

Kansas City Metro Area
March 2023 - KC Beacon’s 3rd Birthday
  Cap. 1500 - Indoor - Live Music - Honoree’s recognised
June 2023 - KC Beacon Summer Kick Off
  Cap. 2000 - Indoor - Live Music - Multi Venue - Honoree’s recognised
Oct. 2023 - KC Beacon Harvest Moon
  Cap. 2000 - Indoor - Live Music - Vendors - Honoree’s recognised

Wichita Metro Area
April 2023 - Wichitans You Should Know
  Cap. 1000 - Indoor - Live Music - Panel - Honoree’s recognised
Aug. 2023 - Wichita Beacon’s 2nd Birthday
  Cap. 2000 - Outdoor - Multi Venue - Vendors - Honoree’s recognised
Nov. 2023 - Wichita Beacon Fall Festival
  Cap. 1000 - Indoor - Live Music - Vendors - Honoree’s recognised

**Live Activations Available**
## Sponsorship: Series of 6 Events — 3 in KC and 3 in Wichita

| **Click Here**  
2023 Lodestar  
Sponsorship Deck |
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Series Naming Sponsor</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Event Specific Sponsor</strong></td>
</tr>
<tr>
<td>Choose 3 events</td>
</tr>
<tr>
<td><strong>Newsletter/Mailer Shout Out!</strong></td>
</tr>
<tr>
<td>1 per event</td>
</tr>
<tr>
<td><strong>Logo: Newsletter &amp; web marketing</strong></td>
</tr>
<tr>
<td>✔</td>
</tr>
<tr>
<td><strong>Logo: Social post of appreciation</strong></td>
</tr>
<tr>
<td>1 per event</td>
</tr>
<tr>
<td><strong>On Stage: Your Org Representative</strong></td>
</tr>
<tr>
<td>1 per event</td>
</tr>
<tr>
<td><strong>On Stage: Live Mentions</strong></td>
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<td>4 per event</td>
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<tr>
<td><strong>On Stage: Logo projection</strong></td>
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<tr>
<td>✔</td>
</tr>
<tr>
<td><strong>Comp Tickets: VIP</strong></td>
</tr>
<tr>
<td>10 per event</td>
</tr>
<tr>
<td><strong>Comp Tickets: GA</strong></td>
</tr>
<tr>
<td>20 per event</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Catalyst (1)</th>
<th>Civic Leader (2)</th>
<th>Change Agent (3)</th>
<th>Committed Ally (6)</th>
<th>Collaborator (4)</th>
</tr>
</thead>
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<td>$30,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

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Click Here 2023 Lodestar Sponsorship Deck
Get in Touch

Bill Sundahl
VP of Corporate Partnerships
816.365.3128
bill@thebeacon.media
Schedule a Meeting

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