VTDigger has achieved great success in its young life and its reputation in Vermont grows by the month with outstanding reporting. Vermonter need to know the truth about what is really going on in our beloved state. Now is the time for VTDigger to expand its reach, deepen its coverage, increase its engagement with readers, and build its organization.”

- Lyman Orton, Philanthropist and former proprietor of the Vermont Country Store

VTDIGGER MISSION:
The mission of Vermont Journalism Trust and VTDigger is to produce rigorous journalism that explains complex issues, holds government accountable to the public, and engages Vermonter in the democratic process.

WHAT IS VTDIGGER?:
VTDigger.org is a statewide news website that publishes new content daily, including watchdog reports on Vermont government, politics, consumer affairs, business, and public policy. We post original news reporting, video, audio, and photos, in addition to raw information in the form of press releases and government documents.

You can subscribe to our daily and weekly email updates or our RSS feed. You can also follow us on Twitter or become a fan of VTDigger.org on Facebook.

*VTDigger.org is a 501(c)3 nonprofit organization.*
Our Awards:

Finalist, Ancil Payne Award for Ethics in Journalism

“They had the guts to do this despite all the money and political resistance. They had the nerve and perseverance to get something done in the face of really tough pressure.”

http://vtdigger.org/ancil-payne

Finalist, Investigative Reporters & Editors FOIA Award

“The judges were impressed by the strong investigative work being done in newsrooms around the world, from small to large. The winners and finalists faced immense obstacles but persevered.”

http://vtdigger.org/ire-award

In the Media:

“This is my No. 1 recommendation: support a source of local journalism in your area. Research has shown that an absence of local coverage may lead to increased corruption – and local journalism is under tremendous financial strain. In your emails to me you praised Vermont’s VTDigger.”


“VTDigger’s dogged coverage of politics and corruption in Vermont has attracted strong readership and a mix of donations, grants, and sponsorships from local businesses.”

– “Digital news outlets are in for a reckoning.” The Economist, Nov. 30, 2017
File Format:

Format: jpg, gif, png (72 dpi up to 40 kb in size)
Don't forget to let us know your complete URL to ensure the proper click-through accuracy!

Pixel Dimensions (W x H):
Email
300 x 250 or 300 x 90
Run of Site (ROS)
300 x 250
970 x 90
300 x 90
300 x 600
Super Leaderboard & Baseboard
1800 x 180 (Desktop)
600 x 60 (Mobile)
Podcast
300 x 120 or 300 x 90

Condition of Message: Underwriting placement on VTDigger is solely a gesture of appreciation for the underwriter's support, not a guarantee or promise of performance. All underwriting messages are subject to approval prior to running on VTDigger. Underwriting must be used in a manner that is descriptive in nature only. On a first come, first serve basis, VTDigger may accept a limited amount of sales advertising and political campaign and/or advocacy messaging: issue messages must stick to the issue and may not be directed at a political figure. VTDigger reserves the right to decline any underwriting material.
Run of Site:

- Digital ads or ‘impressions’ rotating through VTDigger’s website 24/7.
- See Ad Sizing and Specs for more information.
- Ads link to your designated landing page.

Premium Homepage Positions:

Super Leaderboard:
- Full width, homepage top location

Baseboard:
- Full width, homepage bottom location

Sponsor Spotlight:
- Home page text, images, audio, or video integrated content that can look like page content.
  Ask your salesperson for more information.

Daily Digger Subscriber Email:

- Ad appears in rotation in Daily Digger subscriber email links to your designated landing page.

Podcast Sponsorship:

Audio and Display Ad Sponsorship of VTDigger Podcasts
- The Deeper Dig: VTDigger’s weekly flagship news podcast blending in-depth analysis of local news with original audio recordings and interviews.
- Before Your Time: Go inside the stacks at the Vermont History Museum each month.

Your Podcast on VTDigger
Your own podcast can be promoted on VTDigger as sponsored content.
See your salesperson for more details.

Events:

Events are an on-the-record, open-to-the-public way for VTDigger to engage business leaders, policymakers and readers in civic engagement and discourse on politics, public policy, government and other issues important to Vermonters.

Ask your salesperson for details on how to sponsor an event!
Growth:

<table>
<thead>
<tr>
<th>Year</th>
<th>Page Views</th>
<th>Monthly Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>10.68 M</td>
<td>220 K</td>
</tr>
<tr>
<td>2016</td>
<td>10.18 M</td>
<td>192 K</td>
</tr>
<tr>
<td>2015</td>
<td>6.09 M</td>
<td>132 K</td>
</tr>
</tbody>
</table>

Performance Statistics:

- 14 Vermont Counties
- 15k+ Facebook Followers
- 28k+ Twitter Followers
- 64% Frequency of Reading (read daily or more than daily)
- 220k+ Unique Monthly Readers
- 40k+ Daily Home Page Views
- 18k+ Daily Digger Email Subscribers

Readership Loyalty:
- >5 years: 48%
- >2 years: 31%
- >1 year: 13%
2017 Reader Statistics:

- **84%** Own their own homes
- **69%** Earn over $60K per year
- **98%** Vote in every or nearly every election
- **86%** Have a college degree or higher

**Gender Split**
- Male: 50%
- Female: 48%
- Other: 2%

**Age Breakdown**
- 18-34: 8%
- 35-54: 23%
- 55-74: 59%
- 75+: 10%

**Interests and Activities**
- Making Art: 22%
- Activities with Children: 24%
- Writing: 32%
- Exercising (Indoors): 39%
- Camping: 41%
- Attending Arts Events: 48%
- Gardening: 52%
- Cooking: 56%
- Going out to Restaurants: 71%
- Exercising (Outdoors): 71%
- Reading: 86%

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