

## Sponsorship & Advertising Rate Card



### Introduction to Taproot Edmonton

Taproot Edmonton is a source of a source of curiosity-driven original stories, curated newsletters on various topics, and locally focused podcasts, all in the service of informing Edmontonians about what is going on in their community. It is the flagship publication of Taproot Publishing.

The business model that used to support local journalism is broken. For more than a decade we've seen the impact of that here in Edmonton, with continual layoffs and closures at local media organizations resulted in fewer stories and diminished quality.

Journalism is part of **the connective tissue that helps to bind a community together** and we launched in 2016 to ensure it would continue to play that important role in Edmonton well into the future.

Our ambition is to not only replace what is being lost on the local journalism front, but to "build it back better" with a community-focused, curiosity-driven, sustainable, and replicable model.

### We serve Edmontonians

Taproot Edmonton **serves the people of the Edmonton metropolitan region.**

Our readers want to know what is going on in their city, and they want to know that someone is paying attention. They look to us for updates on municipal affairs, the local tech and health-innovation sectors, business in the city and the surrounding region, and quality-of-life contributors such as local food and arts.

They are curious, and they seek understanding, not outrage. They love Edmonton, but they also know it has room for improvement, and they want to help make it a better place.

Some want us to tell them at a glance what is going on so they can get on with their day in an informed way. Others want us to go deep on particular topics. We have products that serve both.

### How you can help

Our work is available for everyone to read for free because we believe for journalism to do its job it needs to be widely accessible. The high-quality work we publish is not free to produce, however.

Sponsors and advertisers help us pay our staff and freelancers to do this important work for our community. In return, we offer brand awareness with a growing and engaged local audience.

By sponsoring or advertising with Taproot, you'll help us inform and connect the Edmonton community.

**Ready to get started?** Please [get in touch!](#) We look forward to working with you.

# The Pulse

[The Pulse](#) is a news briefing that informs Edmontonians about what is going in their city. Delivered via email and the web, it reaches thousands of Edmontonians every weekday.

## Options

	Cost	Best if:
<b>Sponsor</b>	\$200/day + GST or \$750/week + GST	<ul style="list-style-type: none"> <li>Your organization wants to make it possible for the community to be informed on an ongoing basis.</li> <li>You have a specific call-to-action or general brand messaging of interest to engaged Edmontonians.</li> <li>You are seeking brand awareness.</li> </ul>
<b>Advertiser</b>	\$250/day + GST or \$1,000/week + GST	<ul style="list-style-type: none"> <li>You have a specific call-to-action or general brand messaging of interest to engaged Edmontonians.</li> <li>You want your message incorporated into an engaging daily item.</li> </ul>

## Benefits

	Logo & link at the top	Call to action with image & link	Position of your message	Web & email editions
<b>Sponsor</b>	✓	✓	After the first item	✓
<b>Advertiser</b>	✗	Incorporated into an item by us	As the last item	✓

## Creative Requirements

You'll provide:	
<b>Sponsor</b>	<ul style="list-style-type: none"> <li>Logo (png, 1200x628px or equivalent)</li> <li>Link</li> <li>Messaging for custom block (max 50 words)</li> </ul>
<b>Advertiser</b>	<ul style="list-style-type: none"> <li>Image or photo (png or jpg, square dimensions, at least 400x400px)</li> <li>Text (max 50 words)</li> <li>Link</li> </ul>

## Examples

Here is an example of the **Sponsor** option (highlighted in gold) on the web:

### The Pulse: May 7, 2021

Here's what you need to know about Edmonton today.

Sponsored by:



#### Essentials

- **14°C:** Mainly cloudy. 30% chance of showers in the morning. Wind southeast 30 km/h gusting to 50. High 14. ([forecast](#))
- **6-3:** The Oilers (32-18-2) lost to the Canucks (20-25-3). ([details](#))



Edmonton native tapped to succeed Warren Buffett



#### Taproot Edmonton keeps you informed

Taproot Edmonton is a source of curiosity-driven original stories, curated newsletters on various topics, and locally focused podcasts, all in the service of informing Edmontonians about what is going on in their community.

Learn more at [taprootedmonton.ca](http://taprootedmonton.ca).

Sponsored

#### Headlines

May 7, 2021

By [Michelle Ferguson](#)

- Former federal cabinet minister and Edmonton city councillor **Amarjeet Sobi** is "seriously considering" a

And in email:

View the Web Edition

Sponsored by:



**TAPROOT EDMONTON**

**The Pulse**

May 7, 2021

[share this](#)

Here's what you need to know today in Edmonton.  
Want this in your inbox? [Sign up for free!](#)

Edmonton native tapped to succeed Warren Buffett  
By [Paul Cashman](#) in the [Business Roundup](#)



A former cabinet minister in Prime Minister Justin Trudeau's cabinet, Amarjeet Sobi is "seriously considering" a run for mayor, but hasn't made a decision yet.

#### Essentials

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#### Headlines

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- Former federal cabinet minister and Edmonton city councillor **Amarjeet Sobi** is "seriously considering" a run for mayor, but hasn't made a decision

Here are some examples of the **Advertiser** option:



**Quiz time: Transit**

Sponsored Monday, March 15, 2021

Test your knowledge with this daily quiz, brought to you by the **People's Agenda** project:

**What percentage of Edmonton Transit Service operators are women?**

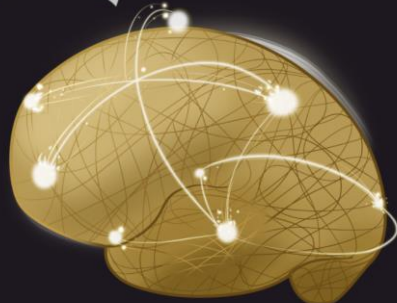
- a. 8%
- b. 18%
- c. 28%
- d. 38%
- e. 48%

See Tuesday's issue of **The Pulse** for the answer.

The answer to the **March 12** quiz was c — Leduc announced it will **partner with TELUS to bring PureFibre** to its city.

*Taproot wants to know what key issue you want the candidates to talk about as they compete for votes in the 2021 municipal election, and why. Add your voice to the **People's Agenda**.*

[Learn more ->](#)



**TAPROOT EDMONTON**  
Presents:

**Igniting Innovation**

**Igniting Innovation**

Sponsored Monday, December 7, 2020

Igniting Innovation explores how startups and investors are coming together in Edmonton's tech innovation sector. It tells the stories of entrepreneurs, new and experienced tech investors, and those working to grow the community.

Listen to all six episodes now! Hear about **Startup TNT**, get an overview of **Edmonton's tech innovation sector**, catch up with startup **Future Fields**, learn more about **investing and pitching**, and hear from Investment Summit winner **True Angle Medical**.

Available wherever you get your podcasts.

[Learn more ->](#)

See these on the web at:

- <https://edmonton.taproot.news/ads/2021/03/15/quiz-time-transit>
- <https://edmonton.taproot.news/ads/2020/12/07/igniting-innovation>

# Roundups

**Roundups** are weekly email newsletters on local topics of interest including Tech, Food, Health Innovation, the Region, Arts, and Business. Each roundup reaches several hundred highly engaged email readers every week with additional readership on the web and via social media.


## Options



	Cost	Best if:
<b>Title</b>	\$7,500/year + GST	<ul style="list-style-type: none"> <li>Your organization wants to make it possible for the community to be informed on an ongoing basis about a topic that is important to you.</li> <li>You are seeking brand awareness.</li> </ul>
<b>Cultivator</b>	\$1,500/year + GST	<ul style="list-style-type: none"> <li>Your organization wants to contribute to an effort to inform the community on an ongoing basis about a topic that is important to you.</li> <li>You are seeking brand awareness.</li> </ul>
<b>Advertiser</b>	\$150 per roundup edition + GST	<ul style="list-style-type: none"> <li>You are looking to drive ticket sales for an event.</li> <li>You are looking for direct response for a product or service.</li> </ul>

## Benefits

	Roundup Logo & Link	Content Block in Footer	Taproot Website Logo & Link	Social Media Mention	Discount Code for Membership	Call to Action with Image & Link
<b>Title</b>	In the header	✓	✓	Every post	10% off first year	✗
<b>Cultivator</b>	In the sponsor block	✗	✓	One post	10% off first year	✗
<b>Advertiser</b>	✗	✗	✗	✗	✗	✓

## Creative Requirements

	You'll provide:	It might look like:
<b>Title</b>	<ul style="list-style-type: none"> <li>Logo (png, 1200x628px or equivalent)</li> <li>Link</li> <li>Messaging for custom block (max 50 words)</li> </ul>	

<p><b>Cultivator</b></p>	<ul style="list-style-type: none"> <li>• Logo (png or jpg, square dimensions, at least 400x400px)</li> <li>• Link</li> </ul>	<p style="text-align: center;"><b>Roundup Cultivators</b></p> <p style="text-align: center;">This roundup is made possible thanks to the support of our sponsors:</p> <div style="display: flex; align-items: center;">  <div style="display: flex; gap: 10px;"> <div style="border: 1px solid gray; width: 40px; height: 40px; text-align: center; font-size: 8px;">80 x 80</div> <div style="border: 1px solid gray; width: 40px; height: 40px; text-align: center; font-size: 8px;">80 x 80</div> <div style="border: 1px solid gray; width: 40px; height: 40px; text-align: center; font-size: 8px;">80 x 80</div> <div style="border: 1px solid gray; width: 40px; height: 40px; text-align: center; font-size: 8px;">80 x 80</div> <div style="border: 1px solid gray; width: 40px; height: 40px; text-align: center; font-size: 8px;">80 x 80</div> </div> </div>
<p><b>Advertiser</b></p>	<ul style="list-style-type: none"> <li>• Image or photo (png or jpg, square dimensions, at least 400x400px)</li> <li>• Text (max 50 words)</li> <li>• Link</li> </ul>	<div style="display: flex; align-items: center;">  <div> <p style="text-align: center;"><b>Your Ad Headline</b></p> <p style="font-size: 0.8em;">Your ad copy will go here. It can be a couple of sentences long and can have some simple formatting too. Your image can appear on the left or right.</p> <p style="text-align: right; font-size: 0.8em;"><a href="#">Learn More</a></p> </div> </div>

## Notes

- The latest editions of each [roundup](#) and [The Pulse](#) are available on our website.
- Each roundup publishes weekly, producing at least 48 editions per year. The Pulse is published every weekday, except statutory holidays.
- Each roundup is shared on Taproot’s social media feeds about 24 hours after it is sent to subscribers. The Pulse is shared on Taproot’s social media feeds daily.
- Our emails regularly achieve higher open rates (~45%) and click rates (~15%) than the industry average.
- Roundup sponsors may update their logo and/or link at any time (affects future editions only).
- Dates for advertisers and Pulse sponsors subject to availability.
- Sponsors and advertisers have no control over the editorial content of the roundups or The Pulse, nor do they bear any responsibility for any errors.

## Next Steps

If you’d like more information or are ready to become a sponsor or advertiser, please [get in touch!](#) We would be happy to discuss how we can help you meet your goals by crafting a campaign that fits your budget.

We look forward to working with you.

Mack Male & Karen Unland  
Taproot Publishing Inc.