

 **EL PASO NEWS**

MEDIA

KIT

2022

The *El Paso News* was conceived in 1998 in response to the lack of comprehensive news analysis of the politics and public policy agenda of El Paso Texas. As **El Paso's first online publication**, the *El Paso News* is today's longest running news and information online publication on the border. Today, *El Paso News* fills a vital and critical component of informing El Pasoans about the issues that affect their everyday lives.

PURPOSE

To provide hyper-local news analysis about El Paso's public policy agenda and the politics that drives it.

Although *El Paso News* consistently "breaks" news, our focus is to provide comprehensive news analysis not found anywhere else.

Our independence from financial sources allows us to report where the story takes us - not what the donors want.

VISION

El Paso News strives to provide El Pasoans a source of well-balanced investigative journalism focused on the issues that impact the lives of the residents of the second-largest binational community in Texas.

In 1998, Martín Paredes saw an opportunity to provide an alternative news source for the El Paso-Cd. Juárez region by embracing the advent of the internet age as the future of journalism. As El Paso's longest continuously running online publication, *El Paso News* has filled the vital role of providing readers vital news and information seldom reported by the community's other news outlets.

Although Paredes is not a trained journalist, his work has helped to expose important political issues that have led to citizens rallying to protect their neighborhoods against gentrification to make way for a medical center at the expense of their homes. Paredes is the only individual that reported on the 2004 day-to-day court cases investigating district attorney Jaime Esparza, the El Paso Police Department and several police officers for violations of due process and criminal activities. *El Paso News* has extensively reported on the financial difficulties, including the bankruptcy, and allegations of medical malpractice at the El Paso Children's Hospital. Most recently, it was the work of Paredes who broke the news that the University Medical Center of El Paso (UMC) wanted to issue about \$400 million in non-voter approved debt that resulted in 32,311 signatures collected by citizens to stop the issuance of the certificates of obligations.

Paredes' work on Univision's first website in El Paso earned him an Associated Press (AP) award in 2001.

Since 1998, Paredes has continued to report on the city's political scene, taxation, and public policy on a shoestring budget focused on filling an informational void that is important to El Pasoans. Today, *El Paso News* continues to lead the hyper-local analytical news and information niche that is important to the city's political discourse.

El Paso News, Inc. is a for-profit company established on April 6, 2011, to oversee the operations of the *El Paso News*. The sole shareholder is Martín Paredes.

	2021	August 2022
VISITORS	240K	21K
PAGE VIEWS	1.1 million	114.3K
CONTENT	3K articles	6.9K comments

In 2022, visits to *El Paso News* increased by 25.77% each month. The average reader spends 9:40 per visit on the site, an increase of 135.77% from last year.

Over the last 24 years, *El Paso News* has been primarily funded by Martín Paredes and the generous donations of readers to our publication. Although we can continue along the same path, we believe that the decline in journalism, especially in El Paso, and the need for hyper-local news analysis requires us to do more.

We Need Your Help

Our mission to provide you with the important news and information to help you understand the issues that impact your pocketbook and your wellbeing requires us to focus our efforts on more quality investigative reporting that no one else brings you. To do so we need to invest more time and resources to allow us to publish timely in-depth news reports along with the analysis that puts the issues into context.

To help us achieve our goal we are offering, in addition to our long-standing donation model, an opportunity to invest in the news that is important to you. We offer **Content Sponsorship** opportunities.

If you are unable to sponsor our content, please consider donating to help us continue to bring you the news and information that is important to you. All sponsorships and donations go directly towards the articles we publish.

CONTENT SPONSORSHIPS

We offer **four sponsorship** opportunities.

Story Sponsor

Ever wanted to select which topic or issue we investigate? Want us to write a comprehensive investigative piece? Your story sponsorship provides us the necessary resources to write a comprehensive report on any issue or topic you select.

Investment: **starting at \$500.**

Content Sponsorship

As a content sponsor, you receive banner space in each story we publish. There are two banner sizes: 300x250 and the leader board: 728x90.

Investment: **\$100 & \$200 monthly.**

Editorial Policy

What does sponsoring an article or articles provide you?

Social media Sponsor

We offer three social media Facebook channels to post your announcement. The El Paso Watch has 830 likes and 908 followers. The El Paso Digest group has 567 members. The El Paso News group has 876 followers. Your sponsorship allows for one post on the channel you select. (as of October 7, 2022)

Investment: **\$50 per post.**

Newsletter Sponsor

Our weekly newsletter is delivered directly to mailboxes each Sunday morning. Our newsletter has an open rate of 59.4% and a click rate of 16.3%.

Investment: **\$100 per newsletter sent.**

What You Get Through Your Sponsorship

Sponsoring content provides you with:

- Knowing your support provides El Paso a valuable news resource.
- Knowing that your support ensures that an alternative news source not beholden to corporate interests or wealthy donors exists at a time when facts have become an afterthought in journalism.
- Knowing that your contributions will allow us to provide independent investigative journalists an opportunity to get published by allowing us to offer stipends for articles we publish.

All sponsors can choose to be listed in the sponsorship credits or choose to be listed as an anonymous sponsor.

What Sponsorship Does Not Get You

Although having a say in what topics and issues we focus our attention on is empowering and a benefit to your community, there are limits as to what your sponsorship provides you:

- Your sponsorship does not provide you with any editorial control.
- Your sponsorship does not allow you to influence how we write an article.
- Your sponsorship does not provide you with first-look or approval rights over any article we publish, including other topics we may choose to explore.
- We strongly believe in writing where the facts take us and not what impact our article will have.

Help Us Today

Donate Today

Make an online donation at: elpasonews.org/donate

Mail a check to:
El Paso News, Inc.
PO BOX 536421
Orlando, FL 32853

Want A Sponsorship?

Call us at (407) 809-5025
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news@elpasonews.org