ProPublica MEDIA KIT



ProPublica Wins Pulitzer Prize for Wall Street Series



by Paul Steiger, ProPublica, April 18, 2011

ProPublica reporters Jesse Eisinger and Jake Bernstein have been awarded a Pulitzer Prize for National Reporting for their stories on how some Wall Street bankers, seeking to enrich themselves at the expense of their clients and sometimes even their own firms, at first delayed but then worsened the financial crisis. More »

Series: The Wall Street Money Machine

Pulitzer Prize for National Reporting: Letter of Nomination

Pulitzer Prize: List of Winners

A Year After Gulf Tragedy, Offshore Oil Companies Still Shielded by Liability Limits



by Marian Wang, ProPublica, April 19, 2011

The political fallout of the Deepwater Horizon disaster caused BP and its contractors to waive certain caps on their liability. Why hasn't it caused Congress to change the laws on the books? More »

Series: Gulf Oil Spill



ProPublica was founded in late 2007 as an independent, non-profit newsroom with a mission to produce investigative journalism in the public interest. We opened our doors in January 2008, and began publishing that June.

In 2010—just our second full year of operation—ProPublica became the first online news organization to be awarded a Pulitzer Prize. In 2011, ProPublica was awarded its second Pulitzer—the first such Prize ever for articles not published in print. In 2013, ProPublica won a Peabody Award, the highest honor in broadcast journalism.

In the best traditions of American journalism in the public interest, our goal is to stimulate positive change, uncovering unsavory practices and abuses of power in order to prod reform.

Our stories are written and published in an entirely non-partisan and non-ideological manner, adhering to the strictest standards of journalistic impartiality.





ProPublica was founded by Paul Steiger, the former managing editor of The Wall Street Journal. It is now led by Stephen Engelberg, a former managing editor of The Oregonian, Portland, Oregon and former investigative editor of The New York Times, and Richard Tofel, the former assistant publisher of The Wall Street Journal.

ProPublica is a non-profit, in business to spur reform—to change minds rather than to maximize page views. Our readers rely on us, open our emails, come back to our site, because we tell the truth—and make a difference.

Here are just a few examples of the sort of impact ProPublica reporting had in 2013 alone:

- ProPublica reporting, initially published in partnership with the Washington Post and later with NPR, revealed vast shortcomings in the oversight of the federal government's prescription drug benefit program, Medicare Part D. In the wake of this reporting, meaningful reform seems underway. An Inspector General report mirrored ProPublica's findings, and the Center for Medicare and Medicaid Services (CMS) pledged to step up oversight of doctors with questionable prescribing patterns. The director of Medicare told a Senate hearing that CMS would also require that all Medicare prescribers be enrolled in the program, verifying their credentials and disclosing possible disciplinary problems. CMS also pledged to ramp up enforcement actions and to begin sharing information about suspect pharmacies and doctors with private insurance plans.
- Our reporting, in partnership with the New York Times and the Guardian, on efforts by the NSA and Britain's GCHQ to undermine encryption on the Internet, published in September, is already having important impact. The National Institute of Standards and Technology (NIST) has "strongly" recommended against the use of one of its own standards, and launched a formal review its own standards development efforts. Developers, from Silent Circle to various customers of RSA Security, meanwhile, had indicated they were moving away from those standards. Google has intensified and accelerated efforts to more securely encrypt Gmail, and Twitter and Microsoft are taking similar steps for their own services. And President Obama's task force on reforming the NSA urged that efforts to undermine encryption cease and recommended splitting the codemaking unit from agency and transferring it to the Department of Defense.
- In December 2013, pressed by efforts such as ProPublica's Dollars for Docs, GlaxoSmithKline became the first major pharmaceutical company to end the practice of paying doctors to promote the prescribing of drugs.

Prizes and Awards

Pulitzer Prize for national reporting, 2011

Pulitzer Prize for investigative reporting, 2010 and finalist for Pulitzer Prize for public service, 2010

Peabody Award, 2013

National Magazine Award for reporting, 2010

George Polk Award for television reporting, 2011 (with Frontline) and for radio reporting, 2011 (with NPR) and for environmental reporting, 2010

Online Journalism Award for general excellence, 2009, 2012, 2014 and for innovative investigative journalism, 2010, 2011, 2013, 2014

Barlett & Steele Gold Award for investigative business journalism, 2014

American Society of News Editors Batten Medal, 2011

I.F. Stone Medal for Journalistic Independence, 2011

Selden Ring Award for investigative reporting, 2010

Overseas Press Club online journalism awards, 2010, 2011, 2012, 2013

Scripps Howard National Journalism Award in Business and Economics Reporting, 2012

Emmy award nominations for outstanding investigative journalism, 2011, 2012 new approaches to news and documentary programming, 2011, 2012 outstanding business and economic reporting, 2011, 2013

Finalist for Goldsmith Prize for investigative reporting, 2009, 2010, 2011, 2012

Livingston Award for Young Journalists, 2012



Our Audience

Significant

Unique monthly visitors 812,000+ (Q3, 2014)

Monthly page views 1,810,000+ (Q3, 2014)

Daily email newsletter 70,000+ (Q3, 2014)

Influential

82% college graduates, 47% with graduate degree

One in every 12 a journalist; one in every 25 a government official

Median household income \$75,000; 28% above \$100,000

Median household net worth \$100,000++; 32% above \$500,000

Other demos

67% consider web their primary source of national news

Male 60%, Female 40%

Median age 55+

Sources: Google Analytics; ProPublica reader survey, October 2013 (2200+ respondents)







Sponsorship Opportunities

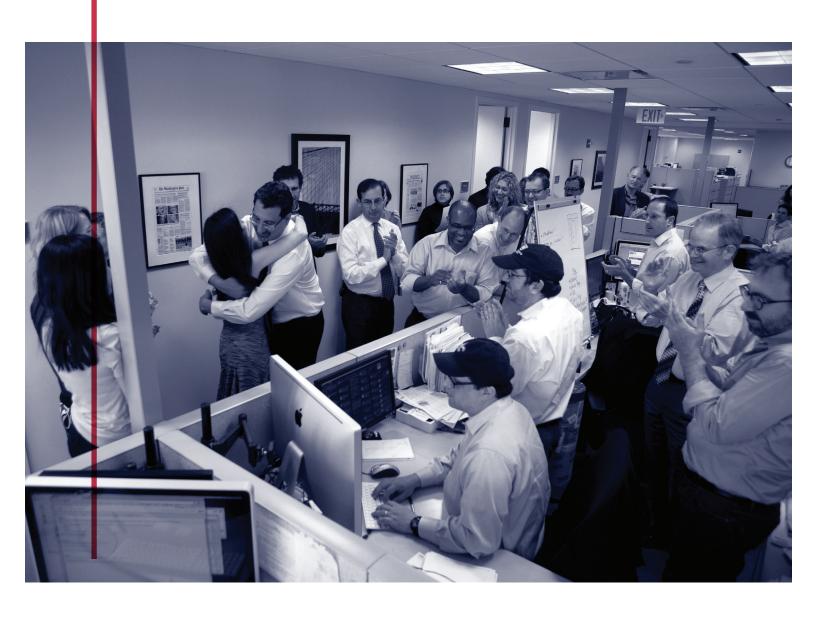
Daily email, 70,000 subscribers \$3000 per week, exclusively

Data pages (news applications) \$1000 per database per month

Series pages \$1000 per page per month

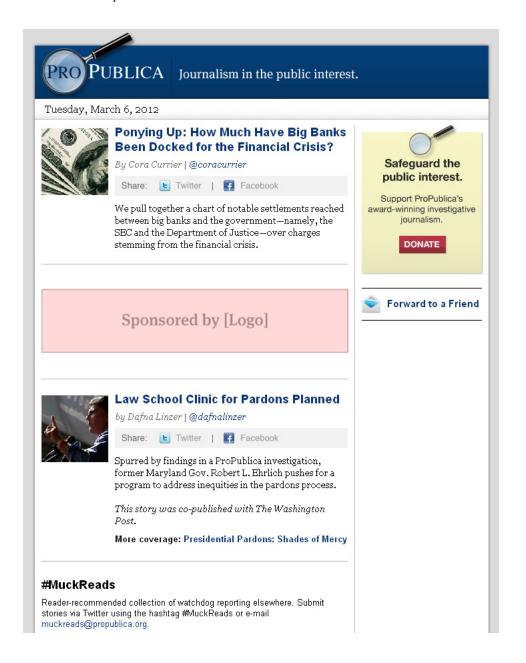
"Our Investigations" page \$1000 per month

Advertising is also available on the home page and all story pages of ProPublica.org



Daily Email Sponsorship

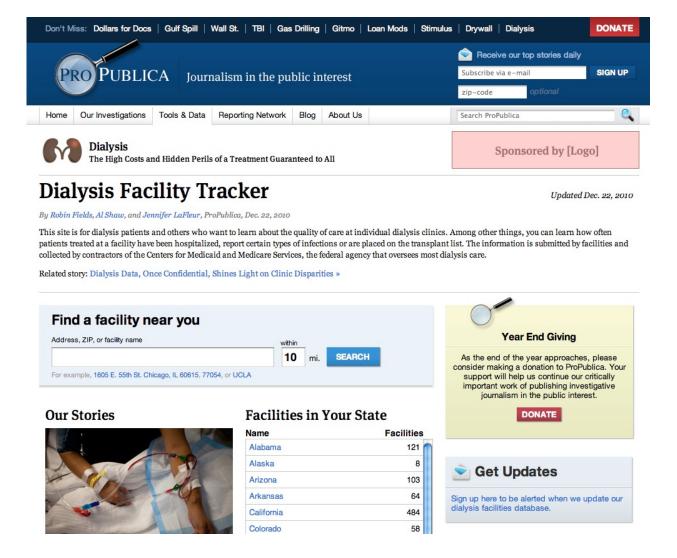
ProPublica sends an email with links to its freshest stories each working day (and more often if necessary). Recipients have each signed up for this newsletter, and the list has grown entirely organically (never as a result of advertising or list acquisition). At present, more than 70,000 people receive ProPublica's daily email, and open rates average 18.5%, with click-throughs averaging 2.9%. The email can be sponsored exclusively one week at a time.



Investment—weekly \$3000

Data Page Sponsorship

ProPublica has become renowned for its cutting-edge data and news applications, which are a valued resource for both readers and other news organizations, and are searchable on such key dimensions as local zip codes. A significant and growing proportion of ProPublica's traffic is to the data pages, which tend to rank very highly on search engines. Each application can be sponsored exclusively a month at a time.

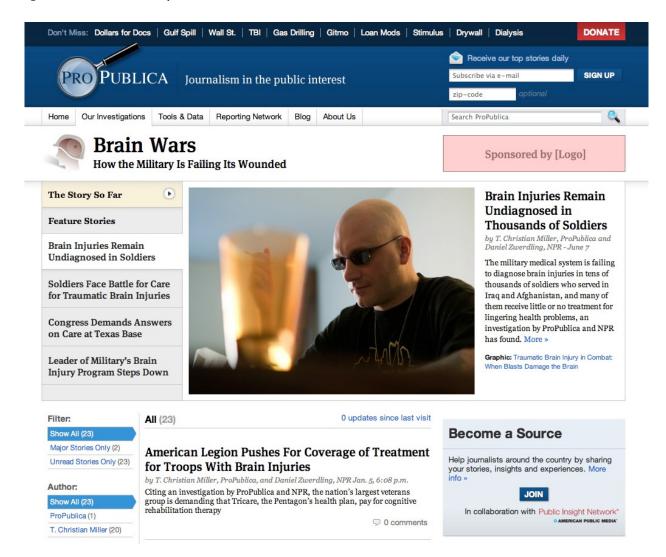


Investment—monthly \$1000 per application

Note that sponsorship for a news application will not be accepted from any participant in the industry or sector covered by that application.

Series Sponsorship

Each ProPublica series—many of them running for months, some for years—is separately branded and promoted on its own series landing page, where all series stories reside. Series pages also often include popular multi-media features augmenting series content. Each series, and its accompanying story pages, can be sponsored exclusively a month at a time.

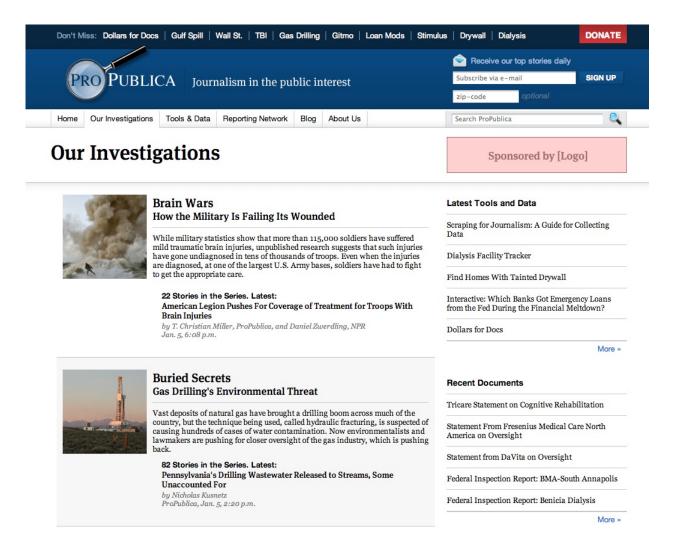


Investment—monthly \$1000

Note that sponsorship for a series will not be accepted from any participant in the industry or sector covered by that series.

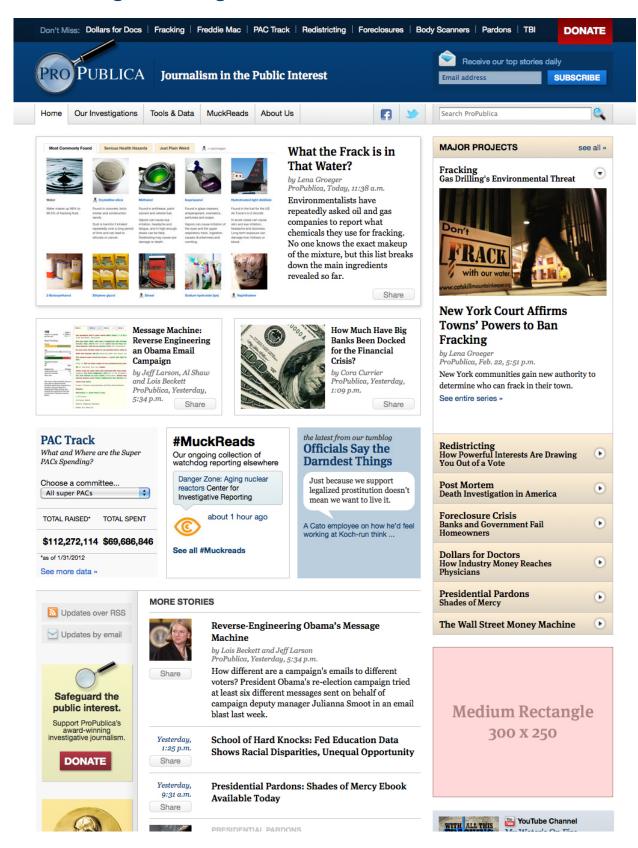
Overall Long-form Sponsorship

All of ProPublica's award-winning series come together on the "Our Investigations" page, prominently linked from the front page, and showcasing the range of ProPublica's investigations. The page can be sponsored exclusively a month at a time.



Investment—monthly \$1000

Advertising, Front Page:



Advertising, Story Page:



The Detention Dilemma

Administration Prepares to Defy Efforts to Limit Obama's Options for Guantanamo

by Dafna Linzer
ProPublica, Jan. 3, 2011, 6:17 p.m.

Update (4:25 p.m.): This story has been updated to reflect our latest reporting with the addition of a third sentence in the second paragraph.

□ 5 Comments □ Republish □ E-mail □ Print

Obama administration officials say they plan to reject Congressional efforts to limit the president's options on Guantanamo, setting the stage for a confrontation between the president and the new Congress on an issue that has been politically divisive since Inauguration Day.



President Barack Obama looks out the window in the Blue Room of the White House on Nov. 3, 2010. (Official White House Photo by Pete Souza)

The Guantanamo provisions, which include limits on where and how prisoners can be tried, were attached to a spending bill for military pay and benefits approved by Congress late last year. Some Administration officials are recommending that President Obama sign the spending bill and then issue a "signing statement" challenging at least some of the Guantanamo provisions as intrusions on his constitutional authority. Others have recommended that he express opposition to the Guantanamo sections without addressing their constitutionality.



The statement, officials said, would likely be released along with a new executive order that outlined review procedures for some - but not all -- of the 174 Guantanamo prisoners still held without charge or trial.

Obama has used signing statements in the past, but this one would carry political significance as the first test of his relationship with a Congress in which the House is firmly in Republican control.

Officials said the White House is still weighing how to calibrate the signing statement. A statement rejecting all of the bill's Guantanamo provisions would almost certainly be viewed as This article is part of an ongoing investigation:

The Detention Dilemma
The government remains uncertain what to do with its prisoners at Guantanamo Bay.

Medium Rectangle 300 x 250

Latest Stories in this Project

Disclosure of Possible Gitmo Signing Statement Spurs Debate Inside and Outside Administration

White House Drafts Executive Order for Indefinite

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Key Deletions in the Uthman Trial Court Opinions

Exclusion of Coercion-Tainted Evidence Echoes Other Gitmo Cases



Investment—rates on request

Advertising Acceptability Policy

ProPublica began accepting advertising, and offering sponsorships of its emails, in 2011.

In connection with these moves, we have developed the following advertising acceptability guidelines.

First, ProPublica reserves the right to accept or decline any advertisement or sponsorship it is offered.

ProPublica will decline to accept advertising that it knows or believes to be misleading, inaccurate, fraudulent or illegal, or that fails to comply, in ProPublica's sole discretion, with its standards of decency, taste or dignity.

ProPublica, like all quality publishers of original journalism, maintains a clear separation between news and advertising content. Advertising that attempts to blur this distinction in a manner that, in ProPublica's sole judgment, confuses readers will be rejected.

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