



State and Nation Media Kit

Review edition October 2026

thestateandnation.com

State & Nation brings official and primary sources together with practical reporting, original analysis and searchable archives. This media kit presents a proposed sponsorship program for businesses and organizations seeking visibility within relevant state editions and topic sections.

Our mission

We make important information easier to find, understand and trust. Our national desk and 50 state editions connect readers with the developments affecting their communities and interests. Source material, reporting, analysis and editorial opinion are clearly distinguished.

Coverage and sponsor fit

Coverage	Subjects	Potential advertisers
Government and communities	Federal, state and local developments	Regional businesses and professional services
Business and finance	Markets, economic developments and small business	Business software, accountants and financial institutions
Consumer and Family	Recalls, scams, housing, benefits, education, mortgages and credit	Home services and relevant consumer businesses
Sports and College Sports	Official updates, programs, standings and analysis	Sporting goods, lodging and local dining
Travel	State destinations, parks, visitor notices and guides	Hotels, attractions and tourism organizations
Lifestyle and Entertainment	Food, home, garden, outdoors, film, television, music and stage	Retailers, venues and event organizers

Perspective Editorial adds clearly identified commentary and analysis. Intended readers include people following their state, families seeking practical information, business owners, sports followers and travelers. These are editorial audience goals, rather than measured demographic findings.

Proposed sponsorship packages

Three packages provide a starting point for advertiser discussions. Placements, reporting and rates require publisher approval and implementation before sale. All campaigns would carry clear advertising or sponsorship labels.

Package	Proposed placement	Campaign scope
State Edition Partner	Sponsor logo and message on one state edition, plus one agreed banner position	One state edition for 30 days
Topic Partner	Sponsor logo and message on one topic landing page, plus a banner on an agreed set of eligible articles	One topic for 30 days
Briefing Partner	One logo and short sponsor message with a tracked link in each agreed email edition	Four agreed sends after delivery is verified

State Edition Partner

Designed for a business serving a particular state or region. The order would identify the state page, banner position, destination link and campaign dates. An optional state briefing placement could be quoted separately after subscriber counts and delivery are verified.

Topic Partner

Designed for advertisers whose services match a reader interest, such as travel, college sports, lifestyle or small business. The order would specify the section and participating article pages. Placement beside content would not imply endorsement by a government agency, school, league or issuing organization.

Briefing Partner

Designed for an advertiser seeking visibility in the existing national and selected-state government briefing. Each send would include a clearly labeled sponsor message and destination link. Confirm the recipient segment, number of sends and delivery schedule before booking.

Rates and optional additions

Rates are to be approved after reviewing verified audience data, placement visibility and campaign scope. Category exclusivity, additional states or topics, and longer campaigns would be separately quoted. Inventory availability, payment terms and any delivery commitments would appear in the written order.

Pricing status: no approved rate card. The proposed packages do not promise impressions, leads, sales or search rankings.

Audience measurement and campaign reporting

Advertisers should receive dated, verifiable audience figures. Use a consistent trailing 30-day reporting period and identify the measurement source. The current review edition reserves the fields below for verified results.

Audience measure	Verified result	Reporting basis
Website users and sessions	To be confirmed	Analytics report with dates and definitions
Page views by state edition	To be confirmed	Edition URLs and reporting period
Page views by topic	To be confirmed	Section and participating article URLs
Returning readership	To be confirmed	Returning user definition and period
Visitor geography and device mix	To be confirmed	Aggregated location and device reports
Active briefing subscribers	To be confirmed	Consented active recipients by segment
Email delivery and link clicks	To be confirmed	Delivered emails and unique link clicks

State edition views identify interest in a page; they do not establish that every visitor lives in that state. Page count, sitemap entries and search impressions are not substitutes for website audience figures. Email opens may be affected by privacy features and should be reported with that limitation.

Proposed advertiser report

A campaign report would list the dates, placements and destination links delivered. Where measurement is implemented, it would also show recorded ad impressions, clicks and click-through rate. Newsletter reports would list the agreed sends, delivered messages and unique sponsor-link clicks.

Reports should identify the measurement method, exclude known invalid activity where supported and disclose any gaps. Conversion reporting would depend on an advertiser agreeing to a suitable measurement method. Subscriber email addresses would remain private.

How a campaign would be booked

- Choose the state, topic or briefing segment and describe the business objective.
- Confirm the measured audience, available placement, price, creative requirements and campaign dates in a written order.
- Approve the labeled advertisement, verify its destination link and measurement, then launch and report the delivered campaign.

Creative requirements and publishing standards

The proposed sponsorship program would use concise messages, readable mobile layouts and clearly identified advertisements. Creative dimensions below are draft specifications and must be confirmed against the final placements.

Asset	Proposed specification	Advertiser supplies
Website banner	728 by 90 desktop and 320 by 100 mobile; PNG or JPG	Both versions and an HTTPS destination link
Article display ad	300 by 250; PNG or JPG	Artwork and destination link
Sponsor or email message	Transparent PNG logo, up to 40 words and one link	Logo, approved copy and destination link

Editorial independence

Sponsorship would purchase an identified placement. It would not purchase favorable reporting, inclusion in editorial rankings or control over conclusions. Paid content and affiliate relationships would be disclosed close to the relevant material. Advertisers would need to substantiate factual claims and hold permission to use their supplied assets.

Content and image standards

Editorial coverage uses official and primary sources, with attribution and links. Original articles undergo verification and the established plagiarism review before publication. Editorial images are limited to suitable permitted images supplied by the releasing organization, with accurate credits. Advertiser creative would be separately labeled and reviewed for usage rights.

Decisions before advertiser distribution

- Approve the three package definitions, placements and rates.
- Insert verified audience figures and confirm briefing delivery.
- Implement ad measurement, inquiry handling and applicable privacy disclosures.
- Approve creative specifications, payment terms and any category exclusivity.
- Confirm the advertising contact and publish the approved advertiser version.

Advertising contact

Bob LePage

Proposed inquiry email for approval: thestateandnation@gmail.com

Website: <https://thestateandnation.com>

Publisher reference: <https://thestateandnation.com/mission-statement>

Examples: <https://thestateandnation.com/consumer-family> and <https://thestateandnation.com/college-sports>