



For inquiries, please contact:
Dawn Amory, Development Coordinator
at 402-472-3113 or damory@netad.unl.edu

MEDIA KIT

Dear Friends,

Thank you for your interest in sponsoring Vision Maker Media. This Sponsorship Media Kit will answer your questions. Included is our website, e-newsletter and Public Television sponsorship opportunities.

Our audience includes Public Broadcasting Service (PBS) viewers served by 354 PBS-member stations throughout the United States. PBS viewer demographics are well-received, as the majority of Public Television viewers are educated and have more buying power behind their commitment to quality and excellence. Viewers believe that underwriters are usually leaders in their industry. We provide a highly targeted audience with which to share your organization's message.

If you have questions, please feel free to call me.

Regards,

Dawn Amory
Development Coordinator, Vision Maker Media
402-472-3113 | damory@netad.unl.edu

Your Sponsorship Supports Education

Vision Maker Media is a nonprofit 501(c)(3) organization. Being a nonprofit organization doesn't mean that we don't make money. It means the money we make goes back to support our educational mission of sharing Native stories with the world by advancing media that represents the experiences, values and cultures of American Indians and Alaska Natives.

We believe we can make a positive change in the world by bringing online media and educational videos to audiences in schools, communities and your home.

Online at www.visionmakermedia.org/educators, you'll find Educational and Viewer Discussion Guides to enhance the impact and learning experience of Vision Maker Media documentaries. We work with Public Television stations across the nation in developing content for PBS Learning Media available at www.pbslearningmedia.org.



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Benefits of Becoming a Sponsor

- Reach a nationwide audience (students and young adults, teachers, Tribal leaders, policymakers, business owners, trendsetters and filmmakers—to name a few).
- Drive traffic to your website.
- If needed, digital ad creation at no additional charge to you.
- Save time and resources by targeting your transmedia message to potential new customers.
- Your cost-effective sponsorship helps Vision Maker Media share Native stories with the world.

WEBSITE OPPORTUNITIES

Visionmakermedia.org is your source for Native media. The user-interface is designed with target audiences in mind, offering content to “About,” “Films,” “Opportunities,” “Educators,” and “Shop” among our menu of services.

Choose Your Sponsorship Level

Resource Webpages ¹	Shopvisionmaker.org Web Pages
Duration: One (1) month	Duration: One (1) month
Presence of your organization’s logo/digital ad creative with corresponding clickable URL link on the Vision Maker Media resource web pages.	Presence of your organization’s logo/digital ad creative with corresponding clickable URL link on www.shopvisionmaker.org DVD catalog web pages.
\$1,000	\$800

¹Does not include homepage. Contact Dawn Amory for more information if you are interested in a homepage sponsorship.

Technical Specifications

Size: 200 px x 200 px

Color: 4-color, RGB

Resolution: 150 dpi (minimum; may not exceed 300 dpi)

Digital Ad Type: Static or Rotating .gif

(max frames = 4, 3 loop limit, max file size = 15 k)

File Formats Accepted: .png or .jpeg/.jpg for static ads; .gif for rotating ads

Load Time: May not take more than 2 seconds over a 56k Internet connection

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E-NEWSLETTER OPPORTUNITY

Vision Maker Media takes pride in keeping Indian Country informed about what's happening in Native media. Each month, Vision Maker Media distributes an e-newsletter to our opt-in subscribers—which can also serve as a highly targeted audience for your organization's message.

Sponsorship Level
E-newsletter
Distributed Monthly - One-Time Insertion
Presence of your organization's logo/digital ad creative with corresponding clickable URL link in the E-newsletter.
Audience Reach: 11,000+ subscribers With a focus on education, issues in Indian Country and "must-read" filmmaker opportunities.
\$1,250

Technical Specifications

Size: 150 px x 150 px Color: 4-color, RGB

Resolution: 150 dpi (minimum; may not exceed 300 dpi)

Digital Ad Type: Static

File Formats Accepted: .png or .jpeg/.jpg

Load Time: May not take more than 2 seconds over a 56k Internet connection

PUBLIC TELEVISION DOCUMENTARY UNDERWRITING

Sponsor a Vision Maker Media Program for PBS National Broadcast

Each year, Vision Maker Media awards up to \$500,000 in production contracts to independent producers and Public Television stations to produce programming by and about Native Americans for use by PBS stations. This covers only a portion of the cost of production for PBS. Your sponsorship of one or more of our many upcoming programs will help fund these engaging Native stories so that they may be shared with communities nationwide. Your sponsorship will be linked to the documentary program broadcast and DVD for life. Sponsoring a documentary is a highly strategic way to reach your audience. Find a list of our documentary films: www.visionmakermedia.org/films

Contact Dawn Amory to choose an upcoming documentary that motivates your interest:
damory@netad.unl.edu or 402-472-3113.



Corporation
for Public
Broadcasting

Vision Maker Media, a nonprofit 501 (c)(3),
receives major funding from the Corpora-
tion for Public Broadcasting.

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