



# STREETS BLOG

## 2012 MEDIA & SPONSORSHIP KIT



# WHO WE ARE

Streetsblog is the marquee news source in the movement for sustainable transportation and more livable cities and towns. We have outlets covering New York, Los Angeles, San Francisco, and D.C., and are read by tens of thousands of active, educated urbanites every day.

We also run the Streetsblog Network, collecting content from 400 member blogs located in big metropolises, medium-sized cities, and small towns, touching nearly every place in the United States where people are looking for greener, healthier and more fun ways to get around.

Streetsblog uses daily news coverage and video to create more walkable, bikeable, transit-friendly cities

For advertising and sponsorship inquires please contact:

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# WHAT WE ARE

A national network with deep local roots



## Streetsblog

Streetsblog sites report on the biking, walking, and transit beat in New York, Los Angeles, San Francisco, and the halls of Congress

**400** local blogs have chosen to be affiliated with us through the Streetsblog Network

Each month we receive more than **400,000** pageviews and **200,000** visitors



## Streetfilms

Streetfilms has produced nearly **450** fun short films about livable streets

Our viewers share Streetfilms at community screenings and public meetings around the country and the world

Streetfilms have been viewed online nearly **5 million** times



## Social Media

Twitter  
**70,000+** followers

Facebook  
**5,600** friends



## Events and Awards

Annual Benefit

Streetsie Awards in December

*The Streetsblog family of websites has a bigger American audience than peer sites like Bike Portland, Planetizen, and Next American City, according to the traffic rankings on Alexa.*

# WE GET RESULTS



We were very pleased with the results we got from advertising on the Streetsblog websites. The ad we placed generated many times the traffic to our site as other advertising efforts in the same time frame. We look forward to advertising more in the future!

ADAM CUMMINGS  
Rail-Volution



Advertising with Streetsblog is more than an opportunity to connect with their dedicated readership; it's a chance to cement an alliance with one of the more forward-thinking organizations advocating for better-performing and safer streets. They have been able to connect CNU's message to a broad and supportive audience who understand multi-modal streets that accommodate all forms of mobility lead to better outcomes for all.

BEN SCHULMAN  
Congress for the New Urbanism

## Loyal and committed readership

**86%** read Streetsblog daily or multiple times each week

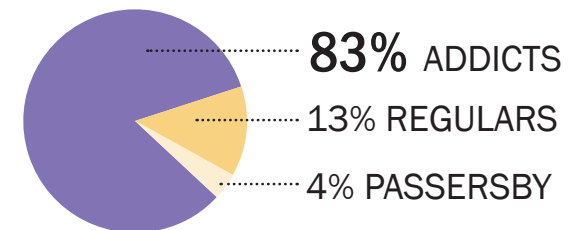
**80%** have been reading Streetsblog for more than one year

**40+** comments are regularly made on Streetsblog articles

**1,200** shares of our content each month via the Streetsblog site alone

**90%** of Streetsblog events sell out or are filled to capacity

### How Often Do You Visit Streetsblog?



# OUR READERS ARE



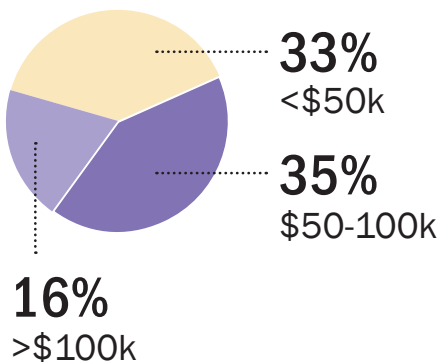
## Successful

Average household income:  
**\$84,257**

**41%** have a Master's or Doctoral degree

**79%** are college graduates (higher than the New Yorker, the Wall Street Journal, or the Economist)

## Household Income



## Influential

Our readers are engaged and influential at work and in their communities. They run their own blogs and Twitter feeds, go to public meetings, write letters to their representatives, and even run for office. They are passionate about cycling, recommending products and stores to their friends.

**25%** of our readers are professional city planners or engineers

**2/3** make significant purchasing decisions at work

Notable readers include:

- + Secretary of Transportation  
Ray LaHood
- + NYC DOT Commissioner  
Janette Sadik-Khan
- + SF MTA Commissioner  
Ed Reiskin
- + Members of Congress and Hill staffers serving on the Transportation and Infrastructure Committee

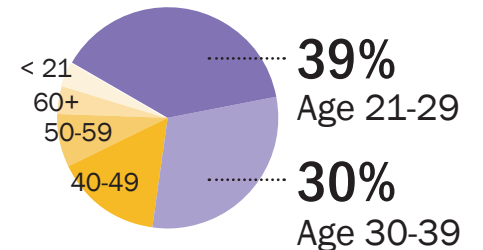


## Urban and Active

**74%** of readers live in a city

**64%** identify as cyclists

**65%** expect to buy bike accessories in the next year



## Top 5 reader locations:

1. New York City
2. San Francisco
3. Los Angeles
4. Washington, DC
5. Seattle

# WHO LOVES US?



Streetsblog and Streetfilms are the gold standard in Internet advocacy and education for sustainable transportation—the 21st Century public interest voice for the 21st Century transportation system that we all need.

**JANETTE SADIK-KHAN**  
Commissioner, NYC Dept. of Transportation



Streetsblog Los Angeles has been at the forefront in changing the way we think about transportation.

**BILL ROSENDAHL**  
City Councilman and Transportation Committee Chair,  
City of Los Angeles

No other media outlet reliably covers the history, politics, and future of safer streets. Streetsblog drives the conversation and makes for a riveting read.

**MIKE EPSTEIN**  
Bike commuter, Brooklyn NY



I read Streetsblog SF religiously. The coverage of our recent City transportation budget crisis was timely and crucial for my decision-making.

**SUPERVISOR ERIC MAR**  
District 1 Supervisor, San Francisco

As a professional planner, my clients rely on me to provide up-to-date information on transportation issues at local, state and federal levels. Streetsblog is my go-to source for understanding industry trends, and keeps me informed on critical transportation issues that are otherwise not covered in standard media outlets. The quality of the journalism and fresh perspective sets this blog apart from the others.

**BROOKE DUBOSE**  
Senior Transportation Planner  
San Francisco

Streetfilms have appeared on New York Times, CNN, NPR, and TreeHugger

Best Green Transportation Advocacy, TreeHugger (2009)

Streetsblog LA: Best Local Activist Website, LA Weekly (2011)



# ONLINE AD SPECS

The screenshot shows the Streetsblog.org homepage. Callout 1 points to the top navigation bar with links like 'STREETS BLOG', 'NYC', 'LA', 'SF', 'Capitol Hill', 'Network', 'JOBS BOARD', 'STREET FILMS', and a 'DONATE' button. Callout 2 points to a sidebar area above the main content with a search bar and a 'THANKS TO OUR' section. Callout 3 points to a sidebar area below the main content with a 'FOLLOW STREETS BLOG' section containing social media links and a 'RECENTLY POSTED JOBS' section. Callout 4 points to a section below the main article content titled 'This Week: See the DOT Plan for a Safer Delancey'.

NAME	DESCRIPTION	SIZE
1 Large	Full Banner	728 x 90
2 Medium	Sidebar rectangle	300 x 96
3 Small	Sidebar button	145 x 96
4 Inline	Below blog posts	590 x 50

## Sponsorship Packages

Exclusive packages are available on request. If you have unique advertising needs, or if you would like to discuss a sponsorship package, please contact us.

## Putting Together Your Campaign

Impression and click-through reporting provided on all campaigns. Creative is due five business days prior to start of campaign. We accept gif, jpeg, tiff and swf files. Maximum file size is 40k. Please contact us prior to submitting creative for complete advertising specifications.

# SPONSORSHIP OPPORTUNITIES

## Events

Our events convene a community who cares about building more livable neighborhoods. From the annual benefit to film screenings, our events bring out enthusiastic fans of Streetsblog and Streetfilms – the perfect audience for our sponsors to connect with.



+ Past event sponsors:



## Giveaways

Our online fundraising campaigns give our audience a chance to win products or services while supporting Streetsblog and Streetfilms. Sponsors become linked to that warm, fuzzy feeling people get when they give to a cause they believe in.



+ Our giveaway sponsors include Levi's, Rickshaw Bagworks and PUBLIC bikes.



Show your clients, partners, and community that you are a leader in sustainable transportation and livable neighborhoods





# SPONSORSHIP OPPORTUNITIES

## Video Sponsorship

Sponsor a Streetfilm, and your logo will be embedded in the beginning of the video. Once you sponsor a Streetfilm, your brand is permanently etched on Streetfilms.org.




## Streetfilms Partnerships

We collaborate with companies, non-profits, foundations, and public agencies on films that amplify sustainable transportation and smart growth messages. Partner-branded videos are distributed to the Streetfilms and Streetsblog community.



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STREETFILMS Series!




My New York City Biking Story is a series of vignettes from Streetfilms, featuring cyclists from all over New York City. Whether they cycle to run errands, commute for work, or just to stay in shape, these cyclists all have one thing in common: they love to bike.


[Watch The Videos](#)

[Sponsor A Video](#)


Thanks to our sponsors:



ADAM WHITE  
REPRESENTING INJURED CYCLISTS AND OTHER ACCIDENT VICTIMS  
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law@adamwhite.com | 212-577-9710



TREAD  
TREADNYC.COM





Have an idea about how you'd like to connect with Streetsblog readers and support the livable streets movement?

Call us today!

Fans of Streetsblog and Streetfilms at our annual event.