

Raleigh CONVERGENCE

CORPORATE MEMBERSHIP

Raleigh Convergence is a hyperlocal journalism experience. We want to keep our resources free and accessible, but they are not free to produce. Corporate partnerships can help us.

The news can make people feel helpless and hopeless, but local journalism can be a tool to build better communities. Local news and community information can be actionable, meaningful, and empathetic while keeping a direct approach.

Raleigh Convergence offers corporate membership levels so you can help us build up our community while promoting your business needs. Each corporate membership level includes business-focused perks...

OUR COMMUNITY

Newsletter subscribers: Nearly 1,400

Average open rate: 41%

Average clickthrough rate: 8.3%

Monthly average on website:

Pageviews: 3,880

Users: 2,300

Website demographics: 25-34 (30%), 35-44 (17%), 45-54 (17%), 18-24 (14%), 55-64 (12%), 65+ (9%)

Instagram audience: 3,436

Instagram demographics: 25-34 (45%), 35-44 (33%), 45-54 (11%), 18-24 (6%), 55-64 (3%), 65+ (2%)

**Average event size (ticketed): 49 people
(includes virtual events)**

Community Corps: \$500/year, \$50/month

- **Special discounted member pricing for employees**
- **Opportunity to partner on a social media + newsletter feature with discount/giveaway for your business**
- **Logo placement on our Partners Who Keep It Local page with link to your site**

Supporter Corps: \$1,000/year, \$100/month

All available above, plus...

- **Quarterly native advertising spot in the newsletter, written with you by Convergence**
- **Opportunity to link out to your news in “partner news” section, 1x/month.**
- **Opportunity to be a supporting sponsor at Converging Stories or other Convergence event**
- **2 free tickets to Converging Stories/year**
- **1 job posting/quarter**

Premium Corps: \$3,000/year, \$300/month

All available above, plus...

- **Quarterly feature on our website, excerpted in newsletter and shared on social media.**
- **A short what-we-do in Convergence style, written with emojis and bullet points**
- **Opportunity to be title sponsor of upcoming events, 1/quarter**
- **Access to content marketing trainings from Minvera Media Co. for 1 employee/session**
- **5 free tickets to Converging Stories/year**
- **1 job posting/month**
- **Banner rotation**

Champions Corps: \$5,000/year, \$500/month

All available above, plus...

- **Access to content marketing trainings from Minvera Media Co. for 2 employee/session**
- **5 individual memberships**
- **Sponsored email blast 1/quarter**
- **A quarterly project “made possible through the support of [your business name].”**
- **2 job postings/month**

