

# MEDIA KIT



Uplift. Respect. Love.





# Who is URL?

URL is a network of Black and Brown-owned community media companies. We are a strategic media alliance.



## What?

We reach underrepresented communities at scale, and provide crucial service journalism content on trusted platforms.

## Why?

We provide agencies and clients a one-stop shop to a variety of multicultural audiences.



Uplift. Respect. Love.



We meet our audiences where they are to effect positive change.

An abstract background on the left side of the slide. It features a vertical gradient from orange at the top to blue at the bottom, overlaid with wispy, smoke-like patterns in shades of pink, purple, and blue.

Authenticity.  
Trust.  
Impact.

# Our All-Star Leaders



**Sara Lomax**  
President & Cofounder

CEO/Owner, WURD Radio, Media entrepreneur of almost 30 years, served as Program Lead for the inaugural Facebook BIPOC Sustainability Accelerator and recent Stanford Fellow.



**S. Mitra Kalita**  
CEO & Cofounder

Current CEO & Publisher at Epicenter NYC. Former SVP at CNN Digital. Served at Wall Street Journal, Washington Post, LA Times. Launched brands like Mint and Quartz. Pulitzer winner. Authored two books, Harvard Fellow



# Our Winning Team



**Melanie Figueiredo**

VP, Advertising & Sponsorship  
*past GBH, Boston Chamber*



**Leonor Ayala Polley**

Chief of Business Dev & Partnerships  
*past NBC, Telemundo, Bergen Record*



**Ellah Nze**

Director of Operations  
*past NCAA athlete, USTA, U-Penn*



**Janelle Zagala**

Chief of Staff  
Certified PHR  
*past Target Corporate*



**Andaiye Taylor**

Editorial Director  
*Startup veteran, content marketing expert, founded BrickCityLive hyperlocal site*



**Maria Hernandez**

Advertising Sales Coordinator  
*past KTLA, Outfront Media*



**Sonali Kohli**

Senior Recruiter  
*published author, LA Times, Quartz, The Atlantic*



**Ariam Alula**

Audience Manager  
communications consultant,  
*past INN, ONA*



**Faith Meighan-Smith**

Advertising Account Executive  
*past New York Post*



**Mukiyanna Kamara**

Executive Assistant  
*past OakNorth*







# Our Diverse Media Network





# Our Client Roster



McKinsey  
& Company



princeton **partners**  
Branding & Consulting





# We Disrupt Media Buying

MY | CODE



Ad tech company

Community journalism network

Can access third party data

Owns first party data

Prioritizes quantity of impressions

Prioritizes sustainability & growth for diverse businesses

Focused on scale

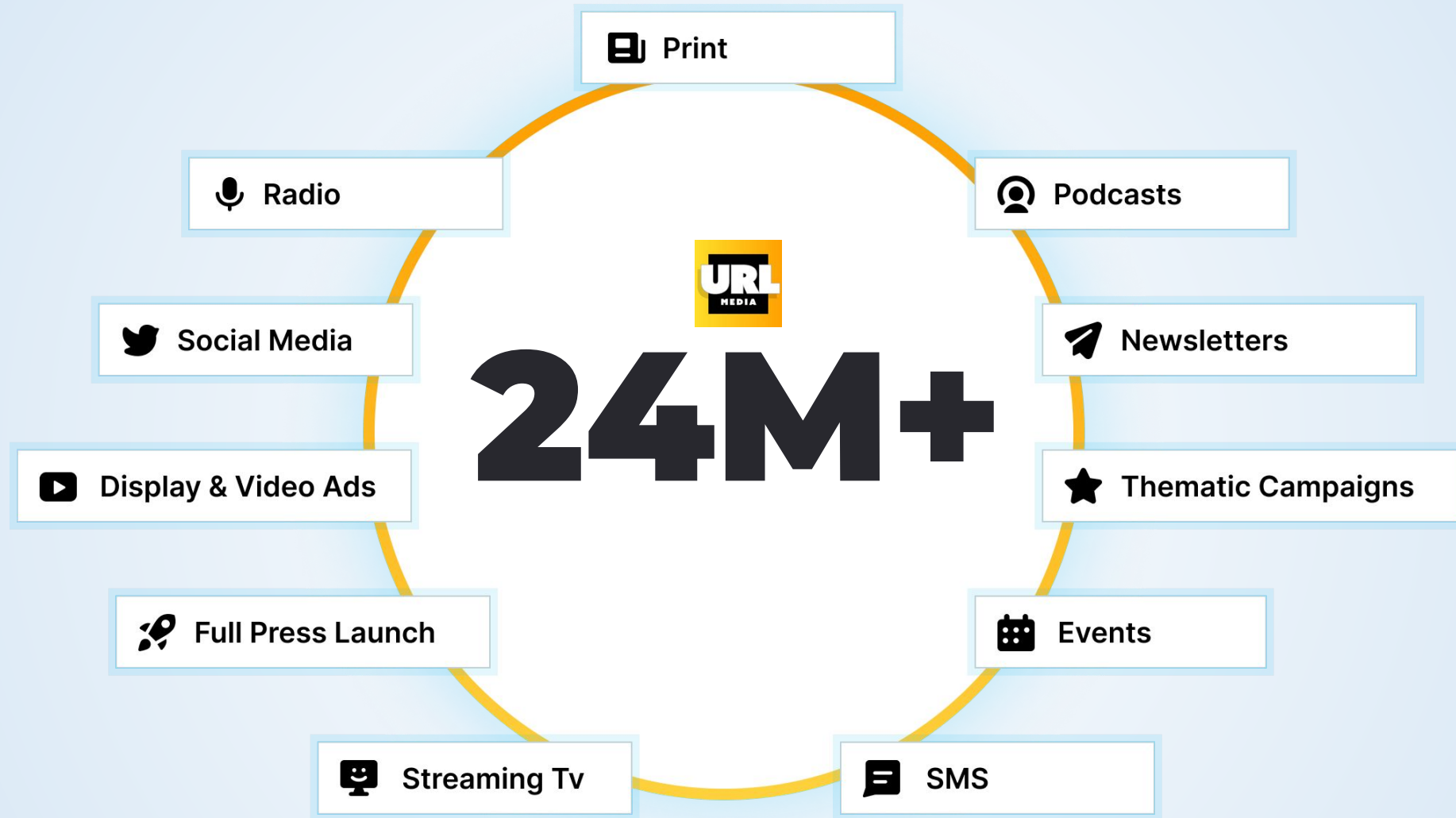
Focused on engagement & trust

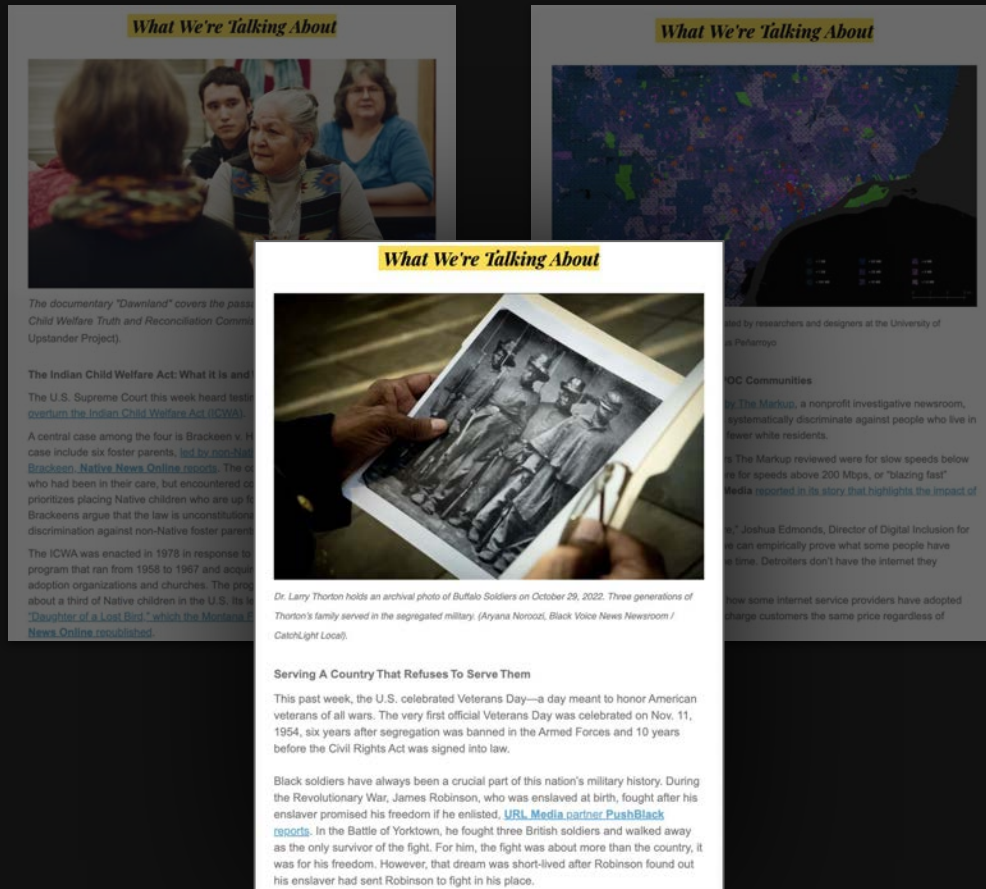
Ad serving

Audience serving

Standard account management

Premiere client servicing





# URL Direct

## Weekly Newsletter

### Each week

We cull the best coverage from our twenty one publishing partners

### Q4 achievements

Our newsletter achieved a **30%** open rate and a **4.8%** click rate

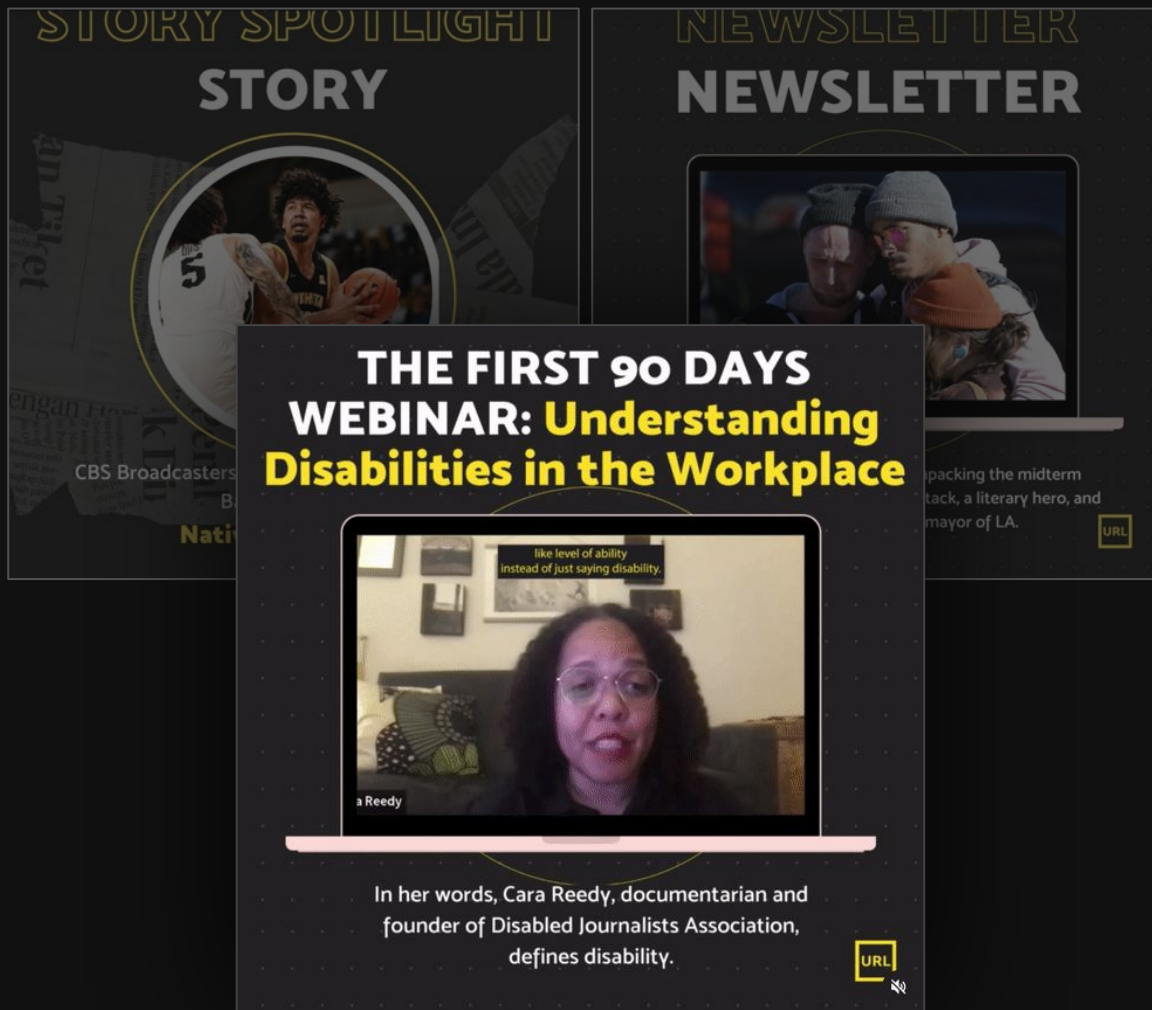
### Publishing frequency

2022: 1x/week

2023 (Q1) : 5x/week







# URL Direct

Social Media

## Multi-channel content amplification

We publish to:



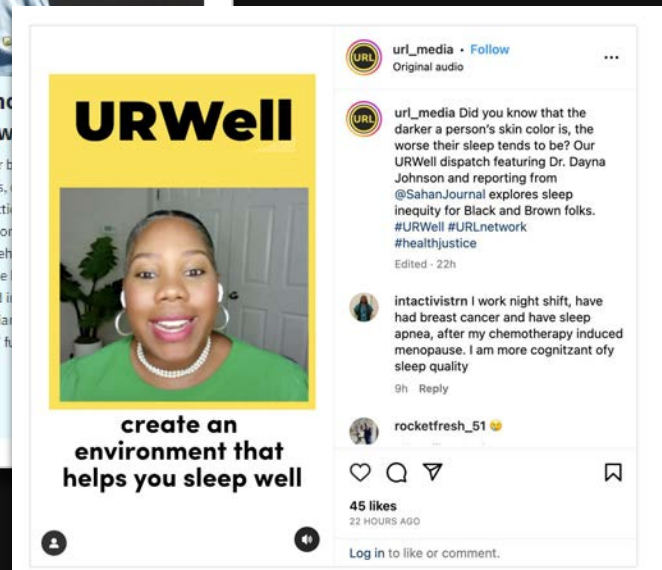
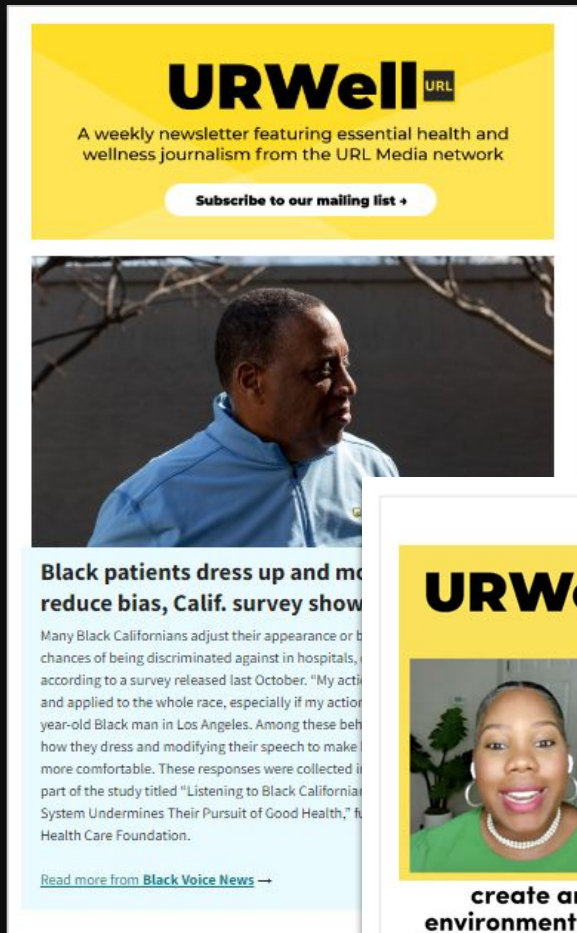
## Publish frequency

- Daily across all platforms

## Recurring content types

- Newsletter promotion
- Partner story spotlights
- Sunday “longread” features
- DEI-focused career insights





# URWell

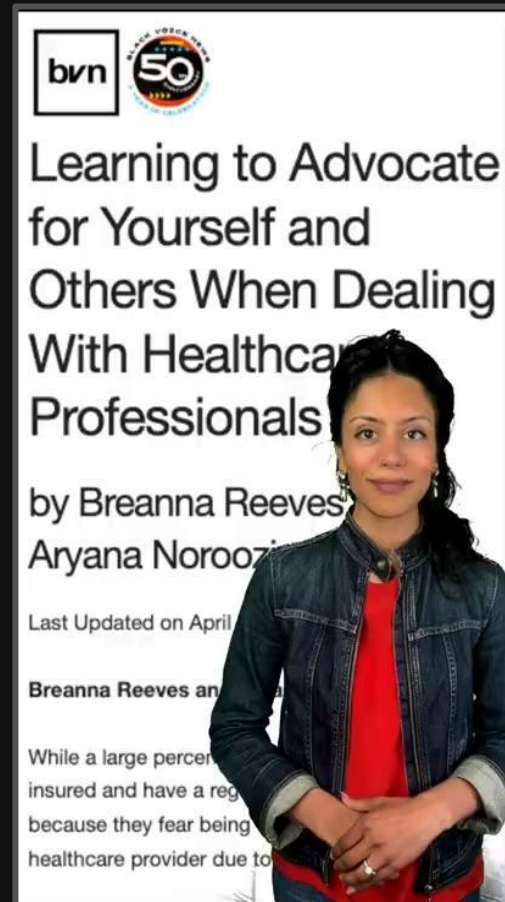
## URL Newsletter

- We cull the **best coverage** from our twenty one publishing partners each week.
- A roundup of three health-related stories from across the network, plus one **"BIPOC Excellence"** module to highlight health innovation.
- Upon launch, a **30% open rate** and a **4.8% click rate**



# URWell Videos

- We launched a new health and wellness video series to amplify the URWell Newsletter
- Each video in this series include expert analysis from a health professional





# Currency of Impact

URL is working to uncover non-traditional measurement and performance metrics

- **3X donations** for PushBlack's voter's registration in the South
- Documented saved users **\$10k** from NY's Excluded Workers Fund
- **Distributed dozens** of colorectal cancer screening kits with WURD Radio for Black Philadelphians with symptoms or risk factors





# Case Studies

# State of New Jersey

We created multi-platform, multicultural awareness for New Jersey's Tax Rebate Program (ANCHOR) which:

- Amplified the benefits of the program
- Generated an increase in applications
- Targeted hard-to-reach Black and Brown audiences

**Reached 1,571,475** people in the community, resulting in **1.7 million applications** for the state of New Jersey.

## PROPERTY TAX RELIEF UP TO \$1500



**ANCHOR NJ** **APPLY TODAY**  
*DEADLINE EXTENDED TO FEB 28*



# McKinsey & URL

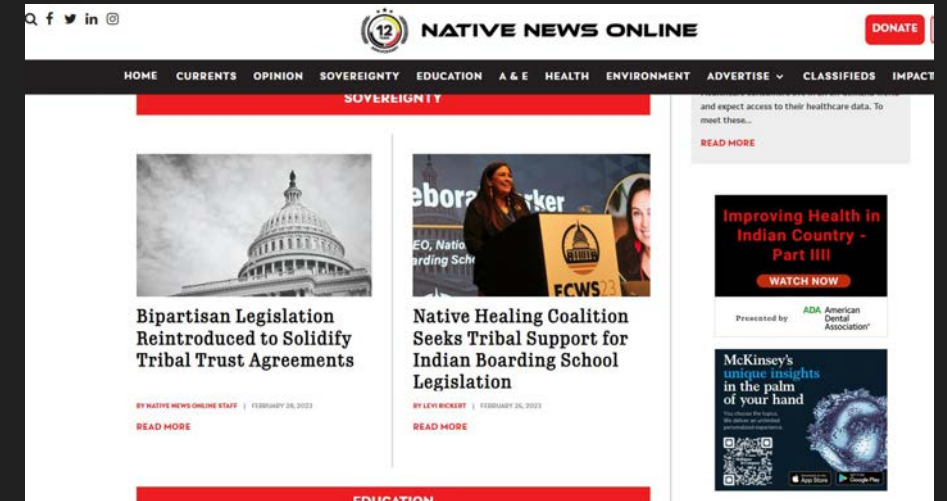
Since launch, the McKinsey campaign has garnered **1,845,661** impressions through the platforms of our trusted community voices.

**Goal:** Drive traffic to McKinsey's Insights App

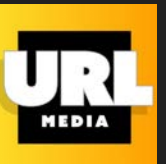
**Strategy:** Multi-platform messaging across a select cohort of URL's diverse media network

**Six months through five of our partners increased traffic through the following placements:**

- Sponsored content
- Banner ads
- Social Media
- Newsletters



*\*Annual Campaign was renewed due to the tremendous community impact.*

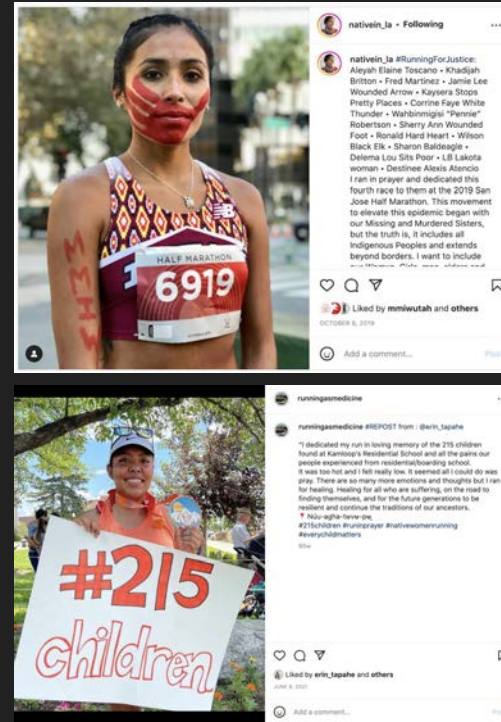


# Nike & Native News

We Amplified Nike's Commitment to Telling Native Stories through URL Media, Nike partnered with Native News Online to showcase their latest product launch: the N7 line.

- Sponsored content
- Banner ads
- Social Media
- Over 1m+ impressions from loyal user base

**Deep reach into the Native American communities**, showcasing Nike's commitment to telling authentic stories.



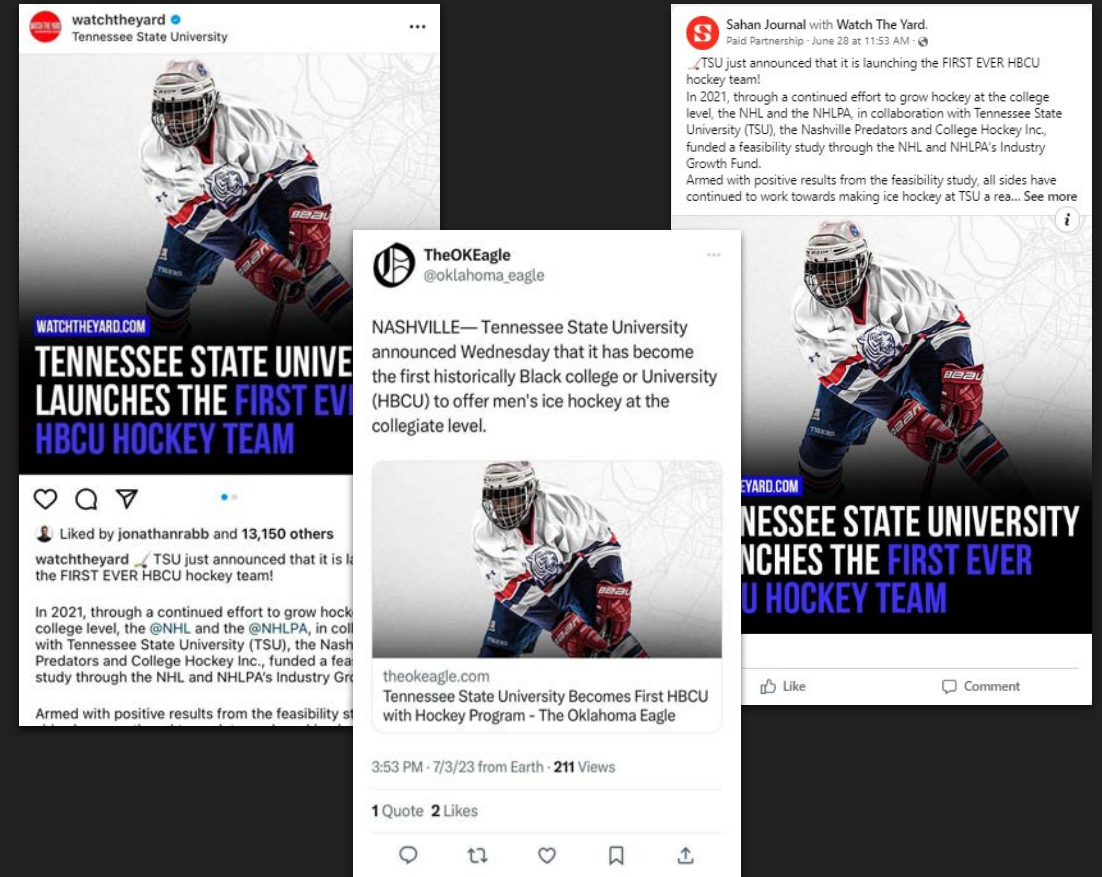
# NHL & URL

The URL Media network was tapped to launched historic news: Tennessee State University as the first HBCU to have an ice hockey program at any level.

**Goals:** Increase awareness and engagement surrounding this historic announcement

**Strategy:** Multi-platform execution across curated Black media outlets

- Watch the Yard
- Sahan Journal
- OK Eagle
- Presswire



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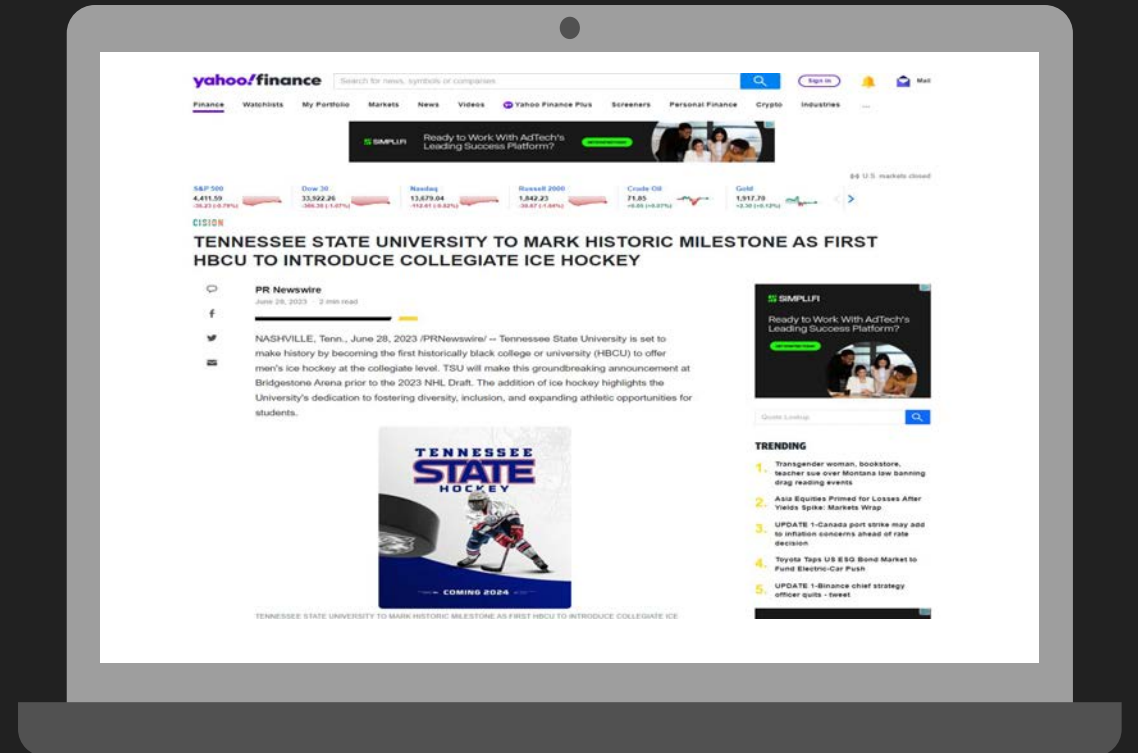
# NHL & URL

Presswire Coverage: **70% over industry standard**

Potential audience of **253.1 million**

**459** total media pickups as of 7/7.  
Industry benchmark is 270. We achieved an increase of **70%** media pickup in comparison to industry standards

Multimedia total of **797** among views, hits, plays and downloads of assets distributed with our release



*\*Annual Campaign was renewed due to the tremendous community impact.*



# 2024 Editorial Calendar

JANUARY	FEBRUARY	MARCH
Golden Globe Awards	Black History Month	Women's History Month
Martin Luther King Jr. Day	National Freedom Day	Zero Discrimination Day
Roe vs. Wade Day	World Cancer Day	International Women's Day
Holocaust Remembrance Day	Grammy Award	Oscars
	National Girls and Women in Sports Day	Developmental Disabilities Awareness Month
	Super Bowl	Beginning of Ramadan
	World Day of Social Justice	International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade

# 2024 Editorial Calendar

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APRIL	MAY	JUNE
National Arab American Heritage Month	Asian American and Pacific Islander Heritage Month	National Immigrant Heritage Month
National Cesarean Awareness Month	Mental Health Awareness Month	National Indigenous People Day
Maya Angelou Birthday	World Press Freedom Day	Juneteenth
World Autism Day	G7 Summit	LGBTQ+ Pride Month
March Madness Finals	Brown Vs. Board of Education	World Refugee Day
World Health Day	George Floyd Death Anniversary	



# 2024 Editorial Calendar

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JULY	AUGUST	SEPTEMBER
Independence Day	International Day of the World's Indigenous Peoples	9/11 Anniversary
The 14th Amendment to the Constitution	World Humanitarian Day	United Nations General Assembly
Disability Independence Day	Women's Equality Day	Hispanic Heritage Month
Nelson Mandela International Day	Brown Vs. Board of Education	Hiram Rhodes Revels, the first African American to serve in the Senate, was elected in 1870 by the Mississippi State Legislature
Thurgood Marshall Birthday	"I Have a Dream" Speech Anniversary	
	Anniversary of the arrival of the first enslaved Africans in the British colony of Virginia	

# 2024 Editorial Calendar

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OCTOBER	NOVEMBER	DECEMBER
Breast Cancer Awareness	Native American History Month	Rosa Parks Arrested
LGBTQ Pride History Month	General Election	World Aids Day
Hispanic History Month *	Veterans Day	International Day of Persons with Disabilities
Indigenous Peoples Day	Native American Heritage Day	Human Rights Day
World Mental Health Day	Thanksgiving	Kwanzaa
	Anniversary of John F Kennedy Death	

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**url-media.com**

**Questions?**

**melanie@url-media.com**

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