

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.

The background of the slide is a vertical rectangle. The left half of this rectangle is filled with a vibrant, abstract image of smoke or mist. The smoke transitions from a bright yellow-orange at the top to a deep magenta in the middle, and finally to a bright cyan-blue at the bottom. The right half of the rectangle is a solid, deep black, providing a high-contrast background for the white text.

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 Recruitment and Business Dev.
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



Shreen Khan

Senior Producer
past AJ+, Al Jazeera



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



Mukiyanna Kamara

Executive Assistant
past OakNorth



Our Diverse Media Network





Our Client Roster

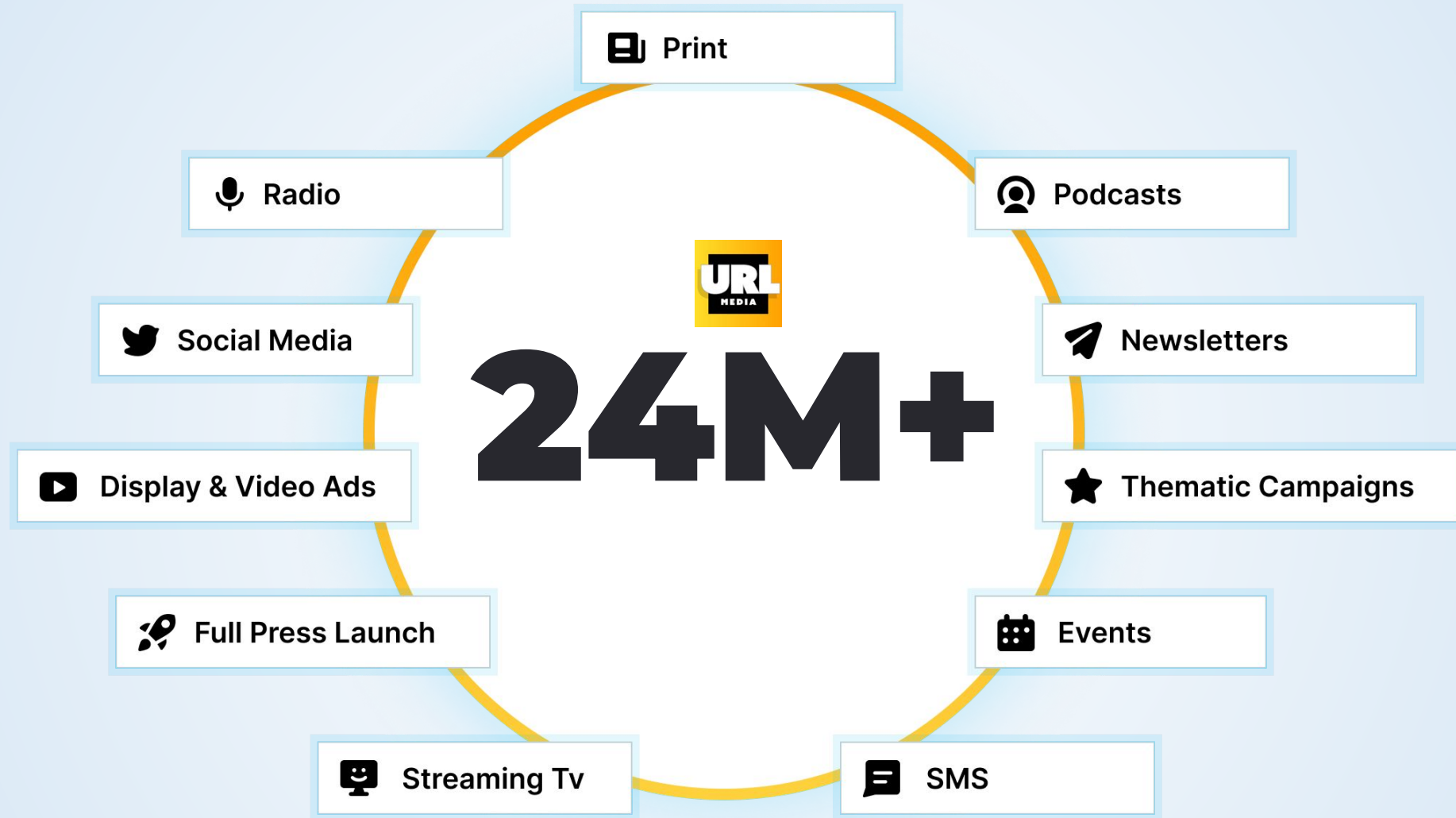


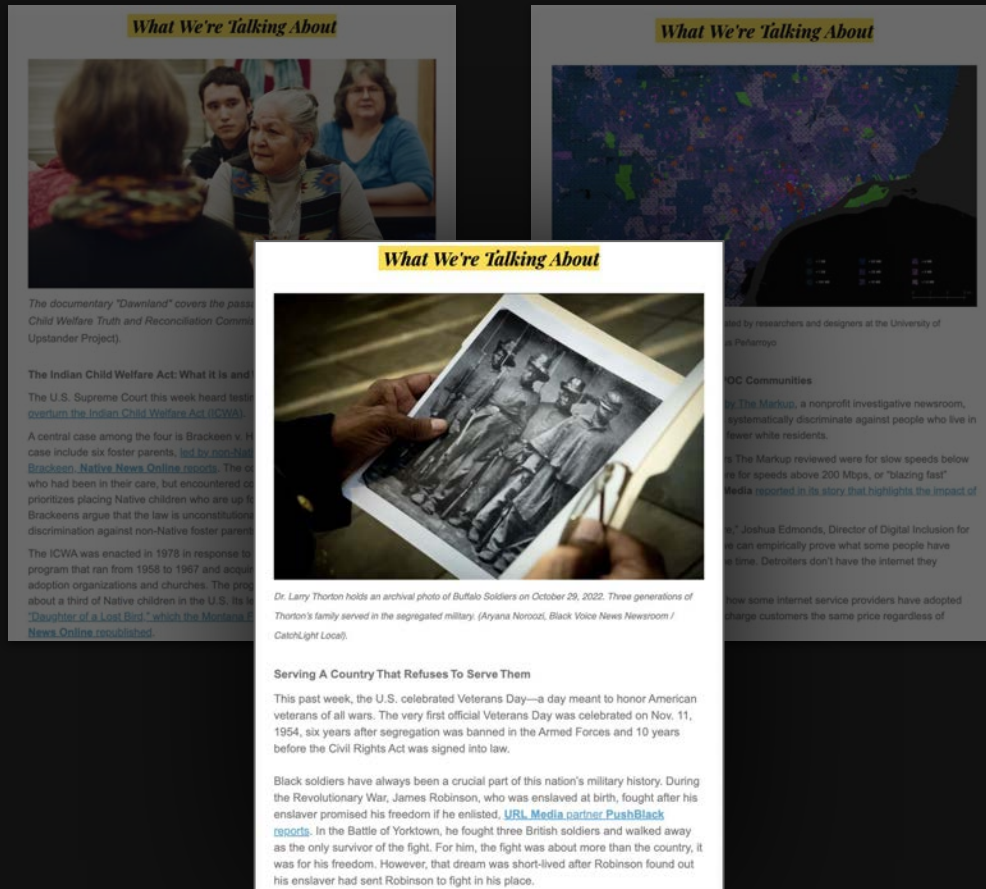
McKinsey
& Company



princeton **partners**
Branding & Consulting







URL Direct

Weekly Newsletter

Each week

We cull the best coverage from our twenty one publishing partners

Q4 achievements

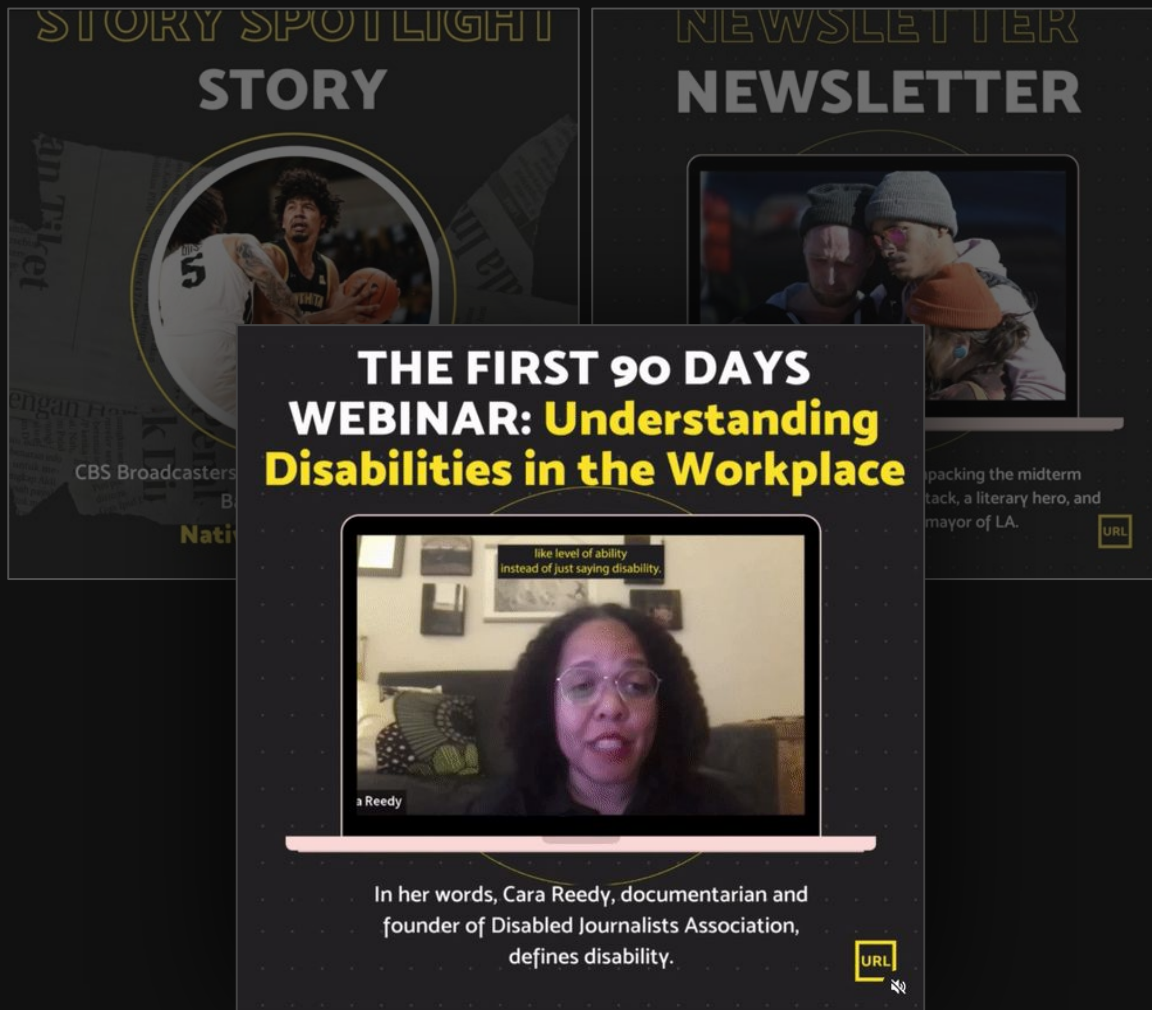
Our newsletter achieved a **30%** open rate and a **4.8%** click rate

Publishing frequency

2022: 1x/week

2023 (Q1) : 5x/week





URL Direct

Social Media

Multi-channel content amplification

We publish to:



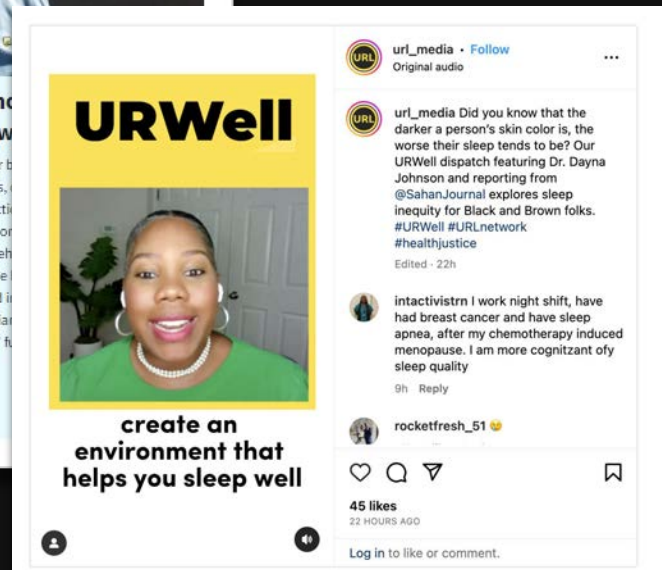
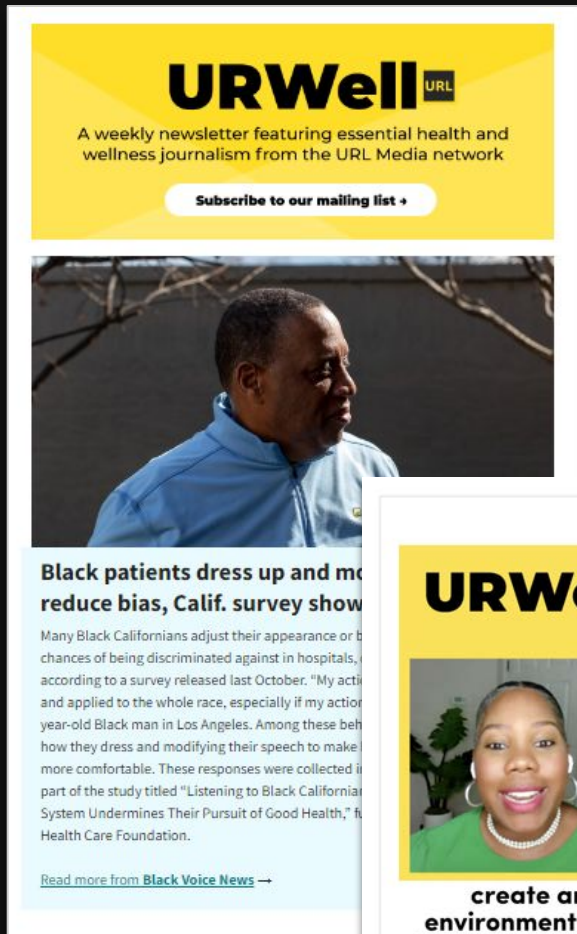
Publish frequency

- 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  **APPLY TODAY**
DEADLINE EXTENDED TO FEB 28

McKinsey & URL

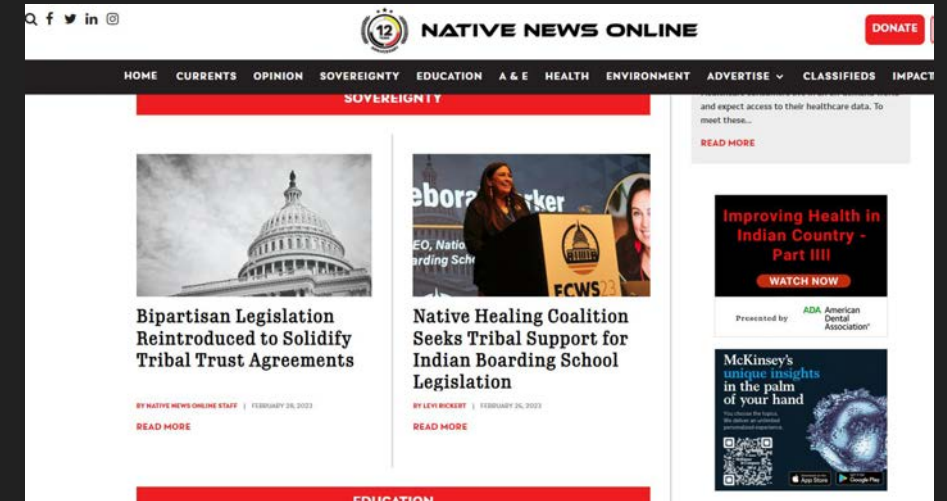
Since launch, the McKinsey campaign has garnered **1,845,661** impressions through the platforms of our trusted community voices.

Goal: Drive traffic to McKinsey's Insights App

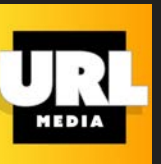
Strategy: Multi-platform messaging across a select cohort of URL's diverse media network

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.*

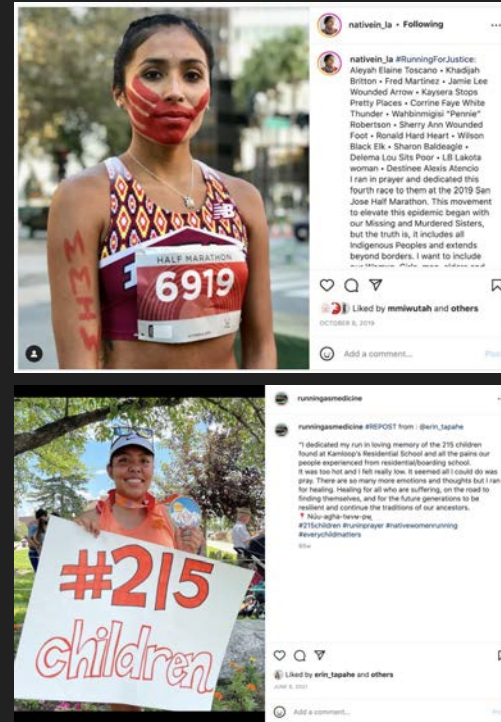


Nike & Native News

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.



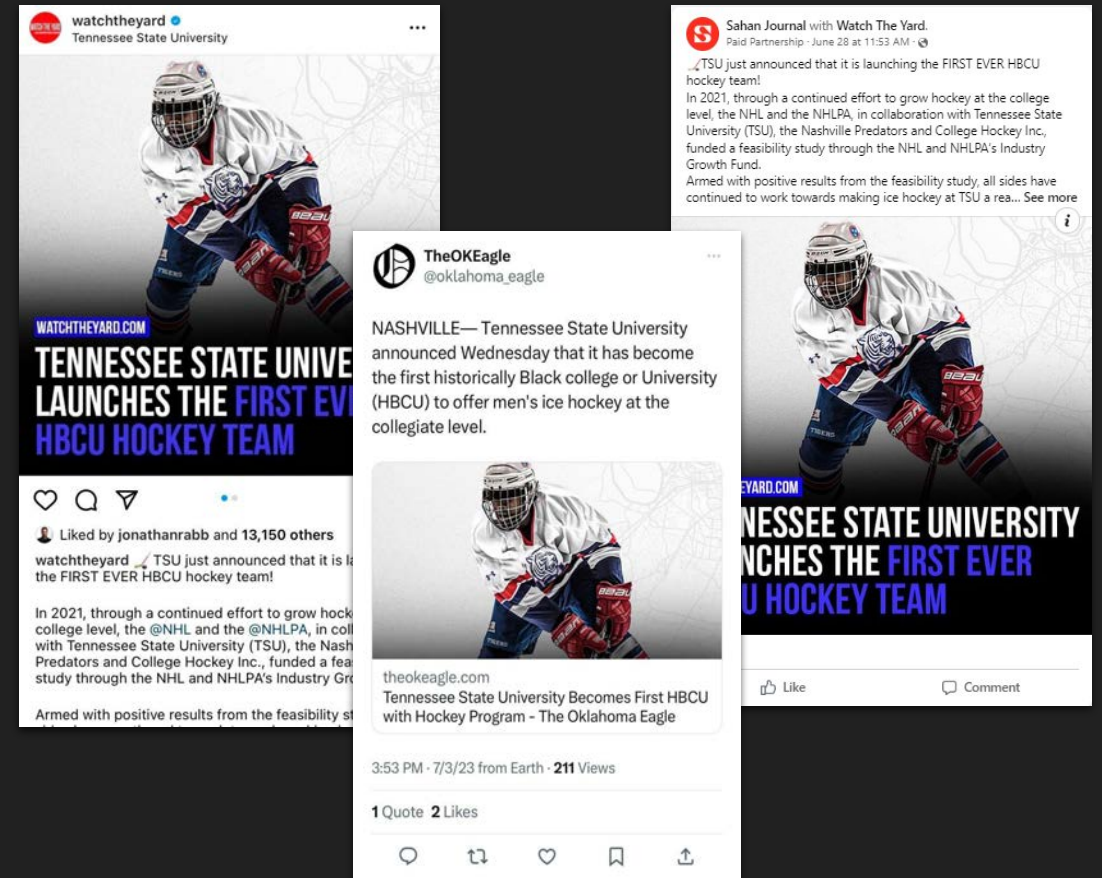
NHL & URL

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



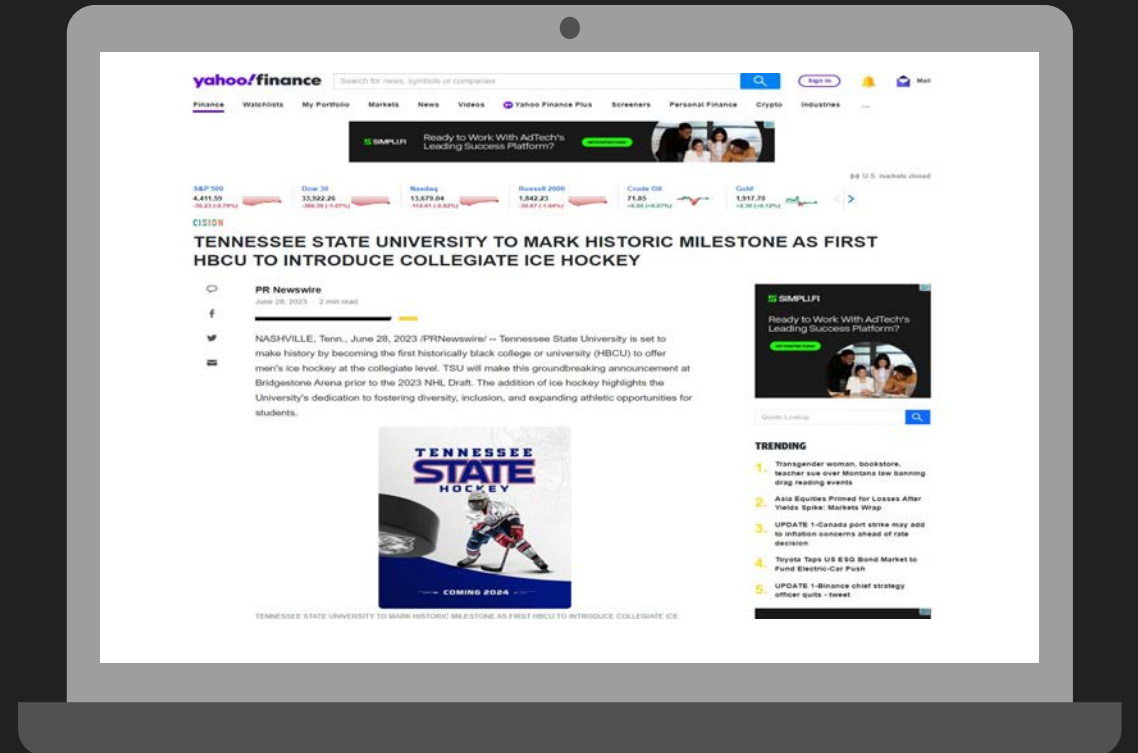
NHL & URL

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



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

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

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

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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Questions?

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