

WINTER 2022/23

the new Territory

THE MAGAZINE OF THE LOWER MIDWEST

Issue 13: Seek & Find



new sponsor offerings

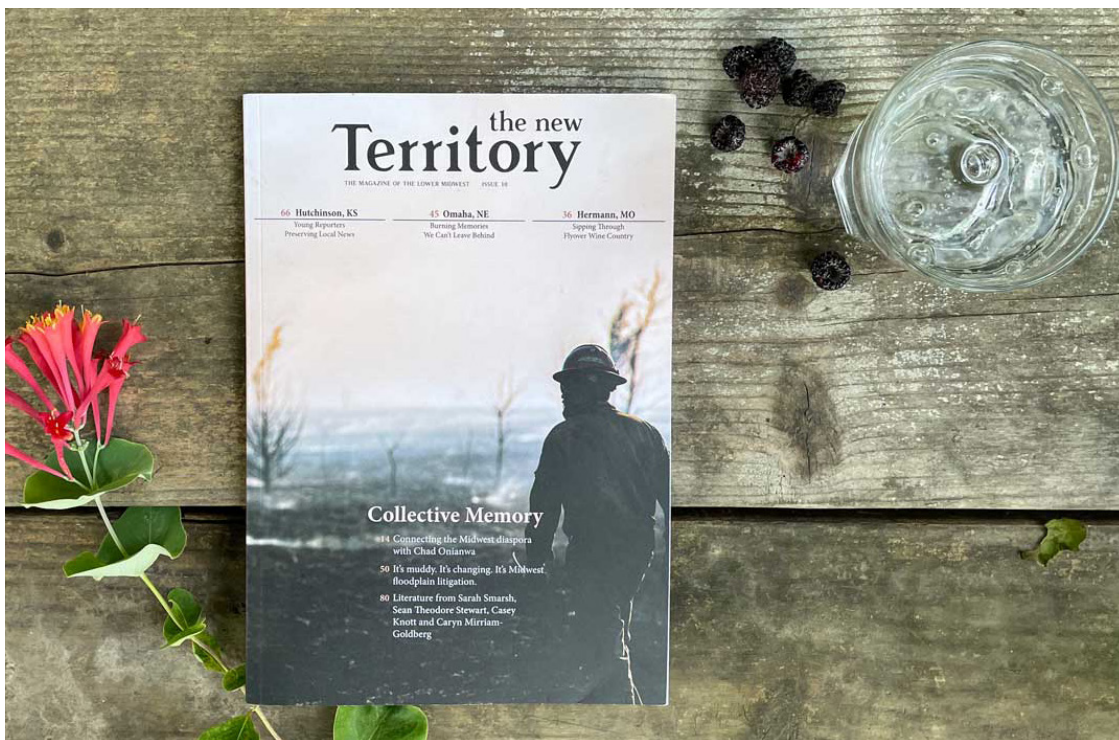
WE START EVERY ISSUE WITH THIS: **HERE IS GOOD.**

THE NEW TERRITORY loves the land we share. We love it so much we can't stop telling powerful stories of all the souls who call the Lower Midwest home. Twice a year since 2016, we've asked big questions about life in the region through passionate pieces focused on the environment, identity, and finding meaning in our communities.

Do you want to reach the people who read these kinds of stories? Do you want to sustain a project unafraid to ask big questions?

We love our sponsor relationships. It is important and expensive to commission photographers to capture our region, pay writers to dig deep, and print a full-color, biannual journal. Your sponsorship supports that, and it also expands our community. When people see your logo in a New Territory sponsor spot or an ad in our sponsor section, they see a business that shares their values. We think the love keeps resonating.

2

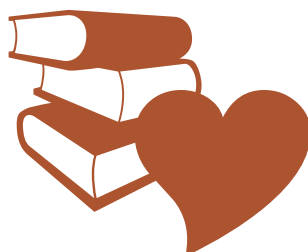


ISSUE 10: COLLECTIVE MEMORY | COVER PHOTO © ADDIE ROANHORSE

THE NEW TERRITORY / SPONSOR PACKET 2022

BIANNUAL PRINT STATS

500



30

REGULAR PRINT
SUBSCRIBERS (PLUS
BOOKSTORES &
SINGLES)

READERS TREAT *THE
NT* LIKE A BOOK:
THEY KEEP THEM
ON SHELVES AND
PASS THEM ON TO
FRIENDS

OF MIDWESTERN
WRITERS & ARTISTS
SPONSORSHIPS
SUPPORT EACH ISSUE

4

THE DABBLER EMAIL

1,530

43-51%



DEDICATED
SUBSCRIBERS (WE
CLEAN OUR LIST 2X/
YEAR)

OPEN RATE
(THAT'S DOUBLE
THE INDUSTRY
STANDARD!)

EMAILED 1X/WEEK
STARTING WITH
ISSUE 13

PRINT ADS + DIGITAL SERIES

SHARE YOUR STORY ON THE NEW TERRITORY'S
NEWSLETTER AND SOCIAL PLATFORMS

*ALL SPONSORSHIPS COME WITH A ONE-YEAR SUBSCRIPTION TO THE NT

BACK COVER SPONSOR AND DIGITAL SERIES

\$3,000.00

- Full-page ad on the back cover
- 20 complimentary copies of Issue 13
- All brand impressions offered under “Half Page Sponsor and Digital Series”

FULL PAGE SPONSOR AND DIGITAL SERIES

\$1,500.00

- Full-page ad in our sponsor section
- 10 complimentary copies of Issue 13
- All brand impressions offered under “Half Page Sponsor and Digital Series”

HALF PAGE SPONSOR AND DIGITAL SERIES

\$1,000.00

- Half-page ad in our sponsor section
- 10 complimentary copies of Issue 13
- Digital series of brand impressions:
 - logo on front inside cover
 - 1 banner ad in 3 upcoming Dabbler newsletters
 - Instagram Stories, Facebook, and Twitter highlights - 1/each during publication week
 - Section in an upcoming NT sales email, with a 200-word Q&A on your business

PRINT ADS + extras

HALF PAGE SPONSOR

AND DABBLER AD

\$500.00

- Half-page ad in our sponsor section
- Logo in the masthead on front inside cover
- 1 banner ad in one upcoming Dabbler newsletter
- 5 complimentary copies of Issue 13

QUARTER PAGE SPONSOR

AND DABBLER AD

\$250.00

- 1/4-page ad in our sponsor section
- 1 banner ad in one upcoming Dabbler newsletter
- 2 complimentary copies of Issue 13

SPONSOR SPOT

\$99.00

- 1/8 of a page ad in our sponsor section
- 1 complimentary copy of Issue 13

Reserve additional Dabbler banners posts for \$50 each. See pg 8.



ISSUE 07: SANCTUARIES | COVER PHOTO © CHASE CASTOR

\$99.00

SPONSOR SPOTS

IT STARTED WITH LOVE. In 2016, editors, writers, artists and deep thinkers—optimists, all—started collecting their work in The New Territory. The biannual magazine has grown and spread slowly and carefully over the seasons, finding its right place in the hills, plains, and bookshelves of Missouri, Nebraska, Kansas, Oklahoma, Arkansas and places further afield.

Our readers love and support small, independent businesses that are dedicated to their places. And we love you, too! That's why we came up with the \$99 sponsor spots in 2020. \$99 is enough to pay for a short essay and a photo. Or four poems! And \$99 helps you reach readers ready to appreciate the value your business gives to the magazine.

We are happy to offer this affordable option for getting your name and logo in The New Territory's center spreads.

DETAILS:

- Get an ad sized 3" x 2.5" in the sponsor section of The New Territory Issue 13 (release date: December 2022).
- Pay \$99.00.
- 16 spots are available (or a combination of Quarter- and Half-Page sponsorships).
- **Reserve your spot by December 10, 2022.**
- To reserve, please e-mail tina@newterritorymag.com, call (417) 299-1794, or send a check to New Territory Publishing/412 Vetter Ln./Jefferson City, MO 65101



SPONSOR SPOT SAMPLE

\$50.00

DABBLER BANNERS

A FEW YEARS AGO, The New Territory created The Dabbler, the fun email newsletter that adds to our longform print mag with video, links, and news from the team. We pitch it as, “Short. Irregular. For optimistic Midwesterners.”

In 2022, The Dabbler was sent to 1,500+ contacts (we clean our list twice a year to keep it current), with open rates between 43% and 51% — that’s double the average open rate of Mailchimp accounts in media and publishing. We see it as a testament to the loyalty and enthusiasm of our readership.

Get in on the fun! This is our first time experimenting with banner ads. You will gain impressions for about 5 cents per view, and readers can click right over to your site. Now there’s one plus over print!

DETAILS:

- Get an ad sized 936 x 120px placed directly above The Dabbler email header. Send us your own design, or email your logo, photo and/or message. We’ll take it from there!
- Pay \$50.00.
- The Dabbler will be sent once a week starting November 16, 2022.
- To reserve, please e-mail tina@newterritorymag.com with details for the design and to request an invoice. You may also call (417) 299-1794. Please make checks payable to New Territory Publishing/412 Vetter Ln./Jefferson City, MO 65101

This edition brought to you by our friends and sponsors:



THE DABBLER



Hello hello from snowy mid-Missouri!

It's been too long since we Dabbled, and I wasn't sure how to jump back in. Then came a gift from the airwaves! Yesterday morning on our local NPR affiliate, KBIA, a reporter shared how she met a woman from Doniphan who makes [Mountain Dew jelly](#) to sell at the Poplar Bluff farmers market. Whoa. Rural markets are treasure troves of flavor and style (I've seen deep-fried Twinkies, body lotion that smells like a strawberry daiquiri, [custom clothes for porch geese](#)...), but this combo of culture and experiment stands out. Mountain Dew jelly. In all the different Mountain Dew flavors.. "I say this with love," the host said, "that is the most Ozark thing I've ever heard."

Possibly me, too. I shared this with some friends. One simply responded, "I don't think I'm ready for this jelly." Another said this would make a great icebreaker question or opener to a



**DABBLER BANNER
SAMPLE**

DESIGN AND SEND YOUR OWN AD(S)

OR

**SEND US TEXT & LOGO(S) AND WE CAN
LAY IT OUT FOR YOU!**

FILE TYPE AND SETUP:

tiff, psd, pdf, ai
images at 300 ppi
18p0 x 14p0 (3" x 2.5") - sponsor spot
936 px x 120 px - Dabbler banner

QUESTIONS? CONTACT

TINA CASAGRAND:

tina@newterritorymag.com
(417) 299-1794

**SPONSOR FUTURE ISSUES!
TO LEARN MORE, CONTACT:**

sponsorship@newterritorymag.com

SEND PAYMENT TO:

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Jefferson City, MO 65101

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Need an invoice? Contact Tina, above.