



SHELTERFORCE

Essential Reporting on Affordable Housing

80%

of readers describe
Shelterforce
as relevant

30%

of readers use
Shelterforce
to directly affect change

MISSION

Shelterforce uses the power of journalism to inspire, inform, and hold accountable all those working toward more just, equitable, and thriving communities where every person has a place to call home.

VISION

Shelterforce's vision is to realize a just society where everyone lives in an equitable, thriving community.

ABOUT US

Shelterforce is a 50-year-old nonprofit news organization centered around the fight for healthy communities. We serve housing justice and community development leaders by reporting on stories that delve into the intricacies of housing organizing, community planning, and affordable housing development, offering insights into their current state and the potential for positive transformation. We empower the broader public with reporting that explores housing justice and community development issues, and what organizers and community developers are doing to address these challenges and make positive change.

DIGITAL DISPLAY ADS

Shelterforce has four advertisement placement options. See the details on each below.

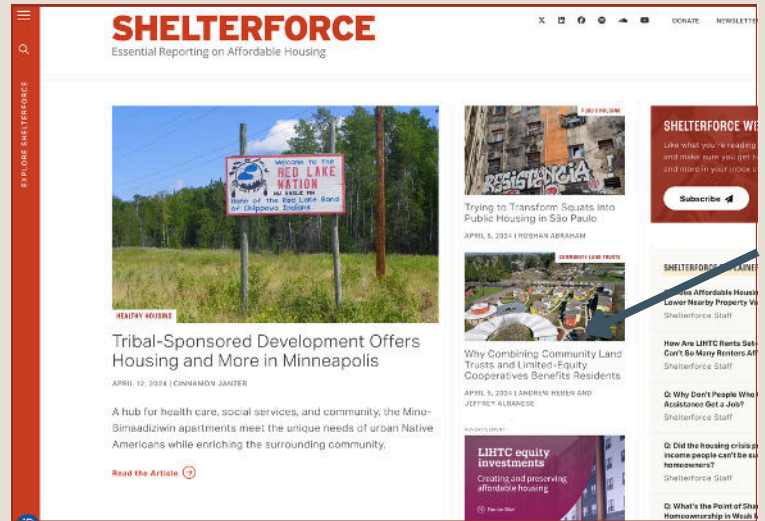
Unsure which option is best for you? Reach out to us and our team would be happy to provide a recommendation.

HOME PAGE ADS

Approximately 100,000+ impressions every 30 days.

- Web ad placed on home page
- One available ad spot.
- 560px x 320px
- png, jpg, and tif format

Price: \$5,400 for 30 days or until it reaches 100,000 impressions



IN-ARTICLE BANNER ADS

Approximately 100,000+ impressions every 30 days.

- Web ads placed within articles
- Two available ad spots.
- 1760px x 360px
- png, jpg, and tif format

Price: \$4,500 for 30 days or until it reaches 100,000 impressions

While private homeowners can choose to forgo insurance when premiums become unaffordable—an increasingly common practice sometimes referred to as “going bare”—affordable housing developers don’t have this option. (Nor would it be responsible to do so.) Owners of market-rate rental housing can pass increased insurance costs onto tenants, but many affordable housing operators are limited in how much rent they can charge. (And even when they’re not precluded from increasing rents, it’s often incompatible with their mission.)

WOMEN OF COLOR ON THE FRONT LINES PRESENTS:

Her Story, Her Power
in community development

DATE: March 27 | TIME: 3 P.M. ET | REGISTER

Join us for this unmoderated webinar featuring five extraordinary women from diverse backgrounds, each with a unique journey in the realm of community building.

And it’s not just a matter of having some insurance. Affordable housing developments are financed with a mixture of public and private money, and each lender and equity investor comes with their own insurance requirements.

“It’s the same as if you were going to go buy a house and you had 13 different mortgages on it,” says Logan O’Phelan, director of operations at Holos Communities in North Hollywood, California. “A lot of compliance, a lot of loopholes you got to figure out.”

DIGITAL DISPLAY ADS CON'T

WEEKLY NEWSLETTER ADS

Average open rate: 46 %
Guaranteed for four weeks.

- Digital ads placed within newsletter.
- Three available ad spots.
- Ads rotate in the top spot
- 1314 x 345, png, jpg format

Price: \$450 per insertion
(1 insertion = 4 weeks)



AUDIO MENTIONS

Sponsor an audio article.

- Ads play at the beginning of an audio version of a *Shelterforce* article.
- Your organization will forever be associated with the published content.

Price: \$250 per article placement



READY TO ADVERTISE WITH *SHELTERFORCE*?

Contact us with:

Your preferred ad placement

The high-resolution image you want to use in the ad

When you would like to start the ad

How long you would like the ad to run

Email us at advertising@shelterforce.org

AUDIENCE INSIGHTS & STATISTICS

READERSHIP & REACH



Monthly Page Views:
70,000+



Facebook Followers
4,200+



Unique Monthly Visits:
58,651



X (formerly Twitter) Followers
11,000+



Unique Monthly Users
52,223



LinkedIn Connections
4,000+



Weekly Email Subscribers
13,000+

WHAT OUR READERS ARE SAYING

"*Shelterforce's* disability series was stellar and I share it at every opportunity I can."

—**Shelby Seier**, disability activist

"I find *Shelterforce* to be an invaluable resource as both a community development practitioner and as an academic."

—**Reed Jordan**, NYC Kids RISE

"I am increasingly impressed by *Shelterforce*—you're the center of public debate about community development in the United States!"

—**Professor Todd Swanstrom**

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CONTENT OVERVIEW

EDITORIAL FOCUS

Shelterforce is a 50-year-old nonprofit news organization centered around the fight for healthy communities. In partnership with our readers and other newsrooms, we serve housing justice and community development leaders by delivering reporting that delves into the intricacies of housing organizing, community planning, and affordable housing development, offering insights into their current state and the potential for positive transformation.

By advertising with *Shelterforce*, **you tap into a dedicated and influential audience, passionate about housing justice and community development who are eager for actionable insights.** Our audience includes policymakers, funders, and top leaders in the field. Join us in making a difference while effectively reaching your target market.

EDITORIAL VERTICALS

Shelterforce content encompasses a mix of reporting, analysis, explainers, opinion, audio, and video. Two to four new items are published each week, with visitors flowing in from our newsletter, social media platforms, direct links, and search engines.

***Shelterforce* audio**—Most articles have an audio component, with more than 70 percent read by the author or another real person. Audio is available on our website and major streaming platforms, with an average of **15,000 listens each year.**

***Shelterforce's* Newsletter**—This weekly email contains our latest stories, comments, events, and job ads. It keeps our audience engaged and informed, ensuring they return to our platform regularly. It has more than **13,000 subscribers.** In the past year, we've averaged a **46 percent open rate, and a 6 percent click rate.**

Under the Lens Series—Every few months we release a special series that explores a given topic, with explainers, in-depth reporting and analysis, and commentary. **Readers return to the series often,** employing them for training and getting up to speed on the topics they cover.

Webinars & Panel Discussions—We host lively and practical discussions with frontline practitioners, experts, and organizers in housing and community development with an **average of 461 registrants.** Both video and transcriptions are posted online after the events.

Women of Color on the Front Lines—A powerful series that showcases women of color who are organizing in their communities and taking leadership roles in building thriving, equitable communities. This series features short videos and full webinars, typically attracting **over 200 registrants.**

Contact us at advertising@shelterforce.org