

# TEXAS TRIBUNE **MEDIA KIT**



# INTRODUCTION

The Texas Tribune was conceived as part of the solution to the decline of public service journalism in Texas and as a new way to provide this essential public good — the news and information required to engage and educate Texans about the big issues affecting us all: public education, health care, transportation, immigration, energy and the environment.

In 2009, venture capitalist John Thornton enlisted Evan Smith, the esteemed former president and editor in chief of *Texas Monthly*, to help found The Texas Tribune. The Tribune immediately acquired *Texas Weekly*, the top political and government newsletter in the state, and hired its editor, Ross Ramsey, to be the Tribune's managing editor.

With more than \$4 million in private contributions as seed funding, a small band of talented computer programmers, and some of the most accomplished journalists in the state, The Tribune launched its destination website on Nov. 3, 2009. Through a variety of distribution partnerships, the Tribune extends its reach considerably to other online, print and broadcast outlets, to which content is provided at no charge. In addition, the Tribune produces a lively and educational suite of free public events that explore issues that are of critical importance to Texans.

As a 501(c)3 organization, the Tribune is supported by individual contributions through memberships and major gifts, corporate sponsorships, and foundation grants. By mid - 2012, the Tribune had more than 2,000 contributing members, 384 corporate sponsors, and an active major gift and grant program. The Tribune also generates earned revenue from events and specialty publications. The Tribune currently has 34 full-time employees, including 17 reporters.

## OUR MISSION

**TO PROMOTE CIVIC ENGAGEMENT  
AND DISCOURSE ON PUBLIC POLICY,  
POLITICS, GOVERNMENT AND OTHER  
MATTERS OF STATEWIDE CONCERN**

## OUR VISION

**TO BUILD THE NEXT GREAT PUBLIC  
MEDIA BRAND IN THE UNITED STATES**

Although commercial models for delivering news and information are under tremendous pressure, the level of “media clutter” seems only to increase. We are keenly aware that breaking through that clutter is perhaps the central challenge we face in making **texastribune.org** a success. What sets us apart:

## **NOT JUST NEWS — KNOWLEDGE**

Our website is built from scratch as a “digitally native” public service. Advances in technology provide unparalleled opportunities for educating the public. Original reporting is married to the newest online presentation and visualization tools. Our site also includes highly curated news aggregation from other sources, polling, blogging, columns, commentary and an ever-growing lineup of searchable databases that numbered more than 100 by May 2012. Citizens and other journalists already see the Tribune as the authoritative source of data on a wide range of topics such as voting records, campaign finance, public school quality and public employee compensation.

## **OBJECTIVITY & NONPARTISANSHIP**

We believe that the serious-minded public is fed up with the “echo chamber” structure of the news media and is hungry for a trusted news source. Objective journalism sets the tone for the Tribune and differentiates us in a crowded media universe. As a 501(c)3, the Tribune has opted out of specific candidate or issue endorsements.

## **SUBJECT FOCUS**

What the Tribune does not cover is almost as important as what it does. Since we are not a paper of record and do not attempt to reach a mass audience, we do not chase the “story” of the moment. Instead, we focus on reporting the issues that matter to Texans with a comprehensiveness and depth that aren’t found elsewhere: water, transportation, criminal justice, health care, public education, energy and immigration.

## **VOICE**

Serious-minded and dull are not synonymous. We reject the idea that reporting in the public interest must be boring, or that reporters on serious topics must be stripped of their authorial voice. Reporters can have distinct personalities without compromising their objectivity. The best magazines have proved this over time, and the Tribune will as well.

## **CULTURE OF EXPERIMENTATION**

Although the Tribune is not a technology company, a component of our mission is to experiment constantly with the ever-growing arsenal of tools at our disposal to make the reader experience ever more engaging.

## **YOUTH**

Our team members are digital natives, and our site is designed with the news-consuming habits of a young public in mind. Effective leverage of social networking tools is key to our success with a younger audience. We are also conducting a college outreach program — The Texas Tribune College Tour — on a scale that has never been mounted by a journalistic enterprise in Texas.

## **LEVERAGED DISTRIBUTION**

In syndicating our content at no cost to other news outlets, we believe we will advance the goal of ubiquity very rapidly and cost effectively. It matters not to us whether a reader encounters our content on our site, in a public radio interview with one of our reporters or in *The Facts* of Brazoria County.

# AWARDS & RECOGNITION

**2012:**

## **NATIONAL EDWARD R. MURROW AWARDS**

Radio Television Digital News Association

**EXCELLENCE IN JOURNALISM**

"An Interactive Approach to Civic Engagement"  
*Data Application*

## **WEBBY AWARDS**

**OFFICIAL POLITICS HONOREE**

## **GLOBAL DATA JOURNALISM AWARDS!**

**3RD PLACE**

"Rise & Fall of Rick Perry's Presidential Bid"  
*Interactive*

**2011:**

## **NATIONAL EDWARD R. MURROW AWARDS**

Radio Television Digital News Association

**BEST NON-BROADCAST WEBSITE**

**BEST USE OF VIDEO**

Elise Hu, "Stump Interrupted"

## **REGIONAL EDWARD. R. MURROW AWARD**

**BEST RADIO WRITING**

Ben Philpott

## **LONE STAR AWARD - HOUSTON PRESS CLUB**

**INTERNET-BASED FEATURE**

Reeve Hamilton, "Instapundit"

**RADIO JOURNALIST OF THE YEAR**

Ben Philpott

## **FIRST AMENDMENT AWARDS**

Fort Worth Society of Professional Journalists

**ONLINE PROJECT**

Emily Ramshaw, "Detaining Care: Medical and  
Mental Health in Immigration Detention"

## **TEXAS MEDICAL ASSOCIATION'S ANSON JONES AWARDS**

**ONLINE/MIXED MEDIA — FIRST PLACE**

Emily Ramshaw, "No Country For Health Care"

## **KNIGHT-BATTEN AWARDS**

**INNOVATIONS IN JOURNALISM**

Honored with Special Distinction

**2010:**

## **GANNETT FOUNDATION AWARD**

For Innovation In Watchdog Reporting

Elise Hu, "Stump Interrupted"

UNIQUE VISITORS 2011

5,161,240

AUGUST 2012

617,068

PAGEVIEWS 2011

40,459,717

AUGUST 2012

3,632,933

PAGES VIEWED PER VISIT

TEXAS TRIBUNE AVERAGE

4.25 

SEX

MALE

56%

FEMALE

44%

VOTERS

REGISTERED

98%

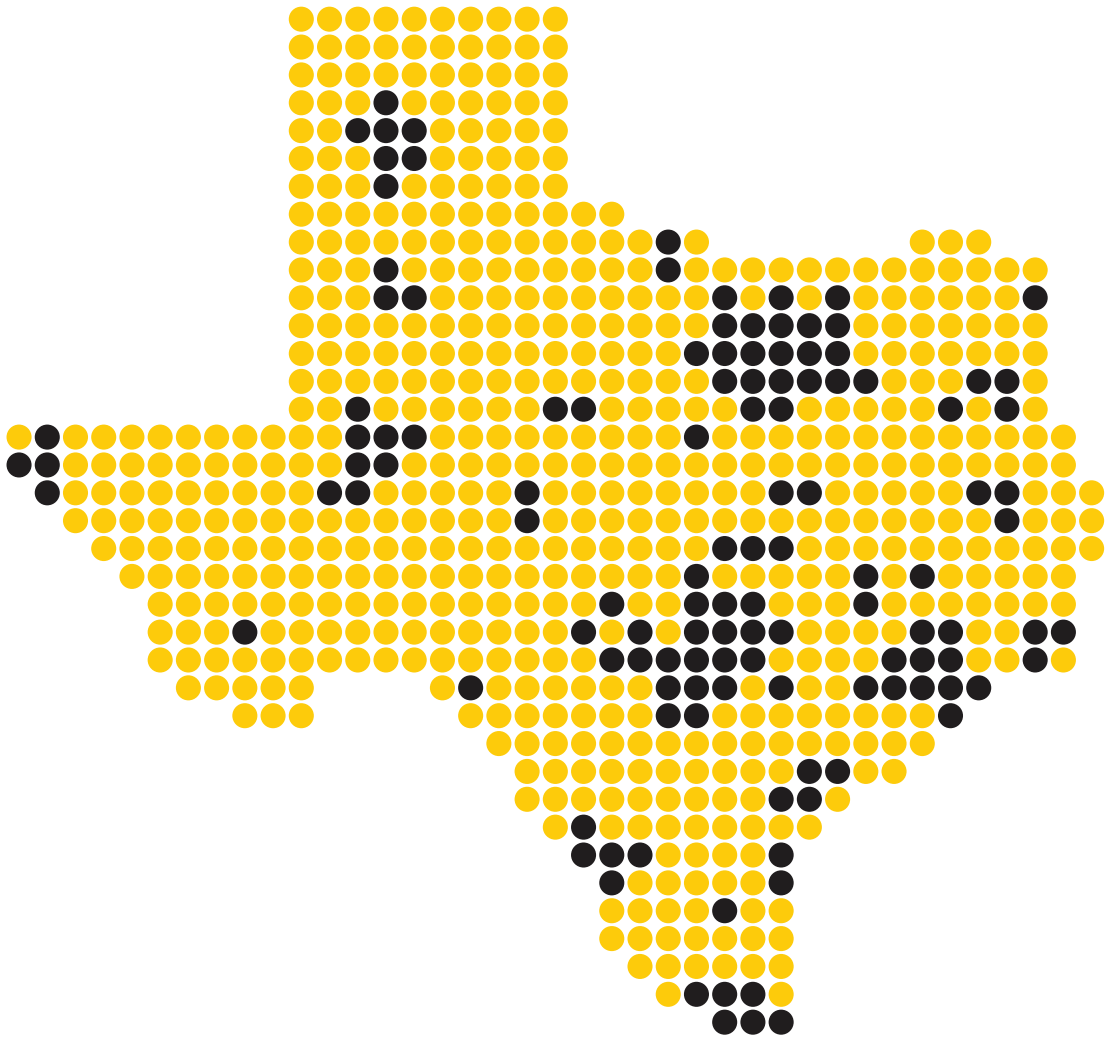
VOTED IN LAST ELECTION

96%

AGE		INCOME		EDUCATION		OCCUPATION	
★	%	★	%	★	%	★	%
18-24	5%	\$15,000 - \$24,000	3%	Current college student	2%	Professional, Technical	63%
25-34	19%	\$25,000 - \$34,999	4%	Completed some college	7%	Proprietors, Managers	5%
35-44	16%	\$35,000 - \$49,999	6%	College graduate (one degree)	38%	Clerical / Sales worker	2%
45-54	20%	\$50,000 - \$74,999	13%	Advanced college degree	40%	Blue Collar Worker	1%
55-65	25%	\$75,000 - \$99,999	13%	Advance college degree plus	13%	Business Owner/Corporate Office	13%
65+	17%	\$100,000 - \$149,999	20%			Retired	15%
		\$150,000 - \$200,000	11%				
		\$200,000 +	21%				

SOURCE: TEXASTRIBUNE.ORG AUDIENCE IDENTIFICATION SURVEY 2012

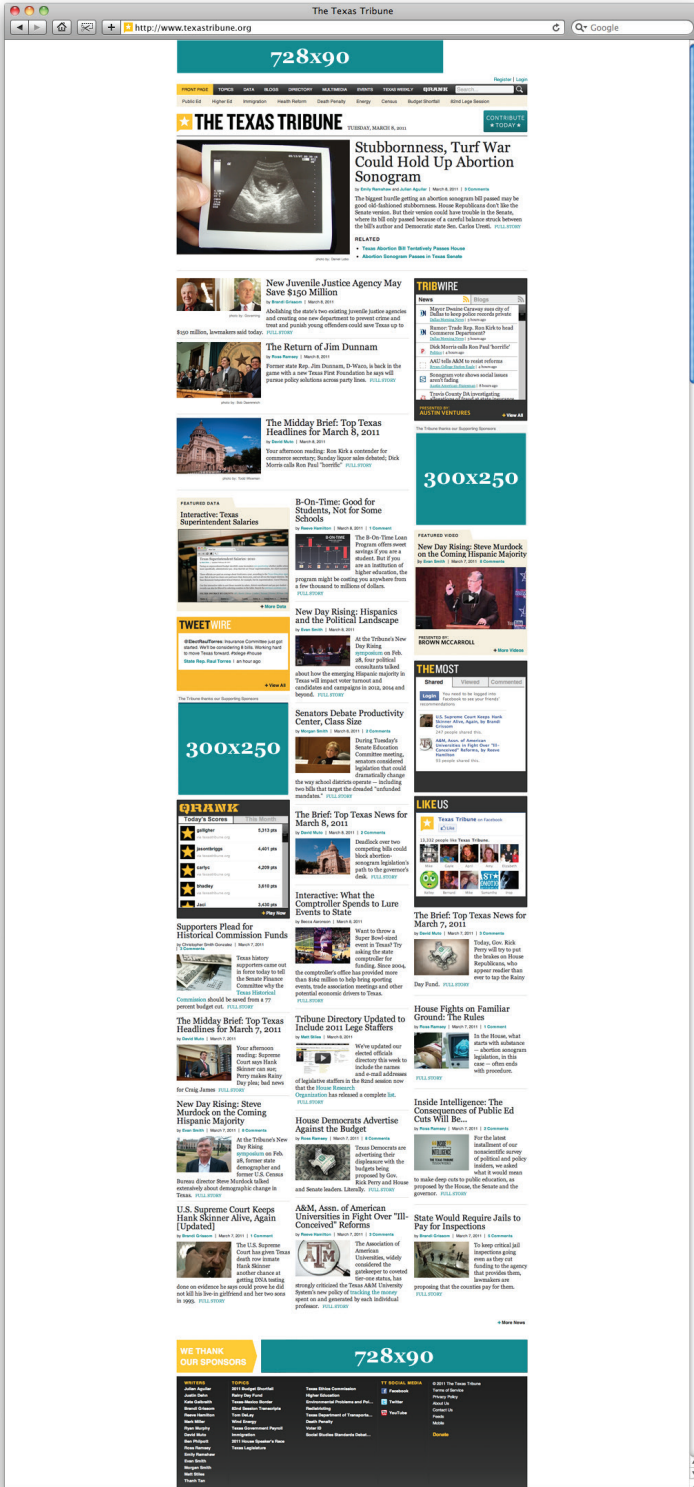
Submit materials to [multimedia@texastribune.org](mailto:multimedia@texastribune.org)  
 For additional information contact April Hinkle at [ahinkle@texastribune.org](mailto:ahinkle@texastribune.org)



NATIONAL	OUT OF STATE	TEXAS
	<b>26.5%</b>	<b>73.5%</b>
TEXAS	MAJOR METROPOLITAN	
	<b>61%</b>	<b>39%</b>

SOURCE: GOOGLE ANALYTICS (APRIL 2012)

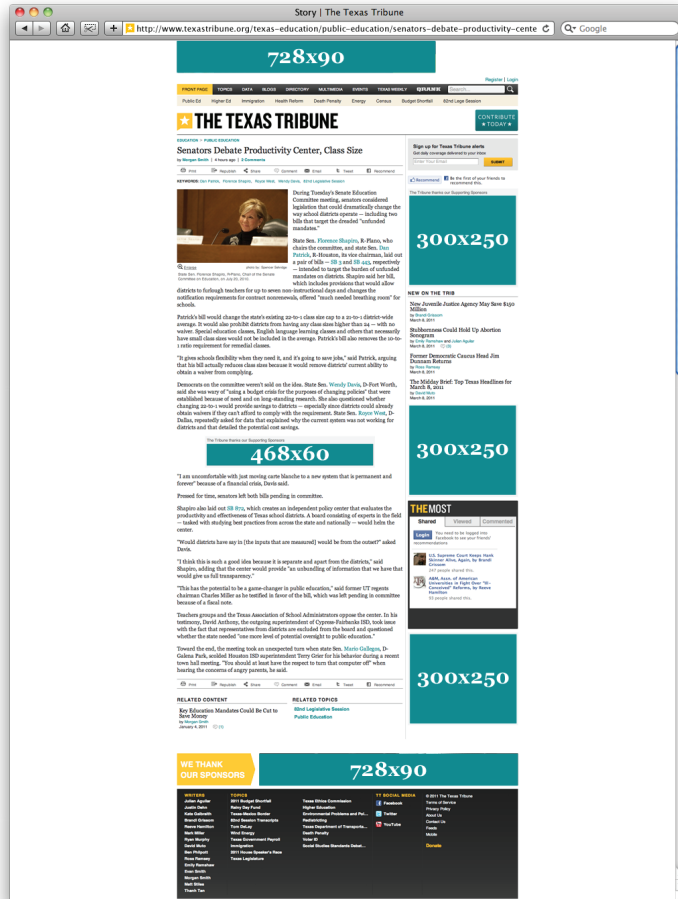
## FRONT PAGE



## FRONT

As the entry point to all of the Tribune's content, the front page offers a glimpse at the site's stories, blogs, multimedia reporting, databases, news feeds and social media connectivity that contribute to the rich, sophisticated user experience we aim to provide. The day's full-length pieces act as the site's editorial centerpiece — published and updated throughout the day — running under the main features.

## STORY PAGES



### STORY

Each Tribune story page features links to related content and topics. Social media links appear on each page, allowing readers to easily share content on a number of different platforms. A comments tab also allows readers to join the conversation.

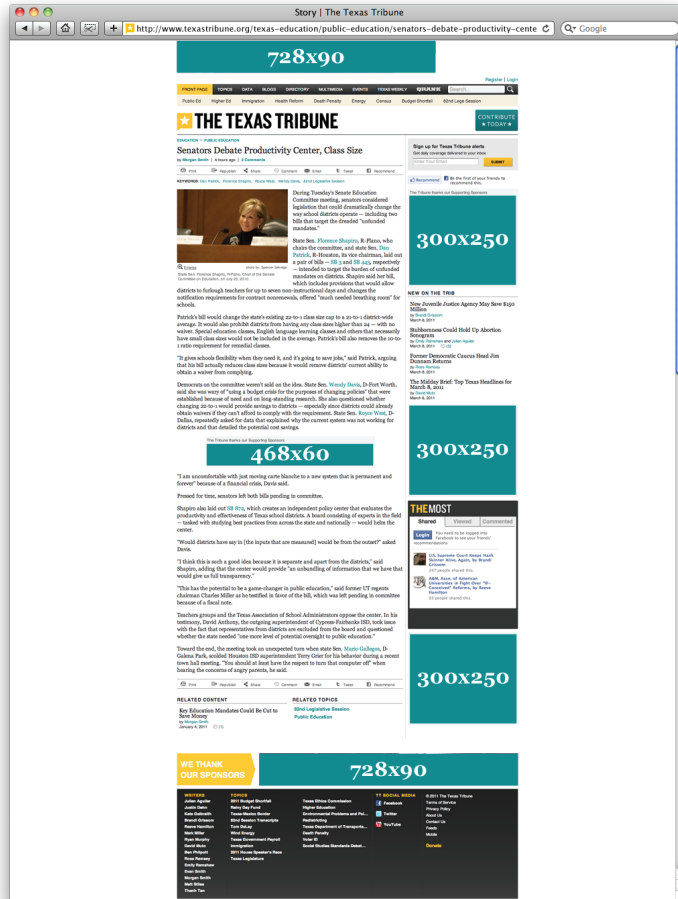
As a sponsor of The Texas Tribune's coverage of issues and educational events related to our state's largest issues for the next year, you will receive rotating presence on **TEXASTRIBUNE.ORG**, on all content pages – Front Page, Story Pages and Blogs.

Medium Rectangle – 300x250  
Leaderboard – 728x90

### INVESTMENT

Annual Content Sponsor Net Investment - \$3,600

## STORY PAGES



### TOPIC/CATEGORY SPONSORSHIP

As the major sponsor of The Texas Tribune's coverage of issues and educational events related to a select topic/category, example energy or health care, you will receive top level presence on **TEXASTRIBUNE.ORG**, on all select topic content pages – Front Page, Story Pages and Blogs.

### INVESTMENT

\$20 Net Cost per Thousand Impressions

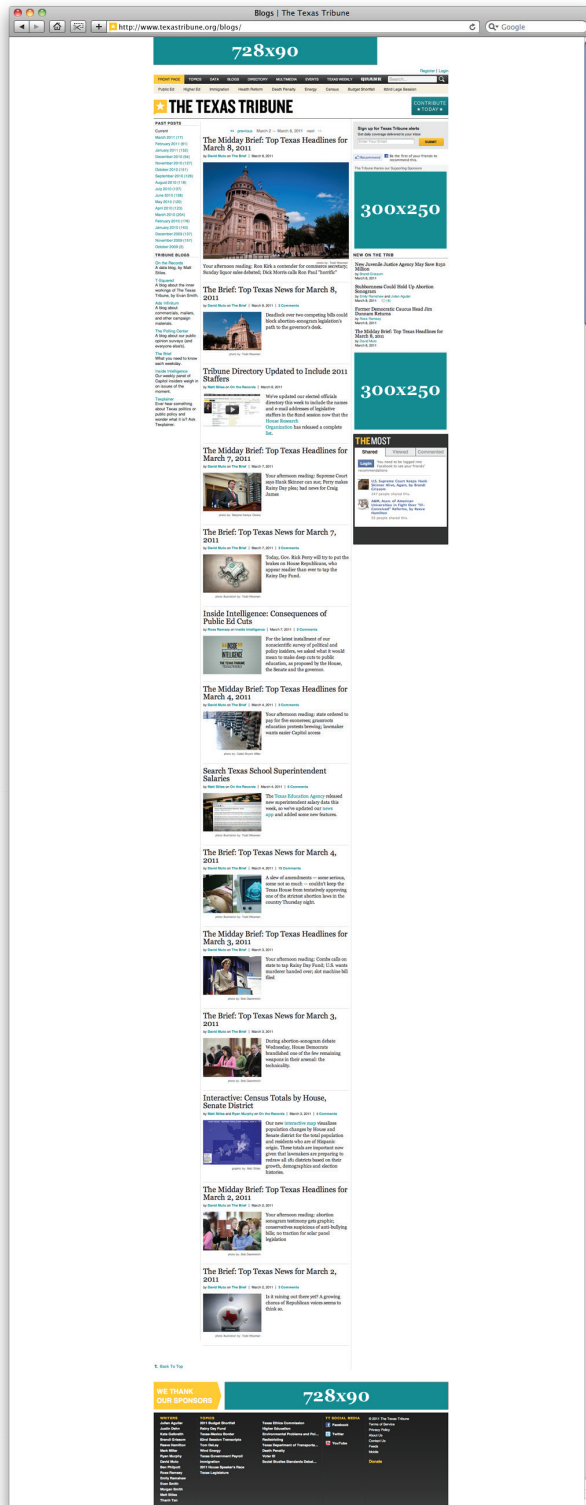
### FULL BANNER

Exclusive position within story pages and blogs. Full Banner - 468x60

### INVESTMENT

\$20 Net Cost per Thousand Impressions

## BLOG PAGES



## BLOGS

The Tribune's blogs complement our daily batch of full-length story offerings, allowing writers to report on issues throughout the day. For example, are you interested in campaign commercials? "Ads Infinitum" has your fix.

## ON THE RECORDS

A data blog, by Ryan Murphy and Becca Aaronson.

## T-SQUARED

A blog about the inner workings of The Texas Tribune.

## ADS INFINITUM

A blog about commercials, mailers, and other campaign materials.

## THE POLLING CENTER

A blog about our public opinion surveys (and everyone else's).

## THE BRIEF

What you need to know each weekday.

## INSIDE INTELLIGENCE

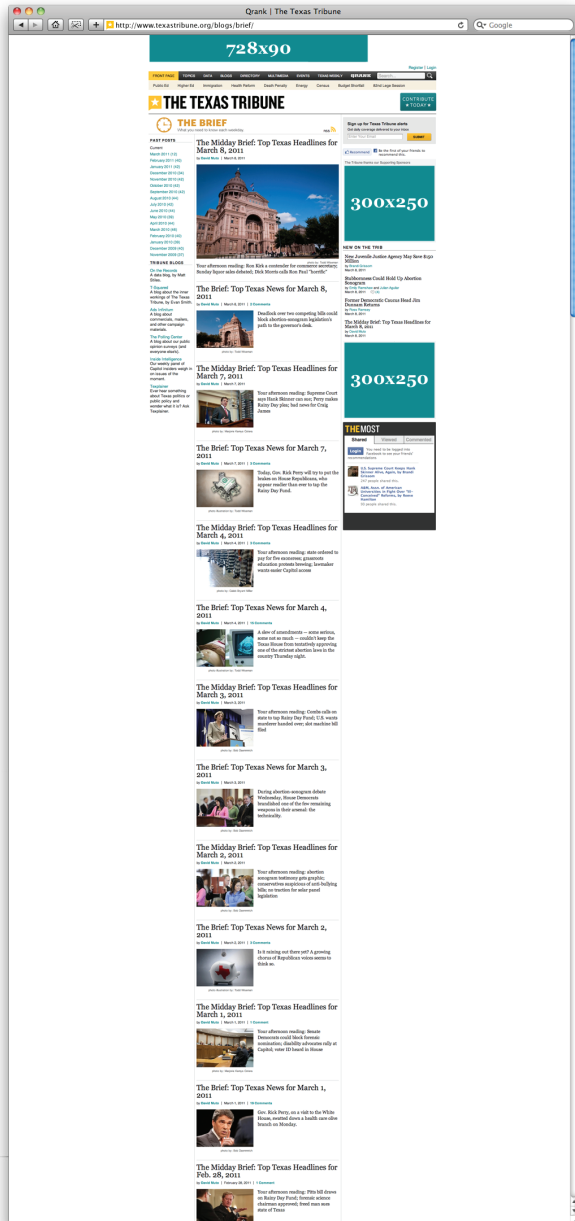
Our weekly panel of Capitol insiders weigh in on issues of the moment.

## TEXPLAINER

Ever hear something about Texas politics or public policy and wonder what it is? Ask Texplainer.

# UNIQUE SPONSORSHIPS

## THE BRIEF



### THE BRIEF

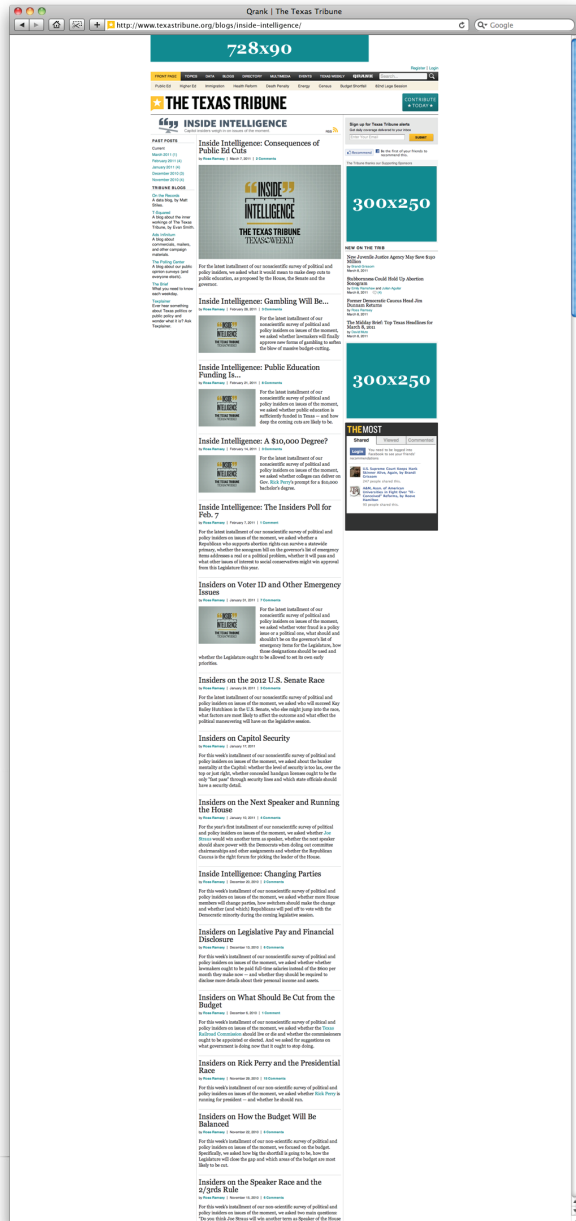
The Brief delivers the day's top Texas headlines in a punchy, easily digestible format twice each weekday, in the morning and afternoon. Comprehensive but concise, The Brief alerts readers to must-read stories, notable quotes and what's new in the Tribune.

### INVESTMENT

300x250 Medium Rectangle - Right Rail  
468x60 Full Banner - Featured Within Content

\$3,500 Net Investment per 30-day period

## INSIDE INTELLIGENCE



### INSIDE INTELLIGENCE

Inside Intelligence, which appears in Texas Weekly and on [texastribune.org](http://texastribune.org), a weekly panel of Capitol insiders weighs in on important issues of the moment. (The panel is named, but respondents' votes and comments are kept anonymous.) Inside Intelligence appears in the blog area of [texastribune.org](http://texastribune.org) and receives post alerts and a sponsored run in the site's marketing program, which directs to the poll results (and an the archive) and includes a sponsored link on the landing pages that points to your set direction.

### TEXAS WEEKLY

728x90 Leaderboard - Top of Page and Also Footer  
300x250 Medium Rectangle - Right Rail

### TEXAS TRIBUNE

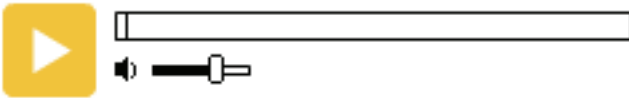
728x90 Leaderboard - Top of Page and Above Footer  
300x250 Medium Rectangle - Right Rail  
468x60 Full Banner - Featured Within Content

### INVESTMENT

Annual Net Investment - \$40,000  
Weekly Net Investment - \$1,000

# UNIQUE SPONSORSHIPS

## TRIBCAST



### TRIBCAST

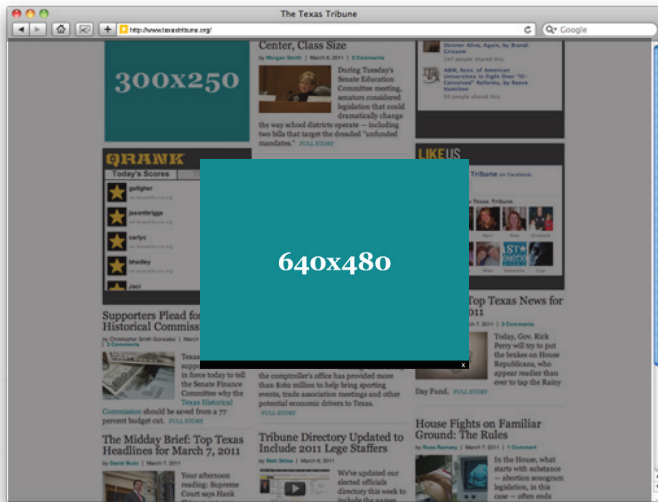
Get crack insight and analysis from Tribune reporters and editors on the Tribune's weekly podcast, a frank, irreverent rundown of the biggest headlines in Texas politics and government.

### INVESTMENT

Includes audio pre-roll feature along with the top Medium Rectangle - 300x250 presence on the landing/launch page.

Monthly Net Investment - \$3,000  
Weekly Net Investment - \$1,000

## INTERSTITIAL



### INTERSTITIAL

Stand-out feature to appear on page upon entering the site, from any point, or in between page change, and remain present for 12 seconds — on one select date, or with the ability to supply a strategic, specific message to be seen each day for a set series. One creative unit to appear one time per unique visitor. 640x480 image; flash, script or image (image preferred)

### INVESTMENT

One-Day Takeover: Net \$1,500  
Series: \$1,250 per day; example five-day set Net Investment: \$6,250

## TT-INTERVIEW



## TT-INTERVIEW

The Tribune's goal of producing rich, in-depth coverage of Texas sometimes requires us to step outside the confines of the traditional story format. Out of this idea was born the so-called TT Interview (a respectful riff on the iconic *Rolling Stone* articles), which our team of crack reporters conduct with the state's most interesting politicians, officials, activists, authors and wonks — from the high profile to the more unsung. We hope these interviews — presented as audio, video, a transcript or some combination of the three — help us tell the unfiltered story of Texas politics and government in a more unique and compelling way.

## INVESTMENT

All interviews include either an audio or video element that allows a pre- and post-roll feature along with featured presence on the interview landing page.

\$3,500 Net per 30-day period  
\$750 Net per Interview

## EVENT



### EVENT LANDING PAGE

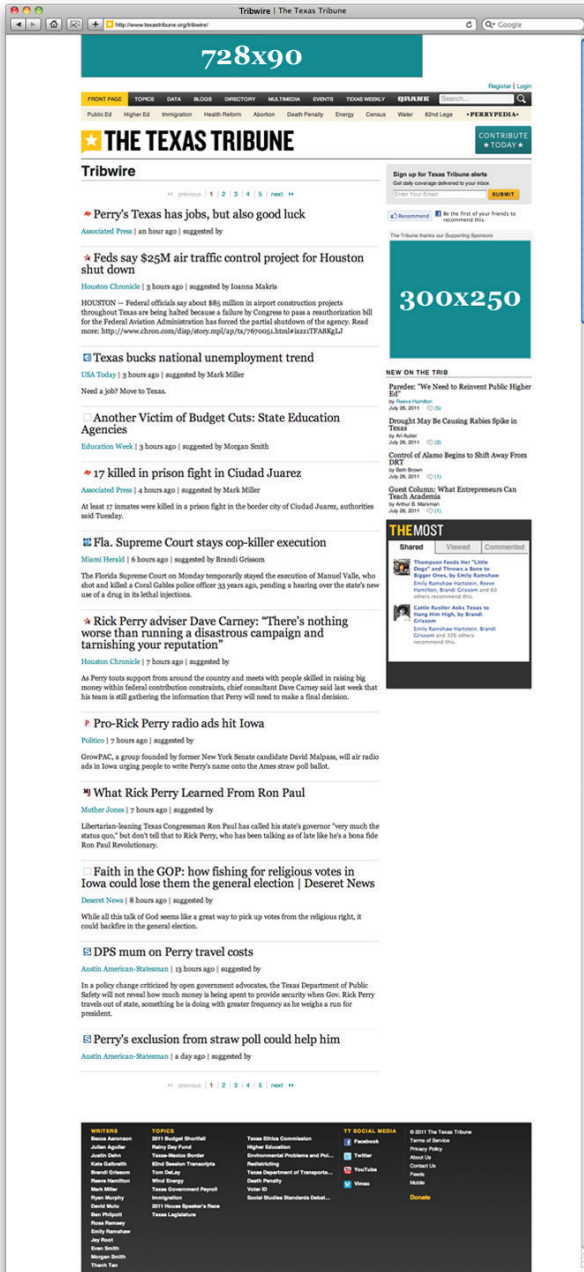
The Tribune presents regular on-the-record, open-to-the-public events to advance our mission of promoting civic engagement and discourse on public policy, politics and government. In hosting a conversation series featuring elected officials and other newsmakers, an ideas festival, a college tour, and other mission-related educational and social events, the Tribune views the in-person experience itself as a distribution platform — and once the event is over, the audio and video of what took place becomes available on our site.

### INVESTMENT

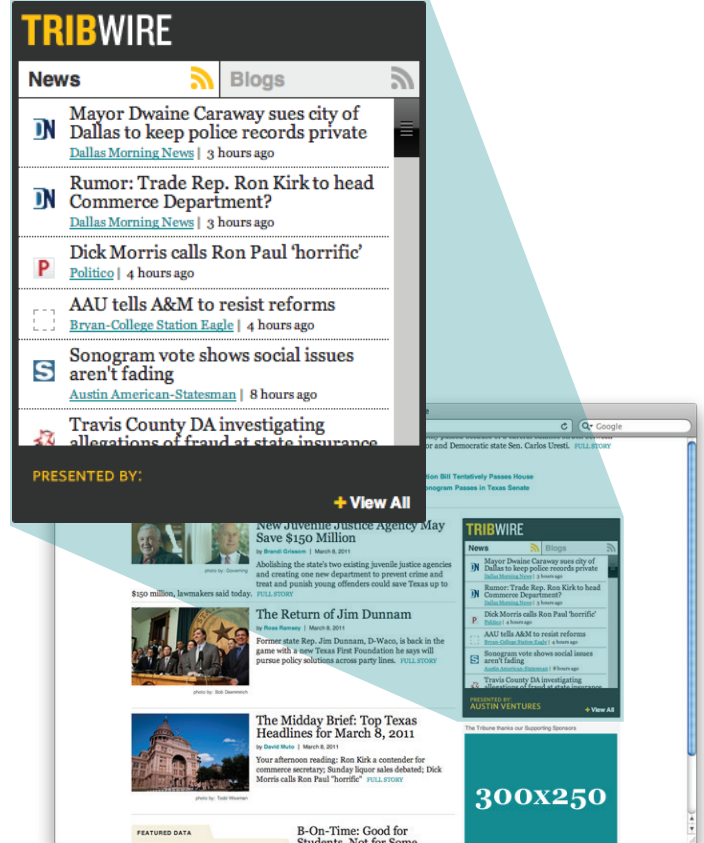
Opportunity to feature your event on our top-level event landing page, left-hand rail, rotating presence.

160x600 Tower  
\$75 per-day Net Investment

## TRIBWIRE



## TRIBWIRE WIDGET



## TRIBWIRE

TribWire offers a feed of Texas news culled from outlets across the state. On the wire, curated by Tribune staff and updated in real time throughout the day, visitors are directed to must-read stories covering Texas issues from a variety of sources, including newspapers both big and small.

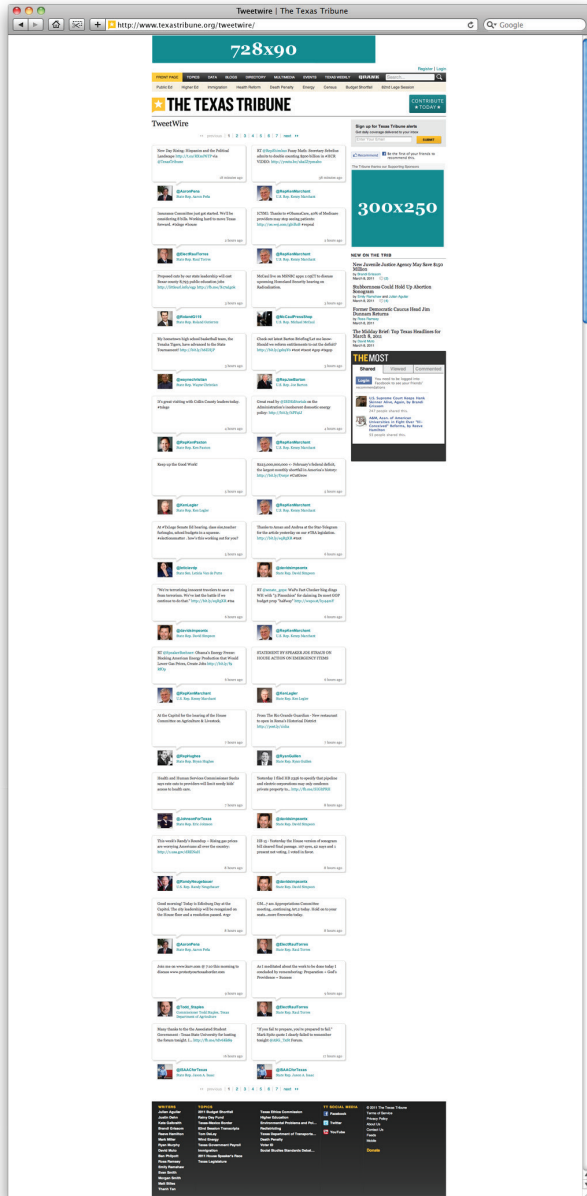
## INVESTMENT

Sponsor Feature on Front Page Box Footer  
 Exclusive Landing Page Presence - 300x250  
 Medium Rectangle

Monthly Net Investment - \$2,000

# UNIQUE SPONSORSHIPS

## TWEETWIRE



## TWEETWIRE WIDGET



### TWEETWIRE & WIDGET

TweetWire offers readers a quick look at the Twitter feeds of Texas politicians. The front page displays the latest Tweet, but an expanded view provides an organized look at other recent Tweets.

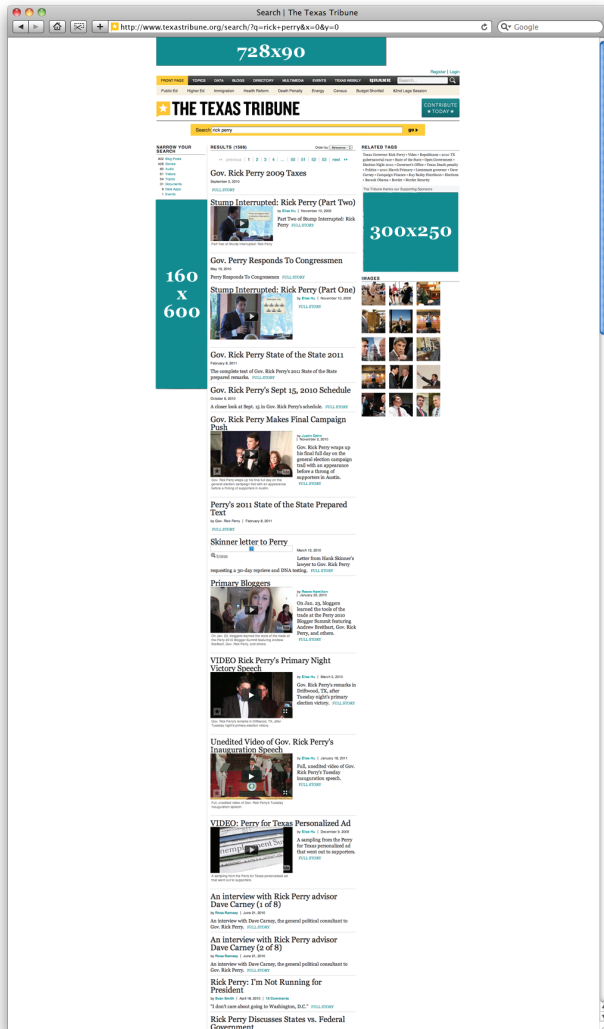
### INVESTMENT

Sponsor Feature on Front Page Box Footer  
Exclusive Landing Page Presence - 300x250  
Medium Rectangle

Monthly Net Investment - \$2,500

# UNIQUE SPONSORSHIPS

## SEARCH



### SEARCH

Searches on the site can be narrowed by story, blog post, audio, video, image and more.

### INVESTMENT

Opportunity to sponsor the search feature on the site and have 100% share of voice on this navigation resource page.  
 Single Sponsor Box - 300x250 right hand rail  
 Tower - 160x600

Monthly Net Investment - \$2,500

## THE MOST



### THE MOST

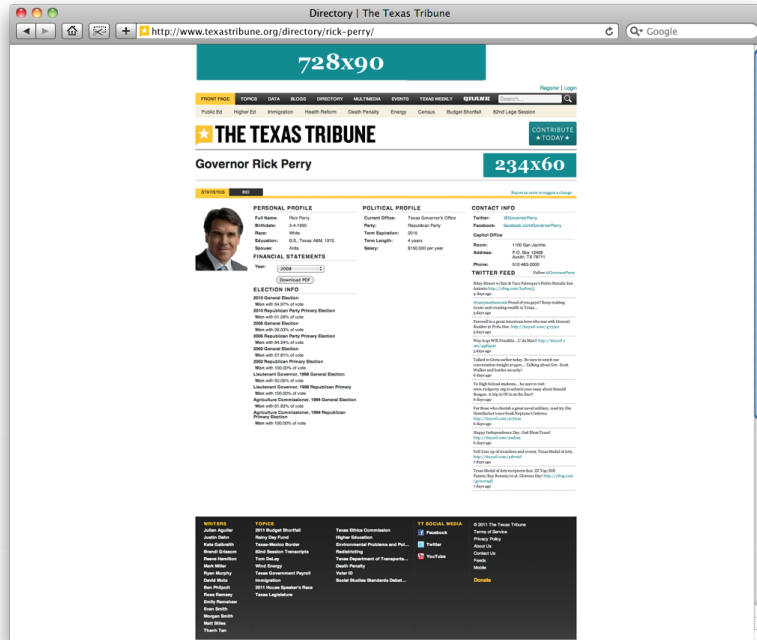
Get a glimpse of what's hot on the site and where the conversation is with this look at of what's being shared, viewed and commented on.

### INVESTMENT

Custom Feature presence within Social Engagement Box  
 Presence on Front Page and other Top Level Pages within Site

Monthly Net Investment - \$2,500

ELECTED OFFICIALS



DIRECTORY

Giving readers the context they need to get to know the individuals who represent them, the Directory offers personal data — including bios, contact information and electoral histories — on the 242 occupants of the state’s highest offices. Politicians’ individual pages also include downloadable financial statements and, for some, their Twitter feeds.

INVESTMENT

Exclusive Top Right Presence  
234x60 Banner on all pages

Monthly Net Investment - \$2,500

## DATA

**728x90**

FRONT PAGE TOPICS DATA BLOGS DIRECTORY MULTIMEDIA EVENTS TEAMS WEEKLY **5/11/11** SEARCH **PERY PERLA**

Public Ed Higher Ed Immigration Health Reform Abortion Death Penalty Energy Census Water Ethical Laps

**THE TEXAS TRIBUNE** **CONTRIBUTE TODAY**

DATA APPLICATIONS **SALARIES**

**Government Employee Salaries**

Find the annual base salaries of 660,000 public employees, including those working at the largest state agencies as well as individual universities, public schools, cities and mass-transit operators. Find salaries by agency or job title. Read more about this data, and send us any questions, comments or corrections. To see a list of every agency available, click here.

**300x250**

**300x250**

**300x250**

**Top 25 Salaries**

Name	Agency	Title	Salary
Mark Stone	The University of Texas at Austin	Head Coach	\$3,166,967
Richard D. White	The University of Texas at Austin	Head Coach	\$2,206,946
Phyllis Annas	The University of Texas Southeastern Medical Center at Dallas	PROFESSOR & CHAIRMAN	\$1,700,000
Walter Lewis	The University of Texas Health Science Center at Houston	Prof. NTC, Chair, South Co	\$1,200,000
Raymond E. Goss	The University of Texas MD Anderson Cancer Center	Chair	\$1,099,378
Geoffrey A. Gorman	The University of Texas at Austin	Head Coach	\$1,060,000
Richard G. Anderson	The University of Texas MD Anderson Cancer Center	Professor	\$1,019,378
Kevin Galt	The University of Texas Southeastern Medical Center at Dallas	Professor	\$1,000,000
Harold Giff	The University of Texas Health Science Center at Houston	Prof. Clinician & Chair	\$1,000,000
Andrew Brantley	The University of Texas Health Science Center at Houston	Medical Professor NTC	\$1,000,000
James Whitburn	The University of Texas Health Science Center at Houston	Distinguished Board of Ch. M.	\$988,313
Joseph M. Foyan	The University of Texas Southeastern Medical Center at Dallas	Associate Professor	\$880,850
David McInerney	The University of Texas Health Science Center at Houston	Professor and Chairman	\$875,700
David K. Dinkler	The University of Texas Southeastern Medical Center at Dallas	Professor	\$851,284
Scott B. Swanson	The University of Texas Health Science Center at Houston	Professor	\$809,042
August L. Garbarino	The University of Texas at Austin	Head Coach	\$800,000
Clifford A. Smith	The University of Texas Southeastern Medical Center at Dallas	ASSISTANT TO THE PRESIDENT FOR COLLEGE AFFAIRS	\$841,857
Glenn S. Gussner	The University of Texas Health Science Center at Houston	Dean, Prof. Chair, Chair, Co	\$805,000
Mark Adkins	The University of Texas Health Science Center at Houston	Assistant Professor NTC	\$805,000
Rita Merz	The University of Texas Health Science Center at Houston	Visiting Associate Professor	\$800,000
Francisco G. Carrillo	The University of Texas System	Chancellor	\$750,000
Robert K. Smith	The University of Texas Southeastern Medical Center at Dallas	Professor	\$744,850
Arthur A. Estess	The University of Texas Health Science Center at Houston	Professor	\$720,000
Richard A. Anderson	The University of Texas Health Science Center at Houston	Prof. Chair Surgery, Co	\$710,844
Daniel D. Doss	The University of Texas at Austin	Athletic Director	\$706,369

**Agencies**

Agency	Type	Maximum Salary	Median Salary	Number of Positions	Last Update
State of Texas	State	\$480,000	\$31,744	132615	12-10-13
Houston ISD	School District	\$300,000	\$44,987	29489	
Houston	City	\$275,314	\$48,808	22003	7-13-13
The University of Texas MD Anderson Cancer Center	University	\$1,090,278	\$23,400	18181	12-15-13
Dallas ISD	School District	\$208,207	\$50,451	17478	
Harris County	County	\$275,460	\$44,009	14283	1-21-11
Dallas	City	\$275,460	\$45,744	12913	6-20-13
The University of Texas at Austin	University	\$1,168,687	\$48,279	12873	6-09-11
Tyler ISD	School District	\$207,300	\$47,802	12080	
The University of Texas Southeastern Medical Center at Dallas	University	\$1,700,000	\$44,769	12172	6-09-11

**Job Titles**

Title	Maximum Salary	Median Salary	Number of Positions
Teacher	\$127,872	\$46,601	20604
District Office	\$93,833	\$55,397	15462
County Office	\$91,800	\$36,744	8791
County Office II	\$55,452	\$31,838	7029
County Office III	\$27,875	\$24,720	6584
Professor	\$1,000,000	\$112,002	6884
Assistant Professor	\$875,000	\$75,460	6029
Medical (Nursing/Asst)	\$83,900	\$30,332	5492
Assistant Professor	\$803,000	\$64,146	4824
HS/Spec. Assn. II	\$57,240	\$30,803	3984

Source: Salary data provided by agencies under the Texas Public Information Act | Download a spreadsheet of our salary data (Excel)

**WE THANK OUR SPONSORS**

**728x90**

2011 Budget Shortfall  
Plan for Texas  
Texas-Mexico Border  
State Security Transcripts  
Tom O'Leary  
Wind Energy  
Texas Government Payroll  
Immigration  
2011 House Speaker's Race  
Texas Legislature

Texas Ethics Commission  
Public Employees  
Environmental Problems and P...  
Revolving Door  
Texas Department of Transpor...  
Death Penalty  
Texas Government Payroll  
Social Justice Standards Debat...

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Facebook  
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YouTube  
Vimeo  
Donate

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Contact Us  
Feed  
Mobile

## DATA PAGES

The Tribune's compilation of 90+ select databases has become one of the site's most-visited destinations, featuring sortable tables and interactive features on topics such as government employee salaries and campaign finance.

## INVESTMENT

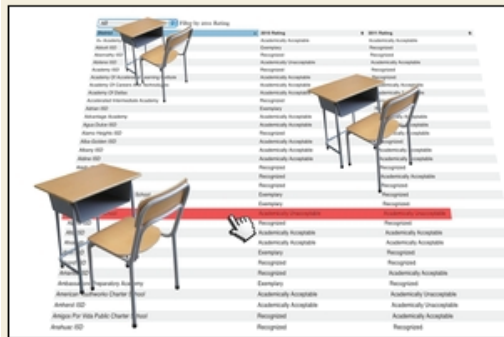
In addition, site display presence is available on a cost per thousand investment model. The Library on www.texastribune.org is a high-traffic, heavy-use resource area that is a compilation of 90+ select databases of information.

Medium Rectangle - 300x250 - Three Right Rail Positions  
Net CPM - \$15

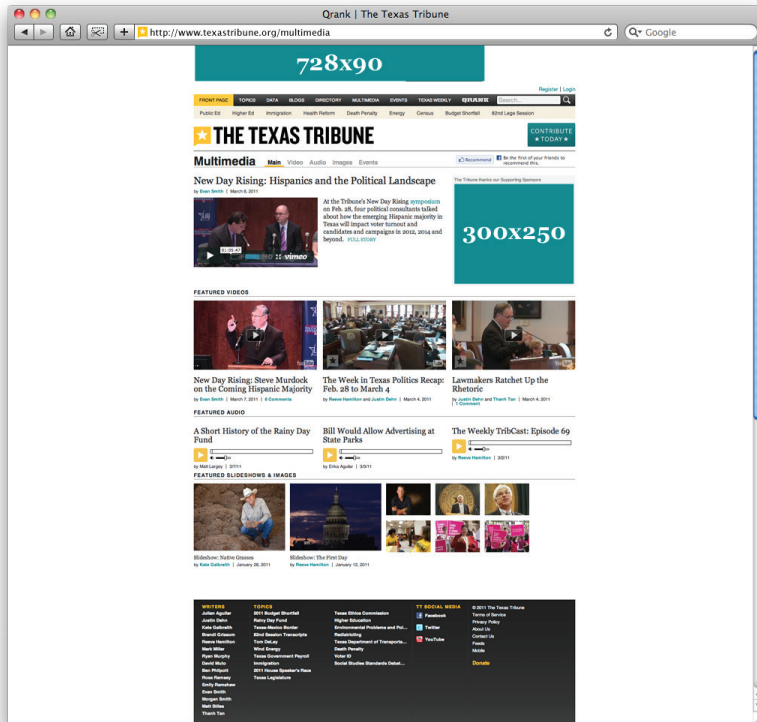
Leader Banner - 728x90  
One Full Banner Above Texas Tribune Navigation Detail Box  
Net CPM - \$13

## FEATURED DATA

### Interactive: 2011 Texas School District Accountability Ratings



MULTIMEDIA



**FEATURED VIDEO**

## The 82nd Lege Session: The Highlights Reel

by Justin Dehn and Thanh Tan | June 2, 2011 7 Comments

**PRESENTED BY:**

[+ More Videos](#)

**MULTIMEDIA**

The Tribune’s wealth of diverse multimedia content — its hundreds of video and audio stories and thousands of images — is compiled in one easily browsable page. A video of the Trib’s choosing appears at the top of the page, and other recent audio and video pieces and images and slideshows appear below. Videos, audio, images and event content can also be viewed on their own individual landing pages.

**INVESTMENT**


Exclusive Top Right Presence  
 300x250 Medium Rectangle  
 “Presented by:” followed by company name, on the front page featured video frame



Monthly Net Investment - \$2,500



DAY, MONTH 00, 0000



## ★ THE TEXAS TRIBUNE



234x60      234x60


 **Interactive: Texas and the FBI's 2010 Crime Statistics**  
by [Ryan Murphy](#)  
The FBI has released the 2010 edition of [Crime in the United States](#). Use our interactive to compare Texas to other states and our sortable tables to compare crime statistics in cities across Texas.

 **In Perry Territory, Obama to Promote Jobs Plan**   
by [Thanh Tan](#)  
President Obama, scheduled to push his jobs plan today in Dallas, is stepping into politically hostile territory to challenge Gov. [Rick Perry](#) on what the Perry campaign believes is the Texan's strongest issue: job creation.

 **Perry's Suggestion of Military Action in Mexico Draws Varied Reaction**   
by [Julian Aguilar](#)  
Gov. [Rick Perry](#)'s suggestion he might be in favor of sending the U.S. military into Mexico to quell cartel-related violence elicited a variety of reactions, from outright dismissal to praise that he had brought the issue to the forefront of the presidential campaign.

 **Updated: Texas' First Black Chief Justice Calls Ranch Furor Overblown**   
by [Emily Rainslaw](#)  
Wallace Jefferson, the first black chief justice of the Texas Supreme Court and a descendant of slaves, calls the hunting ranch name controversy "much ado about nothing." He says the implication that [Rick Perry](#) is insensitive to race is "false."

 **Video: The Perry Campaign's Race Challenge**   
by [Justin Dehn](#)  
Texas Tribune CEO and Editor-in-Chief Evan Smith weighs in on Gov. [Rick Perry](#)'s hunting ranch race debacle in the New York Times video segment "The Caucus."

 **The Caucus**  
OCTOBER 3, 2011

You currently receive alerts for all articles. [Click here](#) to limit your alerts to certain categories.

Sponsored message: Plug-In Texas is committed to raising public awareness of the benefits and viability of electric vehicles in Texas. [Click here](#) to read more.

Sponsored message: State cuts to hospitals = cost shifts to local taxpayers + lost federal funds = Wrong Policy. [Click here](#) to read more.

The Texas Tribune promotes civic engagement and civil discourse on public policy, politics, government, and other statewide matters. Please join us by [contributing today](#).

FRONT PAGE    EVENTS    ★ SUPPORT US ★

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## TRIBMONTH

Supporters and special friends of the Tribune receive TribMonth, a selective list of the month's top 10 stories, blog posts, audio pieces and more. Along with cluing readers into the best of the best, TribMonth also aims to give the site's material new life long after its publication date.

## TRIBWEEK

Find a roundup of the week's top news in TribWeek. Published every Saturday, the summary gives readers a chance to play weekend catchup or revisit some of their favorite pieces of the week.

## DAILY ALERTS

Site visitors have asked for the ability to receive the various forms of our aggressive and ambitious public interest journalism — our stories, blog posts, multimedia, polling — in their e-mail inboxes, delivered at the interval of their choosing. Now they have it. Opt-in recipients can get an update pushed every few hours (6 a.m. to 6 p.m.) or immediately after every bit of content is published. They will always get enough to pique their interest: the headline, the tagline and a piece of art.

## INVESTMENT

This helpful reminder should give all more of an incentive to connect with the Trib and your brand, to become more involved and engaged in the life of our great state. Take advantage of the opportunity with three different alert opportunities - Daily, Tribweek and TribMonth.

Sponsor Position - One of two Half Banners - 234x60 or one Full Banner - 468x60, plus URL link  
Positioned at Top of Page, Immediately Following The Texas Tribune Header  
Text Link - 15 words of copy, plus URL link

Daily Alert Net Investment - \$500  
TribWeek Net Investment - \$1,500  
TribMonth Net Investment - \$2,500  
Textlink Net Investment - \$200

*\*Daily Alerts run Monday through Friday.  
Tribweek runs Saturday and Sunday.*

## MOBILE

On Texas Tribune Mobile, readers can get the top stories and blog posts delivered to their mobile devices (phone, tablet, and readers) as instantly as they are published to the website. The mobile edition's simple format is geared for speedy download and ease of use on all mobile devices.



## UNDERWRITING GUIDELINES

1. To clearly distinguish advertisements from editorial content, we require that all white background ads come with a border.
2. All ads with off-site links will open new browser window.
3. No on-load pop-over ads.
4. All versions of creative that will be served via a third party must be provided for testing and approval prior to appearing on the site.
5. In the event a third party ad server fails or fails to respond in a reasonable time frame, the Tribune has the right to pull the ad from our pages until the problem has been rectified.
6. Images need to be good quality and have visual integrity. They cannot be pixelated. This being said, the smaller the file size the better, preferably around 35k per ad unit.
7. If the sponsor does not have a graphics person it can send a logo, preferably an Adobe Illustrator .eps file that can be re-sized without compromising quality.
8. All Flash ads need to be accompanied by a static image version of the ad. Flash ads may loop a maximum of three times, and should run under 12 seconds total. Please apply these same guide lines for other animated file types, such as .gif files.
9. All ad units must be clearly identified as such.

## ACCEPTABLE SIZES

234 x 60  
468 x 60  
160 x 600  
300 x 250  
728 x 90  
648 x 480

## GENERAL GUIDELINES

**Products.** To help identify a funder, one specific product or brand name item may be mentioned in audio and depicted in an ad. In addition, up to three generic product lines or target markets for a company's products may be mentioned in audio and identified by means of text or generic symbols in video (e.g., "maker of the VAX-111 computer [specific product] and other computers for business, government, and personal use [target markets]."

**Underwriter Location.** It is permissible to cite location, telephone number information and website addresses. In the alternative, it may be a generic reference to the area served.

**Slogans and Corporate-Positioning Statements.** Slogans or corporate "positioning" statements that are used to identify a company are acceptable; direct comparison with other companies, or with other companies' products or services ("when a Cadillac just isn't good enough") are not permitted.

**Use of People.** Actors/actresses or corporate representatives may appear in a credit. Further, for purposes of identifying a funder, employees of a company may be shown in a credit, provided, however, that if employees are used, specific products may not be shown.

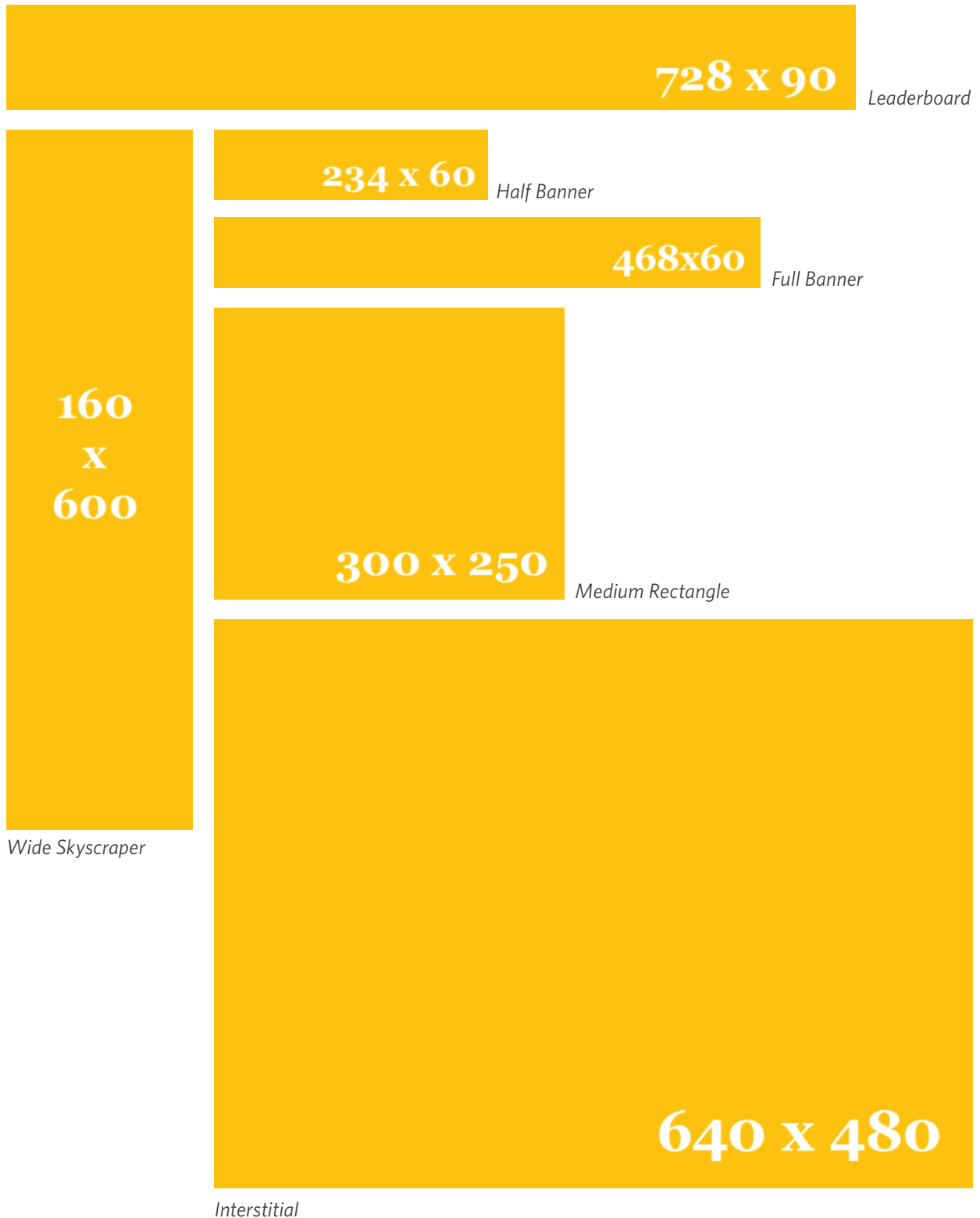
**Preferred Formats & File Types.** Send image files in the form of .jpg (.jpeg), .png, or .gif. Flash files in the form of a .swf. We can accommodate most third party creative or script snippets. Please stray away from sending original art files as items tend to get lost during the transfer or export of such files.

**Serving System and Tags.** All messaging units are served through a third party system, DoubleClick for Publishers (DFP). Third Party Tags are accepted and must integrate with the DFP serving system.

**Creative Delivery.** Please allow 48 hours for launch of materials.

***The Texas Tribune reserves the right to reject any ad based on content or images contained in the banner.***

# GUIDELINES



# 2012 SUPPORTERS

AAA Texas  
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American Council of  
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American Heart Association  
American Osteopathic  
Association/Foundation  
Americans Elect  
Andrew Harper  
Apache  
Arsenal  
Association of Electric Companies of  
Texas (AECT)  
Association of Professional Researchers  
for Advancement  
Association of Texas  
Professional Educators  
AT&T  
AT&T Executive Education and  
Conference Center  
Austin Chamber of Commerce  
Austin Community Foundation  
Austin Ventures  
Austin WPO  
BNSF Railway  
BP America  
Bracewell & Giuliani  
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C.T. Bauer College of Business  
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Cantu Construction  
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Crosswind Communications  
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Dallas Trial Lawyers Association  
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Fete Catering  
Fidelity  
Focused Advocacy  
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Four Seasons Hotel Austin  
Foxtrot Bravo Alpha (FBA)  
Freeze Tuition Now  
Frost  
Fulbright & Jaworski  
Galveston Chamber of Commerce  
Women's Conference  
George & Brothers  
Giant Noise  
Glasscock School of Continuing Studies,  
Rice University  
Google  
Gottesman Residential Real Estate  
Graves Dougherty Hearon & Moody  
Greater Fort Bend Economic  
Development Council  
Greater Houston Convention &  
Visitors Bureau  
Greater Houston Partnership  
Greater Texas Foundation  
Greater Waco Chamber  
Greenberg Traurig  
Grupo Reforma  
GSD&M  
H+K Strategies  
H2Orange  
Hahn, Texas  
Harden Healthcare  
Heart Hospital of Austin  
HEB  
Heldenfels Enterprises  
Heritage Title Company  
Hillco Partners  
Houghton Mifflin Harcourt  
Publishing Company  
Houston A+ Challenge  
Houston Association of Realtors  
Houston Community College  
Houston Public Radio  
HPI  
Human Trafficking Summit  
I&O Communications  
IBC  
Independence Title Company  
Independent Bankers Association  
of Texas  
iStation  
John Ben Shepperd Leadership Institute  
John Cooper School  
Jones Lang LaSalle  
JPMorgan Chase  
K&L Gates  
Kelsey-Seybold Clinic  
Kirkus Review  
KLRU  
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La Posada Hotel  
Lasco Enterprises  
LatinWorks  
Law Office of Carlos Eduardo Cardenas  
Law Offices of Steven C. Laird, P.C  
LBJ Library and Museum  
Leadership San Antonio- San Antonio  
Chamber of Commerce  
LiveStrong  
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Lone Star College  
Lone Star National Bank  
Long Center  
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McCombs School of Business Health  
Care Symposium  
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Affairs Consultants  
Medill/Northwestern University  
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Midwikis and Granger PC  
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Nature Conservancy of Texas  
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Office of Public Insurance Counsel  
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# 2012 SUPPORTERS

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Round Rock Chamber of Commerce  
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Equity Group  
Sante Ventures  
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SHI  
South Texas Money Management, Ltd.  
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Springbox  
Square 1 Bank  
St. David's Healthcare  
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St. Joseph Medical Center  
State Farm  
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Temple Chamber of Commerce  
Texas A&M Health Science Center  
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Texas A&M University Press  
Texas A&M University System  
Texas Alliance for Patient Access  
Texas Alliance of Energy Producers  
Texas Association of Business  
Texas Association of Community Colleges  
Texas Association of Community  
Health Centers  
Texas Association of Counties  
Texas Association of County Auditors  
Texas Association of Health Plans  
Texas Association of Life and  
Health Insurers  
Texas Association of School  
Business Officials  
Texas Association of State Systems for  
Computing and Communications  
Texas Cable Association  
Texas Capital Bank  
Texas Classroom Teachers Association  
Texas Coalition for Affordable  
Insurance Solutions  
Texas College Savings Plans  
Texas Comptroller of Public Accounts -  
Unclaimed Property  
Texas Conference for Women  
Texas Construction Association  
Texas Credit Union League  
Texas Cultural Trust  
Texas Engineering Extension Service  
(TEEX)  
Texas Enterprise - McCombs School of  
Business, University of Texas  
Texas Executive Education  
Texas Farm Bureau  
Texas Film, Interactive & Tourism Summit  
Texas General Land Office  
Texas Heritage Songwriters Association  
Texas High School Project  
Texas Historical Commission  
Texas Independent Producers & Royalty  
Owners Association  
Texas Instruments  
Texas Land Title Association  
Texas Legislative Conference  
Texas Medical Association  
Texas Medical Association Healthy  
Vision 2020  
Texas Monthly  
Texas Municipal League  
Texas Nurse Practitioners  
Texas Oncology  
Texas Oncology Austin  
Texas Parks and Wildlife  
Texas Performing Arts  
Texas Petroleum Marketers  
Texas Pipeline Association  
Texas Retired Teachers Association  
Texas School Public Relations Association  
Texas Society of Association Executives  
Texas Society of Certified  
Public Accountants  
Texas State University System  
Texas Telephone Association  
Texas Travel Industry Association  
Texas Trial Lawyers Association  
Texas Tuition Promise Fund  
TG  
The Blanton Museum of Art  
The Conservation Fund  
The Monument Group  
The Nature Conservancy  
The New York Times  
The RK Group  
The University of Texas at Austin  
The University of Texas at Austin -  
McCombs School of Business  
The University of Texas Medical Branch  
at Galveston  
The Wind Coalition  
Tito's Handmade Vodka  
Torch Energy Advisors  
Total Energy USA  
Union Pacific  
United Healthcare  
United Way For Greater Austin  
University of Houston  
University of Texas - Dallas  
University of Texas - School Of Journalism  
University of Texas at El Paso  
University of Texas at Permian Basin  
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Urbanspace  
UT Energy Forum  
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W Austin  
Waters Kraus  
Wells Fargo  
Wholesale Beer Distributors of Texas  
Woodlands Development  
Word of Mouth Catering

Before there was Facebook and Twitter, e-mail and cell phones, there was real-time, face-to-face conversation where ideas were presented, positions debated, solutions brainstormed. Beyond our destination website, The Texas Tribune offers TribLive, a suite of free events designed to promote public discourse and civic engagement throughout Texas. It's our attempt to bring people together in real time to learn, engage and renew. Our events include:

### **TEXAS TRIBUNE CONVERSATIONS**

In January 2010, we initiated a series of breakfast conversations featuring prominent elected officials and other newsmakers at the historic Austin Club. Moderated by the Tribune's CEO and editor-in-chief, Evan Smith, these thoughtful and lively discussions include a Q&A session with the audience. Admission is free. Each conversation is taped and available to all online visitors and our syndication partners. To date, each event has been over-subscribed; the positive buzz extraordinary.

### **TEXAS TRIBUNE "THE HOT SEAT"**

Based on the successful conversation series, The Hot Seat is a statewide campaign to engage and educate Texas voters. Each conversation takes place on a university campus and features local legislators discussing the 82nd legislative session and previewing the 83rd, with a special focus on local issues in the district. These lunchtime events are attended by students, faculty and members of the surrounding community.

### **TEXAS TRIBUNE SPONSORED EVENTS**

Civic engagement often takes the form of community involvement, collaboration and partnership. The Tribune will occasionally co-sponsor events organized by other community groups that support our mission and promote worthy causes.

### **TEXAS TRIBUNE FESTIVAL**

Bringing together important and provocative statesmen, thinkers and writers from a wide variety of disciplines, the Tribune's Festival at the University of Texas at Austin rivals the New Yorker Festival and the Aspen Ideas Festival and offers Texans an exciting weekend of public events and dialogue. Interviews, lectures, debates and panel discussions will explore major current issues.

### **TRIB SCREENINGS**

This series explores broader political and social themes through film. Produced quarterly, these events will feature a screening of a relevant film, followed by a discussion with the filmmakers. Our first event featured the premiere of Pulitzer Prize-winning author and New Yorker writer Lawrence Wright's *My Trip to Al-Qaeda*. After the screening, Wright was joined in discussion with the film's director, Alex Gibney. Evan Smith serves as moderator.

### **TEXAS TRIBUNE ONE-DAY SYMPOSIUM**

As educating and engaging the next generation of Texans is key to our mission, the Tribune will visit three universities across the state each year to present a daylong program including policy experts, newsmakers and Tribune journalists in one-on-one interviews, panel discussions, debates and classroom visits. Programs are open to all students, faculty and members of the surrounding community.