

# ProPublica MEDIA KIT

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## ProPublica Wins Pulitzer Prize for Wall Street Series



by Paul Steiger, ProPublica, April 18, 2011

ProPublica reporters Jesse Eisinger and Jake Bernstein have been awarded a Pulitzer Prize for National Reporting for their stories on how some Wall Street bankers, seeking to enrich themselves at the expense of their clients and sometimes even their own firms, at first delayed but then worsened the financial crisis. [More >](#)

**Series:** [The Wall Street Money Machine](#)

**Pulitzer Prize for National Reporting:** [Letter of Nomination](#)

**Pulitzer Prize:** [List of Winners](#)

## A Year After Gulf Tragedy, Offshore Oil Companies Still Shielded by Liability Limits



by Marian Wang, ProPublica, April 19, 2011

The political fallout of the Deepwater Horizon disaster caused BP and its contractors to waive certain caps on their liability. Why hasn't it caused Congress to change the laws on the books? [More >](#)

**Series:** [Gulf Oil Spill](#)



**ProPublica** was founded in late 2007 as an independent, non-profit newsroom with a mission to produce investigative journalism in the public interest. We opened our doors in January 2008, and began publishing that June.

In 2010—just our second full year of operation—ProPublica became the first online news organization to be awarded a Pulitzer Prize. In 2011, ProPublica was awarded its second Pulitzer—the first such Prize ever for articles not published in print. **In 2013, ProPublica won a Peabody Award, the highest honor in broadcast journalism.**

In the best traditions of American journalism in the public interest, our goal is to stimulate positive change, uncovering unsavory practices and abuses of power in order to prod reform.

Our stories are written and published in an entirely non-partisan and non-ideological manner, adhering to the strictest standards of journalistic impartiality.



## The Mission

*To expose abuses of power and betrayals of the public trust by government, business, and other institutions, using the moral force of investigative journalism to spur reform through the sustained spotlighting of wrongdoing.*



ProPublica was founded by [Paul Steiger](#), the former managing editor of The Wall Street Journal. It is now led by [Stephen Engelberg](#), a former managing editor of The Oregonian, Portland, Oregon and former investigative editor of The New York Times, and [Richard Tofel](#), the former assistant publisher of The Wall Street Journal.

ProPublica is a non-profit, in business to spur reform—to change minds rather than to maximize page views. Our readers rely on us, open our emails, come back to our site, because we tell the truth—and make a difference.

Here are just a few examples of the sort of impact ProPublica reporting had in 2012 alone:

- A [story](#) revealed problems in the program managing wild horses on federal lands, including that many such horses had been sold to a buyer who advocated the slaughter of the horses for their meat—a violation of federal law. In the state investigation that followed, the buyer admitted he had shipped horses illegally. A federal investigation was transferred to the Interior Department’s Inspector General’s office, the Interior secretary announced that he would tighten regulation of the program in response to ProPublica’s reporting, and the federal agency involved severely restricted sales.
- A [series of articles](#) we wrote in 2011 on possible health problems stemming from the use of X-ray body scanners to screen airline passengers helped spur TSA, in December, to ask the National Academy of Sciences to study the scanners. Meanwhile, in the fall, TSA began removing the scanners from the nation’s busiest airports, ostensibly to speed up lines.
- In response to [a story we wrote in late 2011](#), a Senate committee announced in May that it is launching a bipartisan investigation of the over-prescribing of opioids; the investigation continues. Just days ahead of this, the industry group spotlighted by our reporting, the American Pain Foundation, quietly announced that it had disbanded.
- We [reported](#) about a trip taken by U.S. Rep. Bill Owens (D-NY) and his wife and arranged and paid for by lobbyists for Taiwan and their clients in apparent violation of House rules. Within a day, Rep. Owens announced that he would reimburse the \$22,000 cost of the trip, and soon ordered enhanced ethics training for his staff. The issue was a major one in Owens’s re-election bid, and was considered a significant factor in the narrowness of his victory. Our report also triggered a formal investigation by the Office of Congressional Ethics.

## Prizes and Awards

Pulitzer Prize for national reporting, 2011

Pulitzer Prize for investigative reporting, 2010  
and finalist for Pulitzer Prize for public service, 2010

Peabody Award, 2013

National Magazine Award for reporting, 2010

George Polk Award for television reporting, 2011 (with Frontline)  
and for radio reporting, 2011 (with NPR)  
and for environmental reporting, 2010

American Society of News Editors Batten Medal, 2011

I.F. Stone Medal for Journalistic Independence, 2011

Selden Ring Award for investigative reporting, 2010

Overseas Press Club online journalism awards, 2010, 2011, 2012, 2013

Online Journalism Award for general excellence, 2009, 2012  
and for innovative investigative journalism, 2010, 2011

Scripps Howard National Journalism Award in Business and Economics  
Reporting, 2012

Emmy award nominations for outstanding investigative journalism, 2011, 2012  
new approaches to news and documentary programming, 2011, 2012  
outstanding business and economic reporting, 2011

Knight-Batten Award for innovation in journalism, special distinction awards,  
2009, 2010

Finalist for Goldsmith Prize for investigative reporting, 2009, 2010, 2011, 2012

Livingston Award for Young Journalists, 2012



## Our Audience

### Significant

<b>Unique monthly visitors</b>	<b>502,000+</b> (Q1, 2013)
<b>Monthly page views</b>	<b>1,285,000+</b> (Q1, 2013)
<b>Daily email newsletter</b>	<b>60,000</b> (Q1, 2013)

### Influential

**82 % college graduates, 46% with graduate degree**

**One in every 10 a journalist; one in every 20 a government official**

**Median household income \$75,000; 30% above \$100,000**

**Median household net worth \$100,000++; 28% above \$500,000**

### Other demos

**68% consider web their primary source of national news**

**Male 62%, Female 38%**

**Median age 55+**

*Sources: Google Analytics; ProPublica reader survey, December 2011 (2500+ respondents)*



## Sponsorship Opportunities

Daily email, 60,000 subscribers

\$3000 per week, exclusively

Data pages (news applications)

\$1000 per database per month

Series pages

\$1000 per page per month

“Our Investigations” page

\$1000 per month

Advertising is also available on the home page and all story pages of ProPublica.org



## Daily Email Sponsorship

ProPublica sends an email with links to its freshest stories each working day (and more often if necessary). Recipients have each signed up for this newsletter, and the list has grown entirely organically (never as a result of advertising or list acquisition). At present, more than 60,000 people receive ProPublica's daily email, and open rates average over 17%, with click-throughs averaging 3.75%. The email can be sponsored exclusively one week at a time.

The screenshot shows a ProPublica email newsletter. At the top is a dark blue header with the ProPublica logo (a magnifying glass over the word 'PRO PUBLICA') and the tagline 'Journalism in the public interest.' Below the header, the date 'Tuesday, March 6, 2012' is displayed. The main content area features two articles. The first article, 'Ponying Up: How Much Have Big Banks Been Docked for the Financial Crisis?' by Cora Currier, includes a thumbnail image of a \$100 bill and social sharing options for Twitter and Facebook. The second article, 'Law School Clinic for Pardons Planned' by Dafna Linzer, includes a thumbnail image of a man speaking and social sharing options. To the right of the articles is a yellow sidebar with a magnifying glass icon, the text 'Safeguard the public interest.', a call to support ProPublica's journalism, and a red 'DONATE' button. Below the articles is a pink box labeled 'Sponsored by [Logo]'. At the bottom right is a 'Forward to a Friend' button. A '#MuckReads' section at the bottom left provides information on how to submit reader-recommended stories.

**PRO PUBLICA** Journalism in the public interest.

Tuesday, March 6, 2012

**Ponying Up: How Much Have Big Banks Been Docked for the Financial Crisis?**  
By Cora Currier | @coracurrier

Share: Twitter | Facebook

We pull together a chart of notable settlements reached between big banks and the government—namely, the SEC and the Department of Justice—over charges stemming from the financial crisis.

**Sponsored by [Logo]**

**Law School Clinic for Pardons Planned**  
by Dafna Linzer | @dafnalinzer

Share: Twitter | Facebook

Spurred by findings in a ProPublica investigation, former Maryland Gov. Robert L. Ehrlich pushes for a program to address inequities in the pardons process.

*This story was co-published with The Washington Post.*

**More coverage: Presidential Pardons: Shades of Mercy**

**#MuckReads**  
Reader-recommended collection of watchdog reporting elsewhere. Submit stories via Twitter using the hashtag #MuckReads or e-mail [muckreads@propublica.org](mailto:muckreads@propublica.org).

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**Investment—weekly \$3000**

## Data Page Sponsorship

ProPublica has become renowned for its cutting-edge data and news applications, which are a valued resource for both readers and other news organizations, and are searchable on such key dimensions as local zip codes. A significant and growing proportion of ProPublica's traffic is to the data pages, which tend to rank very highly on search engines. Each application can be sponsored exclusively a month at a time.

Don't Miss: [Dollars for Docs](#) | [Gulf Spill](#) | [Wall St.](#) | [TBI](#) | [Gas Drilling](#) | [Gitmo](#) | [Loan Mods](#) | [Stimulus](#) | [Drywall](#) | [Dialysis](#) **DONATE**

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**Dialysis**  
The High Costs and Hidden Perils of a Treatment Guaranteed to All

**Sponsored by [Logo]**

### Dialysis Facility Tracker

Updated Dec. 22, 2010

By [Robin Fields](#), [Al Shaw](#), and [Jennifer LaFleur](#), ProPublica, Dec. 22, 2010

This site is for dialysis patients and others who want to learn about the quality of care at individual dialysis clinics. Among other things, you can learn how often patients treated at a facility have been hospitalized, report certain types of infections or are placed on the transplant list. The information is submitted by facilities and collected by contractors of the Centers for Medicaid and Medicare Services, the federal agency that oversees most dialysis care.

Related story: [Dialysis Data, Once Confidential, Shines Light on Clinic Disparities](#) »

#### Find a facility near you

Address, ZIP, or facility name  within  mi. **SEARCH**

For example, 1605 E. 55th St. Chicago, IL 60615, 77054, or UCLA

#### Our Stories



#### Facilities in Your State

Name	Facilities
<a href="#">Alabama</a>	121
<a href="#">Alaska</a>	8
<a href="#">Arizona</a>	103
<a href="#">Arkansas</a>	64
<a href="#">California</a>	484
<a href="#">Colorado</a>	58

#### Year End Giving

As the end of the year approaches, please consider making a donation to ProPublica. Your support will help us continue our critically important work of publishing investigative journalism in the public interest.

**DONATE**

#### Get Updates

Sign up here to be alerted when we update our dialysis facilities database.

### Investment—monthly \$1000 per application

*Note that sponsorship for a news application will not be accepted from any participant in the industry or sector covered by that application.*

## Series Sponsorship

Each ProPublica series—many of them running for months, some for years—is separately branded and promoted on its own series landing page, where all series stories reside. Series pages also often include popular multi-media features augmenting series content. Each series, and its accompanying story pages, can be sponsored exclusively a month at a time.

The screenshot shows the ProPublica website interface. At the top, there's a navigation bar with links for 'Don't Miss: Dollars for Docs | Gulf Spill | Wall St. | TBI | Gas Drilling | Gitmo | Loan Mods | Stimulus | Drywall | Dialysis' and a 'DONATE' button. Below this is the ProPublica logo and tagline 'Journalism in the public interest'. A subscription form is visible on the right, asking for an email address and zip code. The main content area is titled 'Brain Wars' with the subtitle 'How the Military Is Failing Its Wounded'. A 'Sponsored by [Logo]' box is present. The featured article is 'Brain Injuries Remain Undiagnosed in Thousands of Soldiers' by T. Christian Miller and Daniel Zwerdling. A sidebar on the left lists 'The Story So Far' and 'Feature Stories' with links to related articles. A 'Filter' section allows users to view all 23 stories or filter by major stories or unread stories. A 'Become a Source' box is also visible, encouraging users to share their stories.

### Investment—monthly \$1000

*Note that sponsorship for a series will not be accepted from any participant in the industry or sector covered by that series.*

# Overall Long-form Sponsorship

All of ProPublica's award-winning series come together on the "Our Investigations" page, prominently linked from the front page, and showcasing the range of ProPublica's investigations. The page can be sponsored exclusively a month at a time.

The screenshot shows the top navigation bar of the ProPublica website. It features a dark blue background with white text. On the left, there is a navigation menu with links: Home, Our Investigations, Tools & Data, Reporting Network, Blog, and About Us. In the center, the ProPublica logo is displayed with the tagline "Journalism in the public interest". On the right, there is a search bar labeled "Search ProPublica" and a "DONATE" button. Below the navigation bar, there is a section for email subscriptions with the text "Receive our top stories daily" and a "SIGN UP" button. A "zip-code" field is also present, marked as "optional".

## Our Investigations

Sponsored by [Logo]



### Brain Wars How the Military Is Failing Its Wounded

While military statistics show that more than 115,000 soldiers have suffered mild traumatic brain injuries, unpublished research suggests that such injuries have gone undiagnosed in tens of thousands of troops. Even when the injuries are diagnosed, at one of the largest U.S. Army bases, soldiers have had to fight to get the appropriate care.

**22 Stories in the Series. Latest:**  
**American Legion Pushes For Coverage of Treatment for Troops With Brain Injuries**

*by T. Christian Miller, ProPublica, and Daniel Zwerdling, NPR  
Jan. 5, 6:08 p.m.*



### Buried Secrets Gas Drilling's Environmental Threat

Vast deposits of natural gas have brought a drilling boom across much of the country, but the technique being used, called hydraulic fracturing, is suspected of causing hundreds of cases of water contamination. Now environmentalists and lawmakers are pushing for closer oversight of the gas industry, which is pushing back.

**82 Stories in the Series. Latest:**  
**Pennsylvania's Drilling Wastewater Released to Streams, Some Unaccounted For**

*by Nicholas Kusnetz  
ProPublica, Jan. 5, 2:20 p.m.*

#### Latest Tools and Data

Scraping for Journalism: A Guide for Collecting Data

Dialysis Facility Tracker

Find Homes With Tainted Drywall

Interactive: Which Banks Got Emergency Loans from the Fed During the Financial Meltdown?

Dollars for Does

[More >](#)

#### Recent Documents

Tricare Statement on Cognitive Rehabilitation

Statement From Fresenius Medical Care North America on Oversight

Statement from DaVita on Oversight

Federal Inspection Report: BMA-South Annapolis

Federal Inspection Report: Benicia Dialysis

[More >](#)

Investment—monthly \$1000

# Advertising, Front Page:

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## What the Frack is in That Water?

by *Lena Groeger*  
*ProPublica, Today, 11:38 a.m.*

Environmentalists have repeatedly asked oil and gas companies to report what chemicals they use for fracking. No one knows the exact makeup of the mixture, but this list breaks down the main ingredients revealed so far.

[Share](#)

**Most Commonly Found** | **Serious Health Hazards** | **Just Plain Weird** | **Carcinogens**

- Water**: Makes up 99% of fracking fluid.
- Crystalline silica**: Found in concrete, brick molar and construction sands. Dust is harmful if inhaled repeatedly over a long period of time and can lead to silicosis or cancer.
- Methanol**: Found in antifreeze, paint solvent and vehicle fuel. Vapors can cause eye irritation, headache and fatigue, and in high enough doses can be fatal. Swallowing may cause eye damage or death.
- Isopropanol**: Found in glass cleaners, antiseptics, cosmetics, perfumes and soaps. Vapors can cause irritation of the eyes and the upper respiratory tract. Ingestion causes drowsiness and vomiting.
- Hydrofluoric acid**: Found in the fuel for the US Air Force's U-2 aircraft. It can cause skin and eye irritation, headache and dizziness. Long term exposure can damage liver, kidneys or blood.
- 2-Butoxyethanol**
- Ethylene glycol**
- Diesel**
- Sodium hydroxide (lye)**
- Naphthalene**

## MAJOR PROJECTS

[see all »](#)

### Fracking Gas Drilling's Environmental Threat

[www.catskillmountainkeeper.org](#)

## Message Machine: Reverse Engineering an Obama Email Campaign

by *Jeff Larson, Al Shaw and Lois Beckett*  
*ProPublica, Yesterday, 5:34 p.m.*

[Share](#)

## How Much Have Big Banks Been Docked for the Financial Crisis?

by *Cora Currier*  
*ProPublica, Yesterday, 1:09 p.m.*

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## New York Court Affirms Towns' Powers to Ban Fracking

by *Lena Groeger*  
*ProPublica, Feb. 22, 5:51 p.m.*

New York communities gain new authority to determine who can frack in their town.

[See entire series »](#)

## PAC Track

*What and Where are the Super PACs Spending?*

Choose a committee...

TOTAL RAISED*	TOTAL SPENT
<b>\$112,272,114</b>	<b>\$69,686,846</b>

\*as of 1/31/2012  
[See more data »](#)

## #MuckReads

Our ongoing collection of watchdog reporting elsewhere

**Danger Zone: Aging nuclear reactors Center for Investigative Reporting**

about 1 hour ago

[See all #Muckreads](#)

*the latest from our tumblr*  
**Officials Say the Darndest Things**

Just because we support legalized prostitution doesn't mean we want to live it.

A Cato employee on how he'd feel working at Koch-run think ...

- [Redistricting How Powerful Interests Are Drawing You Out of a Vote](#)
- [Post Mortem Death Investigation in America](#)
- [Foreclosure Crisis Banks and Government Fail Homeowners](#)
- [Dollars for Doctors How Industry Money Reaches Physicians](#)
- [Presidential Pardons Shades of Mercy](#)
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## MORE STORIES

**Reverse-Engineering Obama's Message Machine**  
 by *Lois Beckett and Jeff Larson*  
*ProPublica, Yesterday, 5:34 p.m.*

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How different are a campaign's emails to different voters? President Obama's re-election campaign tried at least six different messages sent on behalf of campaign deputy manager Julianna Smoot in an email blast last week.

*Yesterday, 1:25 p.m.*

**School of Hard Knocks: Fed Education Data Shows Racial Disparities, Unequal Opportunity**

[Share](#)

*Yesterday, 9:31 a.m.*

**Presidential Pardons: Shades of Mercy Ebook Available Today**

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**Medium Rectangle**  
 300 x 250

[WITH ALL THIS](#) [YouTube Channel](#)

# Advertising, Story Page:

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## The Detention Dilemma

# Administration Prepares to Defy Efforts to Limit Obama's Options for Guantanamo

by Dafna Linzer  
ProPublica, Jan. 3, 2011, 6:17 p.m.

5 Comments | Republish | E-mail | Print

**Update (4:25 p.m.):** This story has been updated to reflect our latest reporting with the addition of a third sentence in the second paragraph.

Obama administration officials say they plan to reject Congressional efforts to limit the president's options on Guantanamo, setting the stage for a confrontation between the president and the new Congress on an issue that has been politically divisive since Inauguration Day.



President Barack Obama looks out the window in the Blue Room of the White House on Nov. 3, 2010. (Official White House Photo by Pete Souza)

The Guantanamo provisions, which include limits on where and how prisoners can be tried, were attached to a spending bill for military pay and benefits approved by Congress late last year. Some Administration officials are recommending that President Obama sign the spending bill and then issue a "signing statement" challenging at least some of the Guantanamo provisions as intrusions on his constitutional authority. Others have recommended that he express opposition to the Guantanamo sections without addressing their constitutionality.

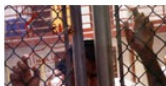
Views: 1

Tweet 0

Share

Buzz up!

### Multimedia



The statement, officials said, would likely be released along with a new executive order that outlined review procedures for some - but not all -- of the 174 Guantanamo prisoners still held without charge or trial.

Obama has used signing statements in the past, but this one would carry political significance as the first test of his relationship with a Congress in which the House is firmly in Republican control.

Officials said the White House is still weighing how to calibrate the signing statement. A statement rejecting all of the bill's Guantanamo provisions would almost certainly be viewed as

This article is part of an ongoing investigation:

### The Detention Dilemma

The government remains uncertain what to do with its prisoners at Guantanamo Bay.



Medium Rectangle

300 X 250

### Latest Stories in this Project

Disclosure of Possible Gitmo Signing Statement Spurs Debate Inside and Outside Administration

White House Drafts Executive Order for Indefinite Detention

DOJ's Troubled Case Against Uthman

Key Deletions in the Uthman Trial Court Opinions

Exclusion of Coercion-Tainted Evidence Echoes Other Gitmo Cases



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## Investment—rates on request

## Advertising Acceptability Policy

ProPublica began accepting advertising, and offering sponsorships of its emails, in 2011.

In connection with these moves, we have developed the following advertising acceptability guidelines.

First, ProPublica reserves the right to accept or decline any advertisement or sponsorship it is offered.

ProPublica will decline to accept advertising that it knows or believes to be misleading, inaccurate, fraudulent or illegal, or that fails to comply, in ProPublica's sole discretion, with its standards of decency, taste or dignity.

ProPublica, like all quality publishers of original journalism, maintains a clear separation between news and advertising content. Advertising that attempts to blur this distinction in a manner that, in ProPublica's sole judgment, confuses readers will be rejected.

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