



## Greetings,

I am Niketa Reed, Founder and Executive Director of Arkansas Soul Media, Inc. We are a nonprofit digital media startup focused on creating news and media for, by and about Black and brown Arkansans. Since its founding in 2019, Arkansas Soul has been on a mission to find, highlight and elevate underrepresented stories in regional and mainstream media.

I founded Arkansas Soul Media for three core reasons: to expand the platform for Black and minority stories in the natural state, to train young and/or new journalists of color, and to reinvest dollars into supporting Black and brown media power right here in our own state.

We cherish the opportunity to work with community partners to increase the capacity for narrative change, improve media relations and amplifying underserved voices from around the state. And we also have come to rely on sponsorship from corporations and organizations that are not afraid to invest in BIPOC-centered media.

There are many stories to be told, and not just in Little Rock and Northwest Arkansas! We look forward to building strong community relationships, finding these stories (and getting them right!) and lifting them up for the world to see.

We look forward to working with you,

**Niketa Reed**  
Founder and Executive Director  
Arkansas Soul Media, Inc.



## mission

Amplify Black & Brown stories and voices through accessible, BIPOC (Black, Indigenous and People of Color)-centered media and outreach.



## vision

To become a go-to source of accessible news, information, entertainment, culture, and historical record for and/or about Arkansas BIPOC and their way of life.



## purpose

Defend the right to proper media representation, disrupt narratives and instill new ones as we fill the media gap in diverse communities.

## target audience

**BIPOC** (BLACK,  
INDIGENOUS AND  
PEOPLE OF COLOR)  
ARKANSANS STATEWIDE



## traffic

**Over 17K**  
Unique Visitors  
A Month

## site visitor demographics

- **54.5% female | 45.5% male**
- **Over 43% aged 25 - 44**
- **High interests in real estate, culture, sports, politics and business**



## RATE SHEET

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### **\$250 a month | \$2,500 a year**

- A rotating text / display ad on argotsoul.com homepage
- Rotating mobile and general story sidebar banner ad
- Inclusion on our “Support the Culture” sponsors page and new sponsor spotlight in newsletter

### **\$500 a month | \$5,000 a year**

- A rotating text / display ad on argotsoul.com homepage
- Rotating in-line, mobile and general story sidebar banner ad
- Inclusion on our “Support the Culture” sponsors page, new sponsor spotlight in newsletter and short feature sponsor story

### **\$1,000 a month | \$10,000 a year**

- A rotating text / display ad on argotsoul.com homepage
- Rotating in-line, mobile and general story sidebar banner ad
- Fixed in-line story banners on relevant content (at least 2 stories a month)
- Text backlinks and CTAs on relevant content (at least 2 stories a month)
- Courtesy 1 hour-long monthly diverse content strategy consultation
- Sponsor logo and messaging on BIPOC media conference marketing materials
- Inclusion on our “Support the Culture” sponsors page, new sponsor spotlight in newsletter and detailed feature sponsor story