MANENEWSROOM

MEDIA KIT · 2027 RATES

PUT YOUR BRAND AT THE CENTER OF THE CONVERSATION.

Mane Newsroom is a social-first newsroom covering politics, culture, HBCUs, health and money with sources on every story. Simple, flat pricing. No CPM math.

OUR REACH

6,300+
SOCIAL FOLLOWERS ACROSS 7 PLATFORMS

3,400+
FACEBOOK FOLLOWERS

2,850+
INSTAGRAM FOLLOWERS

DAILY
SOURCED STORIES, EVERY DAY

FOLLOWERS BY PLATFORM

Facebook	Mane Newsroom	**3,400**
Instagram	@manenewsroom	**2,850**
YouTube	@manenewsroom	**32**
TikTok	@manenewsroom	**18**
Threads	@manenewsroom	**17**
Bluesky	@manenewsroom.bsky.social	**New**
X	@manenewsroom	**New**

As of November 2026.

WHO WE REACH

Adults 25 to 54
Working professionals, parents and HBCU alumni who want the news fast, with the receipts.

Mobile and social first
Most readers find us in their feed, then click through to the full, sourced story.

Nationwide, rooted in the South
National coverage with deep interest in Memphis, the Mid-South and Southern politics.

Engaged, not passive
Our community comments, shares and sends tips. They trust us because every story shows its sources.

OUR PROPERTIES

MANE NEWSROOM
Daily news on manenewsroom.com: politics, entertainment, HBCUs, health and money.

THE ROB SNEED SHOW
The week in 10 minutes. Live on YouTube and Facebook, then on podcast apps. Premieres December 2026.

MANE NEWSROOM SOCIAL
Breaking news, explainers and video across Instagram, Facebook, TikTok, YouTube, Threads, Bluesky and X.

THE MORNING NEWSLETTER
A short morning briefing in subscribers' inboxes. Launching soon.

MONTHLY PACKAGES

STARTER
Best for: Local businesses and events

$500 per month

- ✓ 2 sponsored posts
- ✓ 1 Story set
- ✓ 1 Rob Sneed Show live read
- ✓ Monthly results report

GROWTH
Best for: Brands building awareness

$1,200 per month

- ✓ 4 sponsored posts
- ✓ 1 sponsored video or Reel
- ✓ 1 sponsored article
- ✓ Section sponsor for the month
- ✓ 2 Rob Sneed Show segment sponsorships
- ✓ Monthly results report

PRESENTING PARTNER
Best for: One partner who owns the moment

$2,500 per month

- ✓ Presenting sponsor of The Rob Sneed Show (every episode)
- ✓ Site-wide banner for the month
- ✓ 6 sponsored posts + 2 videos
- ✓ 2 sponsored articles
- ✓ Newsletter presenting sponsor (at launch)
- ✓ Category exclusivity
- ✓ Monthly results report

SOCIAL

Sponsored post — $150 per post
One branded graphic on Instagram, Facebook and Threads, labeled "Sponsored"

Sponsored video or Reel — $300 per video
Short vertical video on Instagram, Facebook, TikTok and YouTube Shorts

Story set — $100 per set
Three Instagram and Facebook Stories with a link sticker, same day

Social bundle — $400 per bundle
Three sponsored posts across every platform over two weeks

WEBSITE

Sponsored article — $350 per article
A labeled partner story on manenewsroom.com, shared on our socials

Section sponsor — $200 per month
"Presented by" placement on one section (for example HBCU or Business)

Site-wide banner — $300 per month
Banner placement on every page of manenewsroom.com

THE ROB SNEED SHOW

Live read — $100 per episode
A 30-second read by Rob during the show, plus a mention in the episode notes

Segment sponsor — $175 per episode
"This segment is brought to you by..." with your logo on screen

Presenting sponsor — $300 per episode
Your name in the show open and close, logo on screen and in all episode promos

NEWSLETTER

Presenting sponsor LAUNCHING SOON — $100 per week
Top-of-email placement with your logo, 50 words and a link

GOOD TO KNOW

- Founding-partner rates are locked for 12 months for partners who book before March 1, 2027.
- Book three months of any package and get the fourth month free.
- Every sponsored item is labeled "Sponsored" or "Presented by." Sponsors never see, shape or approve our journalism.
- 50% is due at booking and the rest at the start of the run. Monthly packages are billed monthly.
- HBCUs, nonprofits and minority-owned small businesses get 20% off any item or package.
- Creative is due 5 business days before the run date. We can design it for you at no extra cost.
- We don't accept ads for political candidates, payday lenders, gambling or adult content.

READY TO PARTNER?

Tell us your goals and budget. We reply within two business days with a plan and a quote.

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