

Audience Overview

- 7,500+ newsletter recipients
- Sent twice daily (morning and evening)
- 27-30% open rate (~2,000 opens per edition)
- Policy-minded, engaged readers

Sponsored Article - \$2,000

- Published on TIPPIInsights.com
- Promoted in one daily newsletter (AM or PM)
- Visible in article listings and homepage rotation
- Up to 900 words, clearly marked 'Sponsored'
- No ghostwriting; content must be relevant and high quality
- All submissions reviewed for fit and clarity

Email Advertisement - \$150 per edition

- Native text ad: headline + 40-60 words + link
- Sent in one daily newsletter (AM or PM)
- ~2,000 opens per send
- Clearly labeled 'Sponsored'
- Packages:
 - 1 Week (7 placements): \$650
 - 1 Month (30 placements): \$2,200

Our Philosophy

"We accept only a limited number of sponsored opportunities each month to protect editorial integrity and ensure high value for both our readers and partners."

Contact

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