

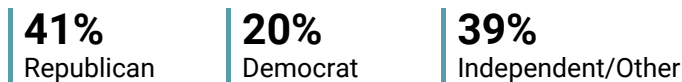
## In-depth reporting for all fifty states

Franklin News Foundation’s newswire The Center Square leads the way in breaking news stories that affect state taxpayers. Free from partisan agendas, our coverage cuts through the political noise and delivers the straight-news, fact-based reporting millions of Americans are hungry for. By focusing on statehouse issues and legislation, The Center Square connects readers to the practical issues they care about and sheds light on how their state and local governments are spending their tax dollars.

## Who reads The Center Square

Our content speaks to the middle: Americans who want straight news about the issues that impact them and their communities.

### Politically diverse readers



### Engaged, educated, senior voters of both genders

- Average age: 55 years
- Average income: Over \$120,000
- Education: 90% hold at least some college education, 25% hold an advanced degree
- Gender: 49% women, 51% men
- Marital status: 58% married
- Active Voters: 86%

Positioned at the top of the newsletter, your message will be clearly visible to our high-value readers, who can then take action from your advertisement.

The screenshot shows the top portion of a newsletter. At the top right, there is a link that says "View in your browser". Below that is the logo for "The Center Square". Underneath the logo, it says "PRESENTED BY". A large, shaded rectangular area is labeled "600x200 Premium Ad Space". Below this area is a photograph of two men in suits walking. Under the photo is a headline: "Oversight Republican subpoenas Feds over alleged Hunter Biden interference". Below the headline is a short paragraph of text and a "Read Now" link.

## The Opportunity

Readers have the opportunity to subscribe to several unique newsletters. Many readers are subscribed to all three. Ad spaces can be purchased in any combination of newsletters.

### *The Center Square*

State newsletters available for all fifty states, delivered Monday through Saturday. Each state newsletter has its own frequency, ranging from 1 to 5 sends each week.

Subscribers	Deliveries Each Month	Open Rate	Monthly Impressions
<b>880K</b>	<b>11,247,000</b>	<b>47.7%</b>	<b>5,364,870</b>

### *America's Talking Network*

Franklin New Foundation's podcast newsletter, delivered daily Monday through Friday.

Subscribers	Deliveries Each Month	Open Rate	Monthly Impressions
<b>91K</b>	<b>1,820,000</b>	<b>62.8%</b>	<b>1,143,000</b>

### *Chalkboard News*

Franklin News Foundation's education-focused newsletter, delivered weekly on Wednesdays.

Subscribers	Deliveries Each Month	Open Rate	Monthly Impressions
<b>8.6K</b>	<b>34,400</b>	<b>37.4%</b>	<b>12,866</b>

### *The Center Square audiences (1,000 + subscribers)*

National: 64,887	Colorado: 19,387	Iowa: 4,204	Massachusetts: 1,643
Illinois: 290,470	Ohio: 17,998	New York: 3,830	Arkansas: 1,451
Washington: 75,824	Missouri: 16,522	Minnesota: 3,773	New Mexico: 1,259
California: 59,489	Arizona: 16,143	Nevada: 3,765	South Dakota: 1,239
Wisconsin: 56,143	Tennessee: 15,522	South Carolina: 2,735	Oregon: 1,142
Michigan: 46,493	Georgia: 13,740	Maine: 2,289	Hawaii: 1,069
Pennsylvania: 38,991	Louisiana: 8,666	New Hampshire: 2,172	West Virginia: 1,021
Texas: 35,354	Virginia: 8,243	Oklahoma: 1,826	Alaska: 1,018
North Carolina: 28,660	New Jersey: 5,058	Kentucky: 1,763	
Florida: 20,616	Indiana: 4,323	Connecticut: 1,698	