



SPOTLIGHT
DELAWARE

2026
MEDIA
KIT



DELAWARE'S FASTEST-GROWING NEWS SOURCE

Spotlight Delaware connects you – your business, your cause, your message – with one of Delaware's most highly engaged audiences.

Since our launch in 2024, Spotlight Delaware's daily newsletter has become a must-read for **Delaware policymakers, government officials, nonprofit executives and CEOs.**



As a nonprofit, free-access news site, Spotlight Delaware is free to everyone. **No paywalls** means there is no limit to who can see your message when you advertise with Spotlight Delaware.



Our explainer pieces and weekly recap videos – **in both English and Spanish** – help Delawareans in all corners of the state to better understand how Delaware works, from school choice to home energy costs to potential data center projects.

And with our new Southern Delaware news team, Spotlight Delaware has reporters working in **every county of the state**, uncovering the stories that matter most.



Your support also helps Spotlight Delaware continue its nonprofit mission – **to engage, empower and connect Delawareans with the local news and information they need to live and thrive in the First State.**

BY THE NUMBERS

60,240

Monthly Unique
Visitors

14,423

Newsletter
Subscribers
(as of June 8, 2026)

42.84%

Average Daily
Open Rate

OUR READERS

41.2%

have a
household
income above
\$100K/year

97%

have voted,
called a
legislator, or
taken other civic
actions in the
past two years

98%

rate Spotlight
“as trustworthy”
or “more
trustworthy”
than other news
sources

WHAT THEY'RE SAYING

“Spotlight Delaware [is] a powerful distribution method, one we will keep using.”

– Stuart Comstock-Gay

“In a state where relationships and knowledge drive progress, Spotlight Delaware is an indispensable resource.”

– Bob Perkins

“It's rare to find partners who go the extra mile like this. Spotlight Delaware truly cared about helping us succeed.”

– Julia Keleher, Executive Director
First State Educate

SPONSORED CONTENT

Work with our dedicated team of professional writers and content marketers to put your story in front of our readers, however you want to tell it:

Content Package

Let us tell your story

You have a message you want people to hear. Our sponsored content team will work with your team to identify the right stories to tell in order to meet your strategic objectives.

Then, one of our content marketing writers – former journalists who know how to make stories resonate with readers – will go to work, conducting interviews, gathering information, and telling the story. Once you've approved the final version, we publish in our daily newsletter.

Opinion Package

Share your opinion

Write your own op-ed piece on the issues of the day, or start the conversations that Delaware needs to have. It's your voice, your space, your message.

Video Package

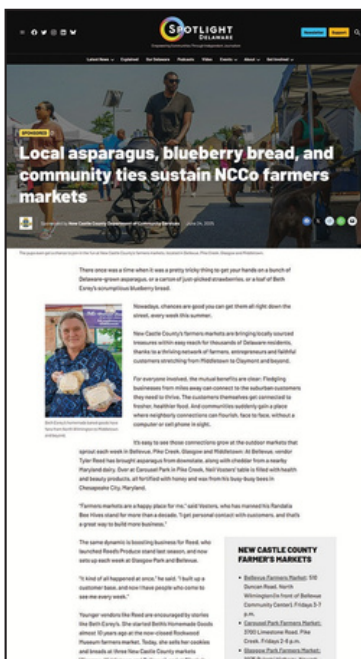
Screen your video

Have you produced a short documentary or educational video, and want more people to see it? Share it as sponsored content, and it will play directly on the Spotlight Delaware website.

IN THE NEWSLETTER

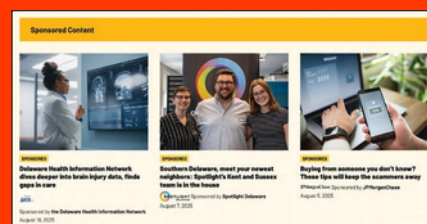


ON THE WEBSITE



ALL SPONSORED CONTENT STORIES:

- Appear in our daily newsletter the day they are published (headline, photo, and brief synopsis/first few paragraphs)
- Appear on the front page of SpotlightDelaware.org for a minimum of seven days



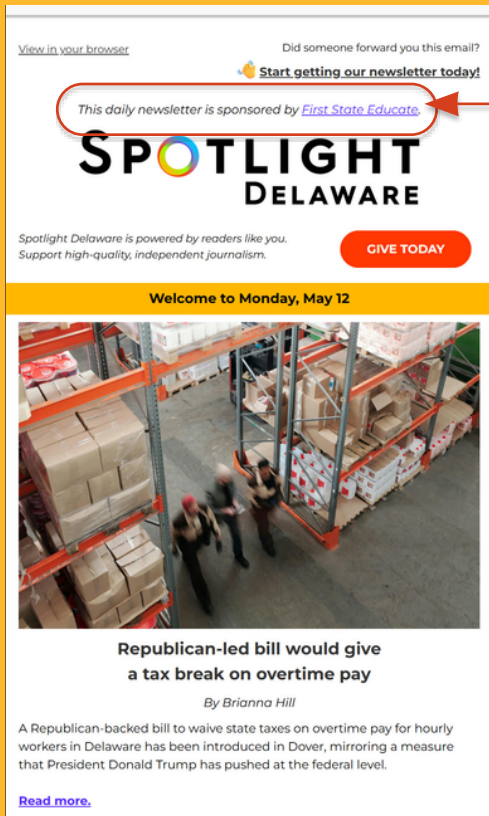
- Are archived permanently on the website and show up in search results
- Become yours to use however and wherever you like — on your website, in newsletters, in annual reports, etc.

All sponsored content stories are labeled as such on both the newsletter and website.

SPOTLIGHT DELAWARE DAILY NEWSLETTER

Reach our most loyal and passionate followers with our daily newsletter. With week-long campaigns, your message will reach thousands of readers ... every day.

Newsletter Sponsorship



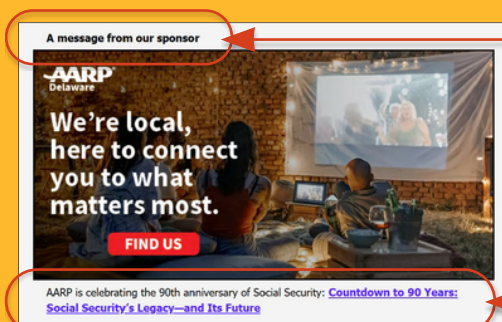
Show your support of Spotlight Delaware by underwriting our daily newsletter.

Sponsorships are sold in one-week increments for a total of six placements, Monday-Saturday.

Sponsor acknowledgement at the top of the newsletter, with link to a provided URL

Sponsor brand message appearing after the first story of the day includes:

- A label: "A message from our sponsor"
- One 600x300px brand-message display ad, linking to provided URL
- One sponsor message not to exceed 150 characters, linking to provided URL *



*See "Advertising guidelines" information for restrictions on brand messaging.

The Spotlight Delaware Newsletter is sent to Spotlight Delaware's entire newsletter list every morning at 9 a.m. Both underwriting and advertising are only available in one-week increments. No discount is provided to skip dates. Ad design services are available for additional fees. The final deadline to submit copy, logos and graphics is the Wednesday before the week the ad runs. Failure to submit camera-ready ads on deadline may result in missed days. Missed days due to delays on the client side will be treated as fulfilled, and payment will still be due as scheduled.

SPOTLIGHT DELAWARE DAILY NEWSLETTER

Newsletter Advertising



Newsletter advertisements can be used for a broad range of marketing messages.

Newsletter ads are sold in one-week increments for a total of six placements, Monday-Saturday.

- Advertisements always appear before “Jake’s Picks” in the newsletter, comprising:

A label: “Advertisement”

- **One 600x300px display ad**, linking to provided URL



- Unlike sponsor messages, newsletter advertisements can promote specific deals and marketing messages

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SPOTLIGHT DELAWARE EVENTS

2026 SPONSORSHIP OPPORTUNITIES

Delaware's most influential, connected people gather at Spotlight Delaware events for frank and hard-hitting conversations.

Align your brand with events that leave people talking.



2026 Spotlight Delaware Legislative Summit

January 7, 2026

Delaware State University

After the sold-out 2025 inaugural event, this year's summit will be bigger than ever – more people, more panels, more opportunities to hear from Delaware policymakers before the start of the legislative season.



Delaware Health Care Summit

April 2026

Spotlight Delaware puts the focus on health care in this year's special topic summit, looking at what challenges (and opportunities) lie ahead for Delaware's ever-evolving health care system.

SPOTLIGHT DELAWARE EVENTS

Breakfast Briefings

Any time

Introduce a new idea. Provoke discussion. Be seen as a thought leader. Spotlight Delaware Breakfast Briefings bring your issues to center stage.

As the sponsor of a Breakfast Briefing, you can convene 75-100 public-minded Delawareans to explore a topic of community interest, or introduce and elevate an issue that needs to become part of the public conversation in our state.

Spotlight Delaware's editorial team will gather a group of diverse experts to review the issue from

all sides, while our editors keep the conversation honest, cordial and constructive ... the best of the Delaware Way.

As the sponsor, your company – your brand, your executive team – is seen as the thought leader that makes real dialogue possible. The win is simple: better arguments, clearer choices, and a public conversation people can trust.

Talk to a Spotlight Delaware sales rep for pricing and options.



My Favorite Movie

Fall 2026

Influential Delawareans join Spotlight Delaware staff on stage for a Q&A about the movies that changed their lives, before we take the popcorn out and settle in for classic movies on the big screen.



First State Fun Day

September 27, 2026

Delaware's family-friendly attractions open their doors for a free day in the First State, as kids of all ages rediscover what makes it fun to live in the First State. More than 600 families signed up for the inaugural event in 2025.

ADVERTISING ACCEPTANCE POLICY

Spotlight Delaware accepts advertising to support our nonprofit mission to engage, empower and connect Delawareans with local news and information. To preserve our integrity and maintain public trust, we adhere to transparent, principled criteria when accepting or declining sponsorships and advertisements, guided by our gift acceptance and editorial [independence policy](#).

Spotlight Delaware offers a variety of paid sponsorship and advertising programs, including event sponsorships, sponsored content, newsletter underwriting, and display advertising.

Spotlight Delaware reserves the right to reject any sponsorship or advertising that we know or believe to be misleading, inaccurate, fraudulent or illegal; that promote discrimination, hate speech, violence, or illegal activities; or that fail to comply, at our sole discretion, with the community's standards of decency, taste or dignity.

Spotlight Delaware does not accept advertising from electoral campaigns. Any organization engaged in the political process (including PACs) may run issues-based advertising, but may not endorse specific candidates. All judgment calls about this policy will be made at the sole discretion of the Spotlight Delaware CEO.

Newsletter Sponsorship Policy

Sponsors who support the work of Spotlight Delaware by underwriting our daily newsletter are acknowledged at the top of the newsletter and have the opportunity to create a short sponsor message that will be placed after the first story of the newsletter.

Sponsor messages should be high-level brand messaging and may not:

- Directly advertise goods or services for sale
- Advertise or endorse candidates for political office
- Advocate specific policy positions for pending legislation
- Include specific calls to action

As a general rule, groups that exist solely to advocate for a specific political outcome may not sponsor the Spotlight Delaware newsletter, but may take out advertisements.

Sponsored Content Policy

Sponsored content stories appear in the Spotlight Delaware newsletter on the first day of publication, run on the front page of the website for at least one week, and remain published and available in the archive and accessible through common web searches in perpetuity. They must adhere to the following guidelines:

- All sponsored content will be clearly labeled and differentiated (e.g., typeface, colored background, and/or similar) from independent editorial content, and the name of the sponsor will be clearly presented with the content.
- All sponsored content will be produced by the client and/or non-editorial staff of Spotlight Delaware. Editorial staff may be used to post such content on the website or adjust a headline to fit when practical, but the news team will never write or edit this content.
- Sponsored content must align with the mission of Spotlight Delaware and provide information of value to the community rather than being purely promotional. Misinformation, disinformation, clickbait, and inflammatory content will not be accepted.
- Spotlight Delaware will not accept sponsored content from individuals actively running for political office, political parties and/or content that specifically advocates for individual political candidates.
- Sponsored content from PACs and other issue-oriented advocacy groups may be accepted if it provides factual, sourced information. If such issue-focused content is accepted, Spotlight Delaware reserves the right to also publish content (sponsored or otherwise) from opposing voices.
- Spotlight Delaware reserves the right to request revisions and/or reject any and all sponsored content that it deems to be in conflict with these guidelines or otherwise harmful to the community or our brand.

THANK YOU!



For more information, please contact:

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