

Survey Results: Not-for-Profit Websites

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Aggregated data from 30 websites

1. How often is your site updated?

#	Answer	Response	%
1	Multiple times daily	14	47%
2	Daily	8	27%
3	Multiple times weekly	4	13%
4	Weekly	1	3%
5	Monthly	3	10%
	Total	30	100%

2. Does your site accept advertising?

#	Answer	Response	%
1	Yes	17	57%
2	No	13	43%
	Total	30	100%

3. Advertising Information Total advertising revenue (average monthly)?

#	Answer	Response	%
8	NONE	5	29%
1	\$1 - \$499	8	47%
2	\$500-\$999	1	6%
3	\$1,000 - \$1,999	0	0%
4	\$2,000 - \$4,999	1	6%
5	\$5,000 - \$9,999	0	0%
6	\$10,000 - \$14,999	1	6%
7	\$15,000 or more	1	6%
	Total	17	100%

4. Breakdown of Advertising Ad banner/display revenue (average monthly)?

#	Answer	Response	%
8	NONE	5	29%
1	\$1 - \$499	9	53%
2	\$500-\$999	0	0%
3	\$1,000 - \$1,999	0	0%
4	\$2,000 - \$4,999	1	6%
5	\$5,000 - \$9,999	1	6%
6	\$10,000 - \$14,999	0	0%
7	\$15,000 or more	1	6%
	Total	17	100%

5. What types of ads do you sell?

#	Answer	Response	%
1	Time-based (e.g. weekly, monthly)	9	56%
2	Sponsorship	7	44%
4	CPM-based	6	38%
3	Other	6	38%

Other
affiliate
will accept ads
Real-time ads, based on RSS feeds, sold weekly
mostly trades
we don't put a lot of effort into getting revenue

6. What is your average CPM?

#	Answer		Response	%
1	Less than \$1.00		1	25%
2	\$1.00-\$2.49		1	25%
3	\$2.50 - \$4.99		1	25%
4	\$5.00 - \$7.49		0	0%
5	\$7.50 or more		1	25%
	Total		4	100%

7. Which ad network do you use?

#	Answer		Response	%
4	I don't use an ad network		6	38%
1	Google		7	44%
2	Yahoo		1	6%
3	Other		4	25%


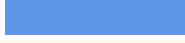
Other

Network is only to serve readers outside Minnesota complex

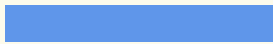


MOG

PaperG

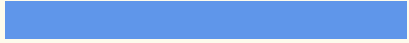

8. Google AdSense revenue (average monthly)?

#	Answer		Response	%
8	NONE		6	60%
1	\$1 - \$499		4	40%
2	\$500-\$999		0	0%
3	\$1,000 - \$1,999		0	0%
4	\$2,000 - \$4,999		0	0%
5	\$5,000 - \$9,999		0	0%
6	\$10,000 - \$14,999		0	0%
7	\$15,000 or more		0	0%
	Total		10	100%

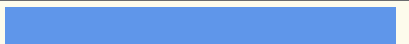

9. Other ad network revenue (average monthly)?

#	Answer		Response	%
8	NONE		6	60%
1	\$1 - \$499		3	30%
2	\$500-\$999		1	10%
3	\$1,000 - \$1,999		0	0%
4	\$2,000 - \$4,999		0	0%
5	\$5,000 - \$9,999		0	0%
6	\$10,000 - \$14,999		0	0%
7	\$15,000 or more		0	0%
	Total		10	100%

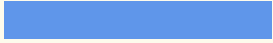



10. Additional text ad revenue (average monthly)?

#	Answer		Response	%
8	NONE		9	90%
1	\$1 - \$499		0	0%
2	\$500-\$999		1	10%
3	\$1,000 - \$1,999		0	0%
4	\$2,000 - \$4,999		0	0%
5	\$5,000 - \$9,999		0	0%
6	\$10,000 - \$14,999		0	0%
7	\$15,000 or more		0	0%
	Total		10	100%

11. Directory ad revenue (average monthly)

#	Answer		Response	%
8	NONE		7	88%
1	\$1 - \$499		1	13%
2	\$500-\$999		0	0%
3	\$1,000 - \$1,999		0	0%
4	\$2,000 - \$4,999		0	0%
5	\$5,000 - \$9,999		0	0%
6	\$10,000 - \$14,999		0	0%
7	\$15,000 or more		0	0%
	Total		8	100%

12. Additional Revenue?

#	Answer		Response	%
8	NONE		6	60%
1	\$1 - \$499		1	10%
2	\$500-\$999		1	10%
3	\$1,000 - \$1,999		0	0%
4	\$2,000 - \$4,999		0	0%
5	\$5,000 - \$9,999		2	20%
6	\$10,000 - \$14,999		0	0%
7	\$15,000 or more		0	0%
	Total		10	100%

13. Please describe the source of additional revenue

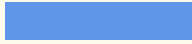

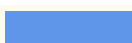
Text Response

Home-page sponsorships of features on the site that appear on the home page.
Example: Daily Glean sponsored by the Minneapolis Foundation

Festivals, Shows, Fundraisers, Donations, Merchandise

Ads on daily free newsletter

14. How do you sell advertising?

#	Answer		Response	%
1	Sales rep		6	43%
2	Information or tools on my site		7	50%
3	Other		4	29%

Other

via community contacts

Publisher and associate publisher sell automated

15. Do you receive donations from:

#	Answer	Response	%
2	Foundations	13	46%
3	Corporations	8	29%
4	Users	15	54%
1	None	11	39%

16. Total amount of your donations (average monthly)?

#	Answer	Response	%
8	NONE	9	39%
1	\$1 - \$499	3	13%
2	\$500-\$999	2	9%
3	\$1,000 - \$1,999	2	9%
4	\$2,000 - \$4,999	0	0%
5	\$5,000 - \$9,999	2	9%
6	\$10,000 - \$14,999	1	4%
7	\$15,000 or more	4	17%
	Total	23	100%







17. Total number of full-time staff (include yourself where appropriate)

Question	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	More than 20	
Editorial	15	43	6	4	1	2	0	0	3	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Business/Sales	30	21	4	4	1	1	0	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1







18. Total number of part-time staff

Question	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	More than 20	
Editorial	10	3	4	0	3	1	1	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0
Business/Sales	14	4	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0







19. Other Expenses e.g. rent, web hosting, marketing, equipment, etc (average monthly)?

#	Answer		Response	%
8	NONE		4	14%
1	\$1 - \$499		15	54%
2	\$500-\$999		1	4%
3	\$1,000 - \$1,999		0	0%
4	\$2,000 - \$4,999		4	14%
5	\$5,000 - \$9,999		0	0%
6	\$10,000 - \$14,999		1	4%
7	\$15,000 or more		3	11%
	Total		28	100%

20. Total monthly costs?

#	Answer		Response	%
8	NONE		5	17%
1	\$1 - \$499		13	45%
2	\$500-\$999		1	3%
3	\$1,000 - \$1,999		0	0%
4	\$2,000 - \$4,999		2	7%
5	\$5,000 - \$9,999		0	0%
6	\$10,000 - \$14,999		2	7%
7	\$15,000 or more		6	21%
	Total		29	100%

21. What were your start-up costs?

#	Answer		Response	%
8	NONE		4	14%
1	\$1 - \$499		12	43%
2	\$500-\$999		3	11%
3	\$1,000 - \$1,999		0	0%
4	\$2,000 - \$4,999		0	0%
5	\$5,000 - \$9,999		2	7%
6	\$10,000 - \$14,999		1	4%
7	\$15,000 or more		6	21%
	Total		28	100%

Comments from Survey Participants

The survey concluded with an open-end question: **What are your biggest challenges, needs etc?**

Here is a sampling of responses:

Sustainability, of course, is our paramount concern. But we seem to be on a road to a healthy and robust diversification of our resources. Our biggest concerns revolve around defending potential legal attacks and improving technology without investing in innovation.

* * * * *

We need to make some improvements in our technology platform so we that in the future we will be able to make changes to it faster and cheaper. We also would like to venture into more sophisticated forms of reader engagement.

* * * * *

Money: for paying journalists and for paying web developers.

* * * * *

Finding a steady source of income in order to continue to employ an editor and to offer him a decent salary and benefits.

* * * * *

Fundraising. Everything else is a dream.

* * * * *

Finding someone to sell and produce advertisements both for print and the web.

* * * * *

Continuing to raise funds to pay our community editor and to begin to provide benefits, so that he will remain on the job.
