Harnessing the Buying Power of 14.6 Million Union Members

MEDIA KIT | 2023

Visibility
Increase your visibility to this influential market that spends over $780 billion a year

Access
Giving you access to more than 14 million members who are committed to social justice

Promotion
Promote your company as a socially responsible employer committed to growing the middle class

www.Labor411.org
WHAT IS LABOR 411?

Labor 411, the nation’s #1 directory of union goods and services, is a trusted resource that can be found in union halls and government offices across the country. Now in its 13th year, Labor 411 is leading the charge for the Buy American movement that is sweeping the country. Labor 411 is committed to harnessing consumer buying power to help create thousands of good, middle class jobs. We call that ethical consumerism: the power to make your every day decisions count.


Union leaders and members turn to us because we promote:

• Working for good companies that provide fair wages
• Strengthening America’s middle class
• Advocating for ethical consumerism
• Increasing middle class purchasing power

LABOR 411 HAS A SIMPLE PREMISE:

How you spend your marketing dollars impacts our country, communities, families and friends. By promoting your company as providing fair wages, safe working conditions and access to health care, you are supporting and growing America’s middle class. Ethical consumerism harnesses the spending power of the middle class for your brand.

If your company is interested in reaching the union market, you need to be in Labor 411. No marketing program to reach organized labor and its 14.6 million members is complete without Labor 411.

PROUD TO PARTNER WITH:
UNION MEMBERS ARE IMPORTANT TO YOUR BUSINESS

THERE ARE 14.6M UNION MEMBERS ACROSS THE U.S.

Get in front of purchasing decision-makers on housing, cars, gas, travel, entertainment, consumer goods, healthcare, food/beverage, and more

BY THE NUMBERS

- $780 Billion
  Union member annual consumer spending

- $224 Million
  Spent by unions on meetings each year at unionized hotels

- $113 Billion
  Spent by unions on health care each year

- $7.6 Trillion
  Assets in union pension funds

- 3.7 Million
  Millennial union membership with $200B in spending

- 90%
  Amount of Labor 411 advertisers who renew each year

THE LABOR 411 AUDIENCE AT A Glance

There are 14.6 million union members in the United States with access to the digital directory at Labor411.org


www.Labor411.org
“Trade unions have been an essential source for social change, without which a semblance of a decent and humane society is impossible under capitalism.”

— Pope Francis

**Los Angeles**
350 Unions & 800,000 members

**Philadelphia**
200 Unions & 350,000 members

**New York**
300 Unions & 1.3 million members

**Washington D.C.**
240 Unions & 250,000 members

**San Francisco**
200 Unions & 230,000 members
We feature digital versions of our highly successful print publications, attracting 75,000 unique and engaged viewers monthly. Optimized for mobile, our easy-to-use function allows viewers to instantly find everything from a fun night on the town, to vacation hotspots to quality professional services.

- Over 1 million unique visitors each year, and growing
- 225,000+ social media fans on Facebook and Twitter
- Growing footprint in LA, NY, SF, DC, Philly and beyond
- Sponsored/featured blogs/blogposts
- Product spotlights
- Bi-Weekly E-Newsletters

73% Engagement
Our audience is highly engaged across all of our social media channels

You can advertise on the blog page – our most popular page on the site. Or we can feature your company with customized blog content to communicate your commitment to the unions.

Advertise with Labor 411 and get the attention of Labor Leaders!

For more information on digital advertising packages, please contact Cherri Senders, Labor 411 Publisher, at sales@sendersgroup.com or (818) 884-8966.
“Labor 411 is well respected and well established within the labor movement. They’re the big dogs, so that’s a big advantage of working with them. Our business benefits from the relationship.”

—Kai Chen
Century 21

“Kaiser Permanente was built on and around union members and their families. Labor 411 is the ideal marketplace for keeping in the tradition of a healthy and happy America based on the values of solidarity.”

—Christopher J. Blass
VP & National Director, Labor & Trust National Sales and Account Management
Kaiser Permanente

“We’re a union hotel. Working with Labor 411 provides more exposure to different unions that we wouldn’t normally have access to and gets us in front of some of the affiliates and other vendors as well. That’s all good for our business.”

—Michelle Rossow
Hyatt Regency LAX

“Labor 411 is well respected and well established within the labor movement. They’re the big dogs, so that’s a big advantage of working with them. Our business benefits from the relationship.”

—Kai Chen
Century 21

“Labor 411 is a great organization that helps identify and connect the people we wouldn’t necessarily get a chance to meet. Everyone can get siloed so quickly. It’s great to have Labor 411 that through their directories and the events, can help connect everybody and create new partnerships where you may have not known one could be possible.”

—Rebecka Valente
Miller Kaplan
TESTIMONIALS

What labor leaders are saying about us

“Labor 411 is taking the side of those companies that do provide good wages, and benefits, and rights on the job. We treat them good by patronizing them. That’s as important as taking on a bad guy or fighting those companies that don’t respect their workers. It helps to build good jobs. And that’s what we’re all about.”

—Maria Elena Durazo
California State Senate
Former President, LA County Federation of Labor

“We are proud to work with Labor 411 to help promote union vendors, goods, and services in and around New York City. We are a union-made city, and this partnership provides an opportunity to help showcase the working men and women who help make and keep our city great.”

—Vincent Alvarez
President
New York City Central Labor Council, AFL-CIO

“Philadelphia is pleased to join Labor 411 in supporting good jobs through the purchase of union-made products and services. We believe it’s a very effective way to bolster a lagging middle class. Philadelphia is a beautiful and historic union city with a robust tourism industry. We believe it is a great fit with the Buy Union, Buy American movement.”

—Patrick Eiding
President
Philadelphia Council AFL-CIO

“The Ethical Consumer Movement, led by Labor 411, is growing. By harnessing our spending power, we can help make sure that the vision for the future is a bright one. Please join me, Labor 411, and the Ethical Consumer Movement as we work to strengthen the middle class and build a stronger America for workers everywhere.”

—Kim Tavaglione
Executive Director
San Francisco Labor Council

“AFL-CIO is a great way to get our message out because it showcases union services and that’s really important to us. People get a hold of the directory, look through it and see our name in there. They know we’re a friend of labor. That’s essential to us.”

—Bill Byerly
Union Yes Federal Credit Union

“AFL-CIO is taking the side of those companies that do provide good wages, and benefits, and rights on the job. We treat them good by patronizing them. That’s as important as taking on a bad guy or fighting those companies that don’t respect their workers. It helps to build good jobs. And that’s what we’re all about.”

—AFL-CIO International

See What Our Clients are Saying About Labor 411

“Labor 411 has been one of our best partners out here in the West Coast. We have a nationwide initiative, and what they are doing by keeping union-house products in union families is very important. It connects a lot with what we’re trying to do by keeping labor’s capital in labor’s hands. They share the same values as we do in the national labor movement.”

—Ernesto Ruiz
Bank of Labor

“We value our long-term relationship with Labor 411. They help us get the word out about us being a quality union printer. They help promote our business, and we get customers as a result. It’s a win-win partnership.”

—Brian Smith
Union Graphics, Inc.

“Each dollar you spend is a vote for what you support. Check Labor 411 to buy American, and support American jobs and workers.”

—IATSE Int’l

“Each dollar you spend is a vote for what you support. Check Labor 411 to buy American, and support American jobs and workers.”

—Teamsters International

“Each dollar you spend is a vote for what you support. Check Labor 411 to buy American, and support American jobs and workers.”

—Dr. Abraham Ghorbanian
AAVA Dental
IS YOUR ONLINE ADVERTISING REACHING YOUR TARGETS?

NO ONE REACHES A LARGER LABOR AUDIENCE THAN LABOR411.ORG!

Harness the Buying Power of 14.6 Million Union Members

Labor411.org Website
Ad Sizes
- Leaderboard
- Medium Rectangle
- Double High

E-Newsletters
Reach 25,000 union leaders and members
- E leaderboard
- E Squares
- Dedicated Email

Social Media Advertising
Our social media reaches more than 1 Million fans each week
Talk to us about how we help you connect to our audience

Thousands of Labor Leaders Trust us Everyday! Call Today!

How to reach us: Cherri Senders
Labor 411 Publisher
cherri@sendersgroup.com
O: (818) 884-8966
C: (818) 422-2787

Digital-only packages starting at just as $350/month!
### Ad Size

- **Leader Board**

### Dimensions

**Desktop Size - 728px X 90px**

**Mobile Size - 320px X 50px**

**Medium Rectangle**

300px X 250px (Desktop & Mobile)

**Double High**

300px X 600px (Desktop & Mobile)

### Rates

**WEBSITE:**
- Leaderboard .............. $600
- Medium Rectangle....... $350
- Double High............... $500

**E-NEWSLETTER**
- E-Leaderboard ........... $250
- E-Medium Rectangle.... $175

**DEDICATED EBLAST ...... $2,500**

Run of site, content,

### Notes

**Digital Materials** should be set to RGB color mode and 72dpi or 144dpi. JPG, PNG & GIF. Maximum File Size: ~150 KB.

Publisher reserves the right to return for revision any materials that do not meet requirements.

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Call Us Today for Digital Packages Starting as Low as $350 a month!

Cherri Senders
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4 PARTNERSHIP OPTIONS TO HELP YOU REACH YOUR TARGET AUDIENCE

Labor 411
MAKING IT EASY TO SUPPORT GOOD JOBS
LOS ANGELES | SAN FRANCISCO | WASHINGTON DC | CHICAGO | NEW YORK

BRONZE PACKAGE
Digital Only
• Starting at $350/mo for 6 month minimum.
• Medium rectangle on our website.
• 20,000+ impressions a month.
• Ask us about Enews and Social Media options as well

SILVER PACKAGE
Bigger Digital & Print Combo
• Starting at $500/mo for 6 month minimum, this package includes a medium rectangle on our website, plus 3x enews, and 2 social media posts.
• 20,000+ impressions a month.
• Sign up for 12 months and we will include a ¼ page print advertisement, plus “featured listing” in our 411 online directory.

GOLD PACKAGE
Our Best Value-Packed Digital & Print Package
• Starting at $750/mo for 6 month minimum, includes more visibility with multiple listings in our blogs, a medium rectangle plus 6x enews, and 3 social media posts.
• 25,000+ impressions a month.
• Sign up for 12 months and we’ll include a ½ page print advertisement, plus “featured listing” in our 411 online directory.

PLATINUM PACKAGE
• Starting at $1,450/mo for 12 month plan, includes our most visible option yet with bigger ad space, a double high digital option on our home page and blog pages, plus 12x enews and 4 social media post.
• 35,000+ impressions a month.
• For this plan, we’ll include a ½ page print advertisement, plus “featured listing” in our 411 online directory.

Talk to us about customizing your advertising package to reach our valuable audience who care about supporting socially responsible businesses with their consumer dollars.

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