

# Italian Sons & Daughters of America Media Kit

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# Connect with Italian America

## Join the Conversation

### ENRICHING AND UNITING IN ONE COMMUNITY

Order Italian Sons and Daughters of America (ISDA) means so much to so many.

On one hand, we're a brick-and-mortar organization, which, over 90 years, has more than a hundred lodges and thousands of members nationwide, each imbued with the purpose of celebrating and supporting Italian traditions and togetherness.

On the other hand, we're a 400,000-strong digital community, which was formed around a world-class website that explores and promotes Italian news, life and culture.

**Either way, our mission remains the same: deepen and strengthen the Italian-American experience to offer today's generations the knowledge and tools that uphold our rich history and uplift our bright future.**



# Flourishing Numbers

## GROWTH ON OUR DIGITAL LANDSCAPE

With the launch of OrderISDA.org in July 2015, we brought our community and organization under one digital roof. The result has exceeded our expectations and redefined our perspective on the sheer power and potential of our ever-growing audience.

Here are a few highlights of our major contributions and exponential growth:

**\$150,000+**

annual college scholarships

**\$50,000+**

annual film forum grants

**400,000+**

online & social media audience

**70,000+**

average monthly clicks

**200%**

spike in online audience growth  
(2016 to 2017)

## Join Us To:

- 1 **Preserve** Italian-American traditions and culture
- 2 **Promote** a deeper understanding of Italian studies and the Italian language
- 3 **Recognize** Italian-American achievements and contributions
- 4 **Support** the work other Italian American organizations, including NIAF and IAML, with whom we have an affiliation
- 5 **Celebrate** our heritage through social events and initiatives

# Benefits in Becoming an ISDA Sponsor

## THROUGH THE HELP OF OTHERS

With your support, we'll continue our growth and launch new initiatives to enrich the Italian-American community at-large. And in turn, we'll support your success by raising community awareness of the Italian-American products and/or services available today.

Here's how we'll empower your brand and build its equity among our expanding audience:

## The Perks

- 1 Sponsored content: Feature recipes, products and brand content that align with our Italian-centric standards and style
- 2 Acquire coveted ad space in our most popular OrderISDA.org posts and weekly "Sunday Supper" e-newsletters
- 3 Feature print ads that appear in our national monthly newspaper, *La Nostra Voce*
- 4 Take advantage of our in-house, reduced-rate ad development and creation services
- 5 Gain access to industry-best Life Insurance, IRAs and Annuities coverage, offered by our partner organization, the ISDA Fraternal Association
- 6 Add your content to our private "Virtual Lodge," that only ISDA members have access to



# Connect with Our Community

## **YOUR FIRST STEP TO CONNECT**

From New York to Boston, Cleveland to Philadelphia and Atlanta to Los Angeles, we'll put your business or organization in front of our users. We'll help you select a plan that best fits your business goals.

*Contact us today to learn more and establish your sponsorship.*

## **ISDA Headquarters**

419 Wood St., #3  
Pittsburgh, PA 15222  
PHONE: (412) 261-3550  
EMAIL: [info@orderisda.org](mailto:info@orderisda.org)

