



SYNDICATION

MPA member newspapers can now offer readers the content of Bridge Michigan at a cost of less than \$30 per week or \$1500 a year for 52 weeks. Publishing Bridge Michigan content not only informs your readers and deepens your content – it helps the Michigan Press Association grow and serve membership. Bridge Michigan syndication is offered through a special partnership with the MPA itself and can go a long way toward helping the organization develop the sustainable revenue streams needed to innovate and adapt to the changing times in our industry.

About Bridge Michigan

Our Mission: Making Michigan better through high-quality, nonpartisan journalism & engagement.

A publication of the Center for Michigan, Bridge Michigan is Michigan's largest nonprofit news service and one of the nation's leading and largest nonprofit civic news providers.

Bridge Michigan provides passionate and rooted Michigan readers with honest, fact-driven journalism and engagement opportunities on the state's diverse people, politics, and economy. At Bridge Michigan, we believe transparency and accountability are paramount. They are the foundation of our work. You can learn more about the history of Bridge Michigan since its founding in 2011 [here](#).

Our coverage is nonpartisan, fact-based, and data-driven.

We score 100 out of 100 from NewsGuard; Bridge Michigan adheres to all nine of NewsGuard's standards of credibility and transparency.

Our job is to know Michigan. Bridge Michigan's reporting covers all corners of the Great Lakes state, from the Copper Country to Downriver, with major emphasis on how the politics and policies coming from the state capitol directly impact statewide residents' lives.

Why Bridge Michigan syndication

- MPA member newspapers increasingly express the desire for the MPA to provide additional content services.
- Many MPA members are small-town newspapers for whom traditional wire services provide little directly relevant content
- Traditional wire services, such as Associated Press, are extremely cost-prohibitive for many MPA members.
- Bridge Michigan syndication, provided through MPA, provides MPA member newspapers with an on-going source of directly relevant and inexpensive Michigan journalism.
- Bridge Michigan publishes approximately 700 stories each year, including much of the most in-depth special project reporting in the state, quick-yet-deep analysis of the latest political and policy issues, and expert commentary from across the policy and political spectrum. Each MPA member would be free to choose any and all Bridge Michigan content one week after publication on the Bridge Michigan website.
- At a cost of \$1,500 per year, MPA members would receive a considerable discount on Bridge Michigan content. A partnership through MPA allows Bridge Michigan to reduce its syndication price by more than 40 percent for MPA Members with daily or weekly print circulation below 50,000 or online monthly page views below 1 million.