



# From The People Online Indigenous Marketplace Advertising Guide

## Contact:

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## Description

From The People is an online Marketplace committed to promoting the growth of large and small Indigenous businesses. Everyone from individual sellers to established businesses can post on our Marketplace, making us a hub for Indigenous made goods. Our custom online platform has fully integrated features that cannot be found elsewhere, like our Native Lands and tribal affiliation filters.

## Sample Ad Listing



**From The People**  
Retail • Navajo  
From The People T-Shirt

Every Ad listing purchased will have the same form and size as one of our standard Marketplace listings and will be created and edited from your FTP account. You will not need to contact us to post or update the information found in your Ad listing.

Your company name, your industry and a title selected by you will be visible on your listing. If you are an Indigenous owned business or a tribal organization, your tribal affiliation will also be visible. Customers who click on your listing will be taken to a website page of your choosing.

Listing images on desktop are approximately 300 x 200 pixels. Listings are scaled to fit the whole screen on mobile devices.

## Our Rates

Ad listings are purchased on a monthly basis. Every organization can purchase a maximum of five Ad listings per month.

After the first listing, every additional listing purchased has a stacking 10% discount applied. Refer to the table to the right for details on how the discount affects the total monthly rate.

Ad Listings Rates	
Number of Listings	Total Monthly Rate
1	\$300
2	\$570
3	\$810
4	\$1020
5	\$1200

## Our Users

Over 60% of our users are within the hard to reach 18-34 age demographic and over 75% view our Marketplace on their mobile devices. Our users are spread across the United States, Canada and Europe. We have had 17,000+ active users over the past month (roughly Nov. – Dec. 2020).