

Peer39: content aligned to brand values

diversity, equity, and inclusion



Partner – Peer39 Contextual Data Marketplace™



With 70% of consumers saying they believe it's important for brands to take a public stand on social and political issues, Diversity, Equity, and Inclusion initiatives are a keystone to many campaigns.

Socialcontext enables advertisers to meet their DEI goals by enabling them to invest in ads on news content that matches their core values. Designed to identify only quality, credible journalism that brings awareness to positive social change, socialcontext only detects good news: news that aligns your brand values, your corporate social responsibility goals, and your diversity, equity and inclusion goals.

Pick the socially equitable news categories you'd like your ads to run on. Socialcontext expands the programmatic reach of advertisers and recovers approximately 20% of impressions blocked due to overbroad brand safety.



**RACIAL
DIVERSITY**



**GENDER
EQUALITY**



LGBTQIA+



**HISPANIC &
LATINX**



**FEMALE
ATHLETICS**



**MENTAL
HEALTH**



**RENEWABLE
ENERGY**



**CLIMATE
CHANGE**

Rate:
\$0.50
CPM

Racial Diversity News

News that talks positively about racial diversity and racial equality. For instance, an article may talk about the positive results of racial equality, or advocate for changes to improve diversity. Does not include foreign affairs, or news that focuses on crime or violence. Includes positive Asian American Pacific Islander (AAPI) content.

Gender Equality News

News that positively and substantively speaks to issues of gender equality and accomplishments by women. Examples include articles that cover women breaking historically gendered barriers in corporations and sports, positive discussion about the gender pay gap and profiles of women who advocate for social justice.

LGBTQIA+ News

News that celebrates persons who identify as lesbian, gay, bisexual, trans, queer, intersex or asexual. Also includes news that discusses protections and rights for LGBTQIA+ persons. Commonly includes positive profiles and news related to inclusive corporations. Does not include negative political coverage or hate-related crime.

Latinx and Hispanic News

News that covers the accomplishments and social advancement of Hispanic and Latinx persons. Also includes articles that celebrate Latinx and Hispanic culture in America. Common examples include Latinx and Hispanics crossing barriers, Latinx pop culture happenings and profiles of successful Latinx individuals.

Female Athletics News

News that advocates for advancement of female athletics, profiles of successful female athletes and articles that highlight female athletic events including recaps, box scores and highlights.

Mental health news

News that positively addresses mental health stigmas, high-quality journalism that summarizes advances in mental health research, mental health advice, awareness of mental health resources and mental health-related charity events. Does not include news content that mentions mental health and linkage to crime, violence or obituaries.

Renewable energy news

News about renewable energy sources, including solar, wind, hydro, geothermal, tidal and biomass technologies. Examples include articles that highlight renewable energy industry growth, tax incentives, consumer economic incentives, and new renewable energy technologies being invented or implemented.

Climate action news

Articles that make audiences aware of climate change. Common examples include: recognition of climate change effects on society and underprivileged populations, efforts to mitigate climate change, and proposed or enacted legislation designed to address the negative effects of climate change.