

	Revenue type	Yes/no?	Approx rev \$\$
<b>Revenue from consumers</b>	Subscriptions	Metered	
		Freemium	
		Hard wall	
	Memberships	One-time donations	
		Recurring	
	Crowdfunding		
	Micropayments		
	One-time payments		
	Events (ticket sales)	News	
		Marketing	
Social			
Experiences			
Banquets			
E-commerce (merchandise)	Direct		
	Branded		
Packaged content			
Niche/standalone content	Features		
	Utility		
<b>Revenue from advertisers and other businesses</b>	Direct sold (can be site social, email, video, mobile, etc.)	CPM	
		CPC	
	Third-party	Network	
		Programmatic	
		Content recommendations	
	Native	Custom	
		Automated	
	Sponsorship/underwriting	Display, events	
	E-commerce (affiliate)		
Deals			
Classifieds, directories			
Site intercepts			
<b>Revenue from other</b>	Philanthropy	Foundations	
		Major individual gifts	
	Education/training	Training other news orgs	
		Training the public	
	Services	Advertising	
		Marketing	
		Content	
		Technology	
	Licensing		
	Research	General	
Custom			
Data			
Job boards, networking			
Paid content/ syndication/ distribution	To other news orgs		
	To academia/research		
	To third-party platforms		
	To other media		
	To businesses/enterprises		