



PolitiFact[®]com

 2009 Pulitzer Prize winner

Reach politically savvy
decision-makers and
independent thinkers.*

Advertise on
PolitiFact[®].com

*Source: Nielsen NetView 2009

[politifact[®].com /advertise](http://politifact.com/advertise)

Meet the **TRUTH-O-METER**

**No spin.
No favoritism.
No punches pulled.**

Audience Profile

PolitiFact® is an independent Web site that helps policy makers and voters sort out the truth in politics. While **PolitiFact** draws an audience from across the political spectrum, our users tend to be tech-savvy consumers who are:

- ✓ **Political decision makers**
- ✓ **Large donors to candidates and issues**
- ✓ **Influential professionals and mid-career executives**
- ✓ **Wealthy individuals with expendable income**

Source: Nielsen NetView 2009

PolitiFact® Traffic

- **340k Unique Visitors/mo on average***
- **1.6 MM Page Views/mo on average***
- **5.35 minutes average time spent per person****

*Source: Omniture 2009

**Source: Nielsen NetView 2009

Advertising

Share your message with the country's engaged, independent thinkers and political decision-makers.

Add **PolitiFact** to targeted advertising buys in the Northeast, and in major metropolitan centers across the United States. **PolitiFact** offers a highly concentrated target audience that out-indexes many of the largest sites within the news and information category for the following measures:

Measure Index Score (100%=average)

Mid-Atlantic States (NE)	256%
Professional	215%
Executive (managerial)	151%

Source: Nielsen NetView 2009



Journalism is a sacred, public trust. PolitiFact®.com lights the way for online journalism to remain an accurate, reliable, timely and unbiased source of the truth.

Award-winning Journalism & Innovation

PolitiFact[®]✓com

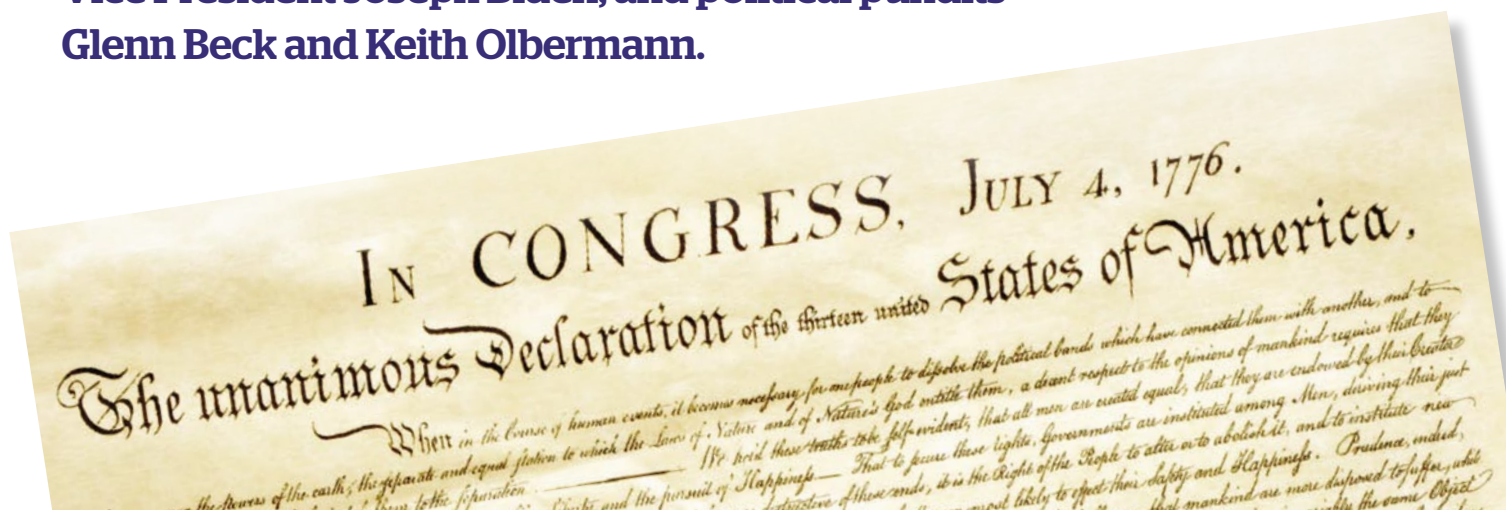
PolitiFact[®] received the 2009 Pulitzer Prize for National Reporting.

PolitiFact's innovation was recognized with the first Pulitzer Prize ever awarded for an initiative that started online. American voters are deeply engaged in the political process and are hungry for an objective look at the issues – and at statements made by media pundits and elected officials.

PolitiFact collected several other awards in 2009:

- ✓ **The National Press Foundation Award for Online Journalism**
- ✓ **Knight-Batten Award for Innovation in Journalism**
- ✓ **Digital Edge Award for 'Best Overall News Site'**
- ✓ **1st Place, Online Political Reporting in the Green Eyeshade Awards**

In 2009, PolitiFact[®] fact-checked more than 450 statements by prominent public figures including President Obama, Sarah Palin, Vice President Joseph Biden, and political pundits Glenn Beck and Keith Olbermann.



Sponsorship Opportunities

PolitiFact features daily articles and sections on the most pressing political issues of the day. In addition to standard UAP units, we offer custom sponsorships that include:

- ✓ **E-mail newsletter sponsorships (40% open-rate)**
- ✓ **Target sponsorships by political figure, candidate, issue and keyword including fixed logo and 100% SOV**
- ✓ **Feature sponsorships of Truth-o-meter, Obameter and other exclusive PolitiFact content**

All standard ad products run above-the-fold.

We offer a 300 x 600 on request only – for custom sponsorships and paid campaigns only. This replaces the site wide 300 x 250 that appears on category level pages, the home page and story level pages.

Target Top Issues - Health Care Case Study

PolitiFact monitored the health care debate with comprehensive coverage and analysis. Each time a pundit, policy-maker or politician said something outrageous, **PolitiFact** saw large spikes in traffic. In the first six months of 2009, **PolitiFact** generated:

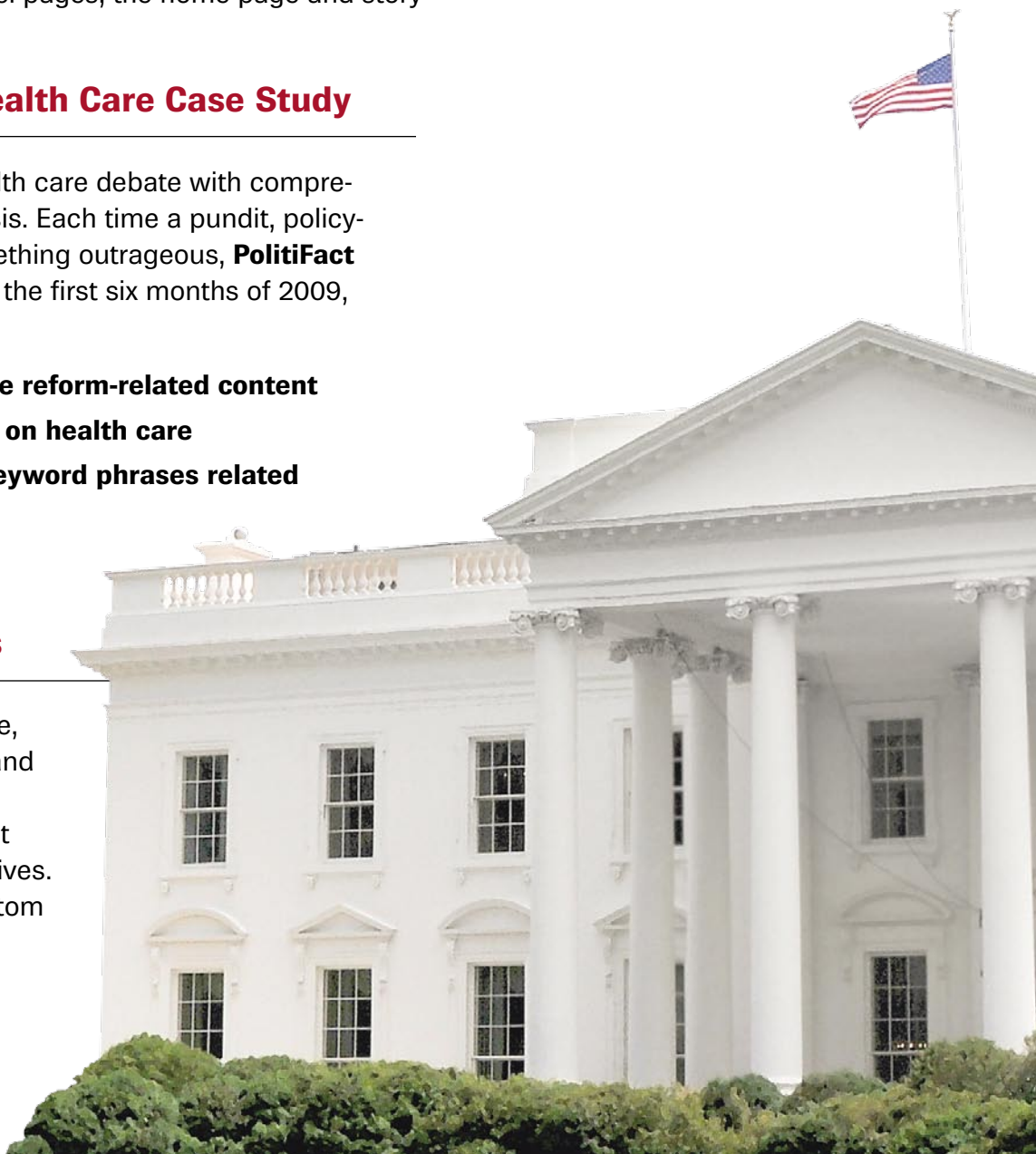
- ✓ **840k+ PVs to health care reform-related content**
- ✓ **80+ articles and rulings on health care**
- ✓ **5,000+ unique search keyword phrases related to health care**

Source: Omniture 2009

Custom Sponsorships

Target your message by issue, political party, public figure and more. We'll work with you to design custom packages that meet your advertising objectives. For more information on custom sponsorships, e-mail advertise@politifact.com

“Online databases are rapidly becoming one of the important tools of watchdog journalism in the digital age,” wrote Jack McElroy, editor of the Knoxville News Sentinel. “[PolitiFact’s Pulitzer is] the most unusual, and most important, Pulitzer Prize this year.”



Features

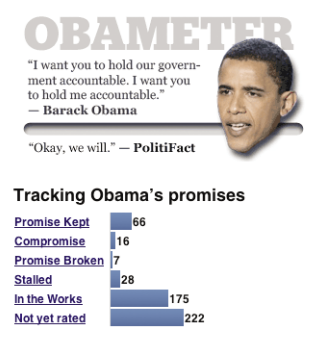
The Whole Story

PolitiFact's complete, in-depth analysis of complex policy issues provides the background and context lacking in other news sources. Our editors and reporters do the legwork for political decision makers, influencers and the public – offering a quick, accurate and non-partisan read on the national political debate. Here's how we do it:



Truth-o-meter™

Brings the art of fact checking to new heights. Every important political statement, claim, or charge is scrutinized, checked and rechecked. Then comes the judgment: True, Half True, Barely True, Mostly False, False or Pants On Fire.



Obameter

Every candidate makes promises. As a candidate, Obama made more than 500 on the campaign trail in 2008. The Obameter holds President Obama accountable by tracking his progress on the changes voted for by the American public. **PolitiFact** keeps track of the status of every promise made by judging each promise Kept, Broken, Stalled, a Compromise, or In the Works.

Flip-o-meter

For those who enjoy catching politicians in the act of saying one thing and doing another, the Flip-o-meter is a must-check.

Talk is Cheap

PolitiFact puts talk show pundits to the Truth-o-meter test.

No other Web site holds the pundits, people in power and influencers accountable with the accuracy and wit of **PolitiFact®.com**



Contact us:

E-mail: advertise@politifact.com

Online: politifact.com/advertise