

AUDIENCE

Reach politically savvy decision-makers and independent thinkers

PolitiFact helps policymakers and voters sort out the truth in politics. We research statements from members of Congress, the president, Cabinet secretaries and lobbyists and then rate them for accuracy. Our audience is highly educated, passionate about politics and appreciates quality.

AUDIENCE

6,194,330 monthly page views **3,375,001** monthly unique visitors

DEMOGRAPHICS

- ✓ Median age: 51 years
- ✓ Age range: 35-64
- ✓ Median HHI: \$95,000
- ✓ Male/Female: 61% / 39%

WINNER OF THE PULITZER PRIZE

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.

SOCIAL

808,314 Facebook likes
631,000 Twitter followers

EMAIL

69,838 subscribers

Truth Squad

1,343 donors



Sources: Google Analytics July 2016-June 2017; Jan-Dec 2016 (Includes PolitiFact.com, PunditFact.com and all state sites) July 2015 PolitiFact Survey; Comscore Nov 2017 - Apr 2018; Facebook, Twitter March 2017; Monthly average for 2017, Google Analytics

No spin. No favoritism. No punches pulled.

No other website holds the pundits, people in power and influencers accountable like PolitiFact.

TRUTH-O-METER™ AND FLIP-O-METER

It's the art of fact-checking at new heights. Every important political statement, claim or charge is scrutinized, checked and rechecked. Then comes the judgment: True, Mostly True, Half True, Mostly False,



False or Pants on Fire! PolitiFact offers a quick, accurate and non-partisan read on the national political debate with the Truth-O-Meter.

PUNDITFACT

PunditFact is a project dedicated to checking the accuracy of claims by pundits, columnists, bloggers, political analysts, the hosts and guests of talk shows, and other members of the media. We define a pundit as someone who offers analysis or opinions on the news, particularly politics and public policy. A pundit is not an elected official, not a declared candidate nor anyone in an official capacity with a political party, campaign or government.

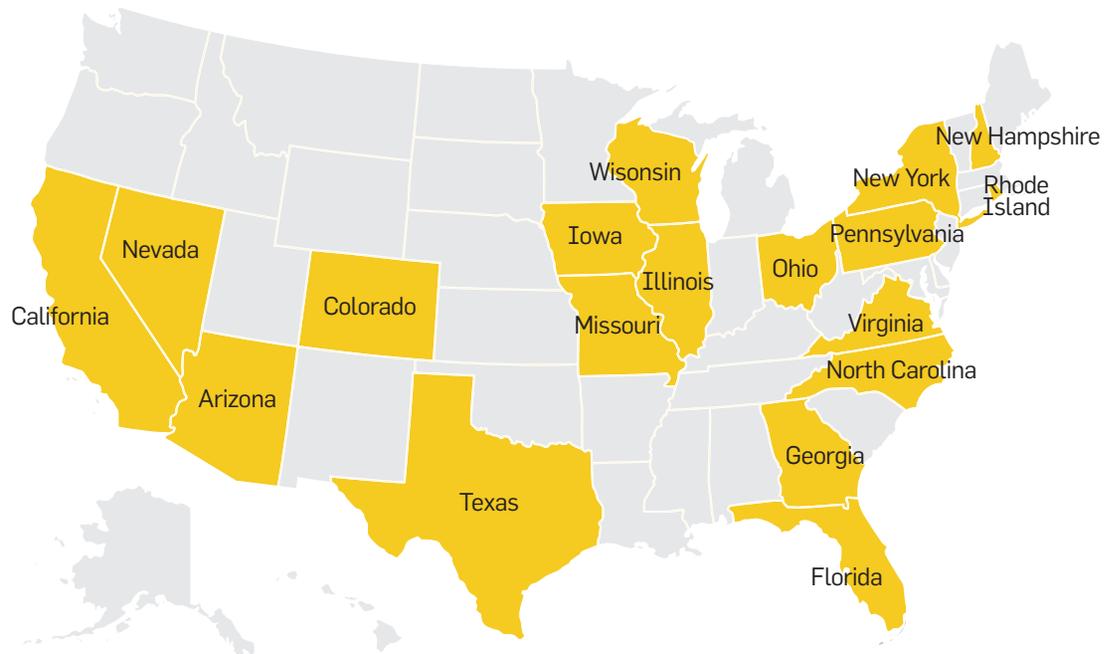
PARTNERS

PolitiFact currently has 18 state editions. We partner with select national media outlets to evaluate statements made by state and national politicians.

Arizona
California
Colorado
Florida
Georgia
Illinois

Iowa
Missouri
New Hampshire
Nevada
New York
North Carolina

Ohio
Pennsylvania
Rhode Island
Texas
Virginia
Wisconsin



ADVERTISING OPPORTUNITIES

PolitiFact presents a unique advertising opportunity: a means of targeting America's well-educated, engaged, independent thinkers and political decision-makers across the political spectrum.

WEBSITE

The screenshot shows the PolitiFact website homepage. At the top, there's a navigation bar with the PolitiFact logo and a search bar. Below that, there are several article thumbnails with headlines like "Fact-checking Trump's TIME interview on truth and falsehoods" and "House gridlock stalls Trump's promise to repeal Obamacare". A large yellow box on the right side of the page contains the text "300x250". Below the main content area, there's a section titled "The Latest from PolitiFact" with several smaller article snippets. At the bottom, there's a "TRUMP-O-METER" section with a progress bar and a "How to contact us" section with an email address and social media links.

WEEKLY EMAIL

The screenshot shows a weekly email newsletter from PolitiFact. The header includes the PolitiFact logo and a link to "View this email in your browser". The main content area features a large yellow box with the text "300x250". Below this, there are several sections: "Fact-checking Trump at CPAC" with a sub-headline "President Donald Trump spoke to an enthusiastic crowd at the Conservative Political Action Conference Friday, bashing the media, attacking Obamacare, and touting his campaign promises, especially on immigration."; "What was true and what was false?" with a link to "Read our rundown to find out."; "Truth Squad" with three categories: "Trump + Russia", "Education + Income", and "Support independent fact-checking"; and "We've been doing a lot of reporting about immigration in recent days, tracking Trump's executive orders on immigration via the Trump-O-Meter." Below this is a "TRUMP-O-METER" section with a progress bar and a "How to contact us" section with an email address and social media links.

RATES

ROS

Targeted

RATES	ROS	Targeted
300x250	\$6 CPM	\$8 CPM
728x90	\$6 CPM	\$8 CPM
300x50	\$6 CPM	

Minimum campaign budgets start at \$500

AD SPECS

Max initial load file size..... 40K
 Format..... JPG, GIF, HTML5, Third-party tags
 • 15 – 20K for static or animated GIF. *Flash files not accepted.*
 • Animated GIF: Cannot loop more than 3 times with a refresh time of no less than 2 seconds. Maximum length of 30 sec.

Video Pre-Roll

• 3 MB, 480x360 (4:3) or 480x270 (16:9)
 • 300x250 px companion ad, 15 sec. max
 • .FLV(preferred), .MOV, .WMV

In Banner Video 728x90, 300x250

• Base ad 40K max
 • Max. 30-second video. Plays in muted mode on load, audio is user-initiated via button on ad unit.
 • Video file can be .MOV, .WMV or .FLV. The supplied video will be compressed during the upload process.
 • Include alternate .JPG or .GIF

BRANDED CONTENT

Customize your message Be a part of PolitiFact's Branded Content

Branded Content advertising is the perfect solution for expanding your brand's message to a national audience.

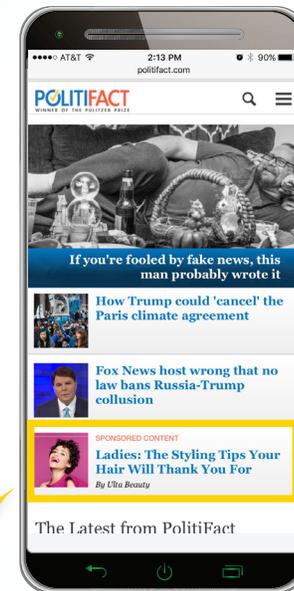
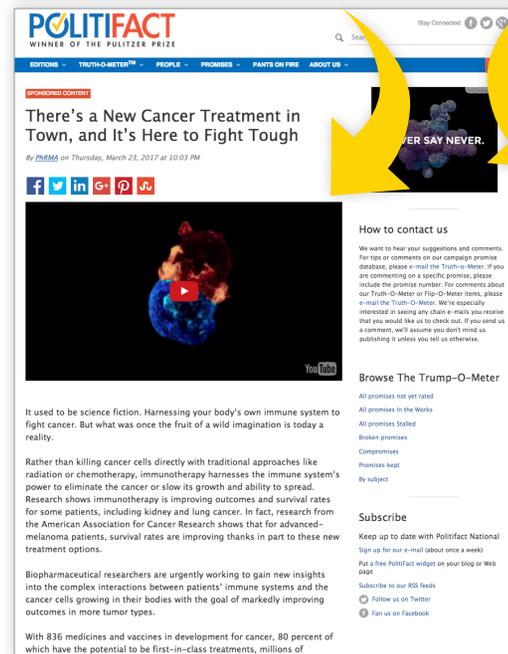
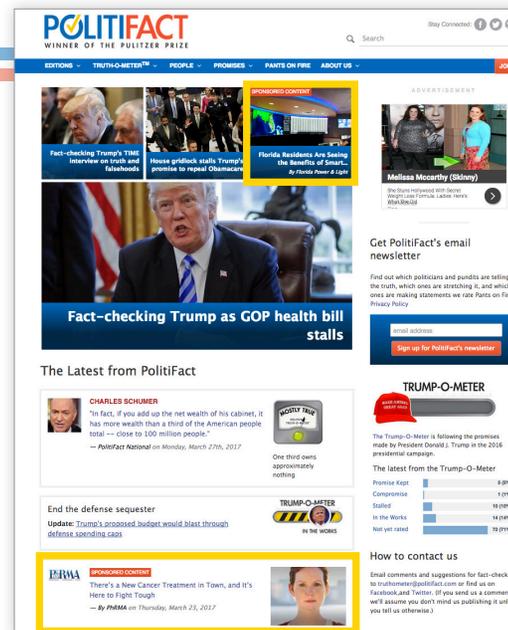
- Reach consumers and audiences as a subject matter expert with informative content.
- Create a relationship with the audience that encourages trust, loyalty, and brand awareness.
- Promote your valuable custom content that educates and attracts new members.

DURATION	SOV*	FLAT FEE	SOV*	FLAT FEE
1 week	10%	\$1,500	20%	\$2,500
2 weeks	10%	\$2,750	20%	\$4,750
1 month	10%	\$5,000	20%	\$9,000

INCLUDED IN BRANDED CONTENT PACKAGES:

- Headline (120 character max)
- 200-500 word article (5000 characters)
Must be approved by the PolitiFact Approval Committee
- Customer's logo on page
- Companion banner ads - (1) 300x250 (1) 728x90 and (1) 320x50
- Links to customer's website and Facebook page
- :15 or :30 video (where applicable)

*SOV is measured throughout PolitiFact where we feature Branded Content. These areas include our National and State partner homepages, Truth O Meter and PunditFact.



PRESS

Since 2007, PolitiFact has led the way in fact-checking journalism. From the Lie of the Year to our infamous Truth-O-Meter, our ratings are shared and discussed from Main Street USA to Pennsylvania Avenue.

