

## The Most Visited Public Opinion Website in the U.S.



*Scott Rasmussen  
Founder,  
media commentator,  
author, publisher*

If you want to be in touch with people of influence — in business, government, health, academia — you need to go where they go to tap into the opinion pulse of Americans: **Rasmussen Reports**

We are widely acclaimed as the Internet publishing source for the nation's most accurate opinion polling information on subjects ranging from economic confidence to Presidential politics ... based on interviews with Americans occurring every night of every week.

We are the **website of first resort for policymakers** and decision leaders. More than two-thirds of our visitors influence outcomes in the corridors of business or the halls of government.

Our traffic is swelling toward 2008's Presidential election when our audience of high income, college educated visitors will collect data and insights to inform their decisions and fill up media airwaves.

Advertise with us and be where the influencers go to get a bead on how America thinks.

### January 2007 Site Stats\*

**225,000**  
daily page views

**7,200,000**  
total page views

**1,280,000**  
unique visitors

**588,800**  
visitors with income of \$75,000+

**925,000**  
visitors with college degrees

\*Google Analytics

The screenshot shows the Rasmussen Reports website interface. At the top, the logo is on the left, and a quote from Michael Barone is on the right. Below the logo is a search bar and a main menu with categories like Home, Politics, Business, and Lifestyle. The main content area features a 'BREAKING POLL' section with a photo of a woman and poll results for Texas Dem and GOP primaries. To the right is a 'MOST RECENT RELEASES' section with a list of articles. Below that are 'TOP STORIES' and 'ELECTION 2008' sections. On the far right, there is an advertisement for 'SKI FREE STAY FREE DEALS' in Colorado. At the bottom left, there is an advertisement for 'Pleasant Holidays'.

## Whenever the world wants to know what the world thinks...

**In 2004, we  
predicted the  
vote in 24  
battleground  
states.**

**For 2008, we  
have prediction  
"markets" to  
gauge opinion  
by the hour!**

*\* Sources: AW Stats, Google Analytics*

In polls conducted virtually every night of the year, Rasmussen takes the pulse of Americans in statistically accurate national samples ... and then publishes the outcomes daily for millions to see and use.

From bowl games to politics, no one covers public opinion as thoroughly, broadly and accurately.

And when it comes to being spot on, there isn't a polling organization in the country that can top Rasmussen.

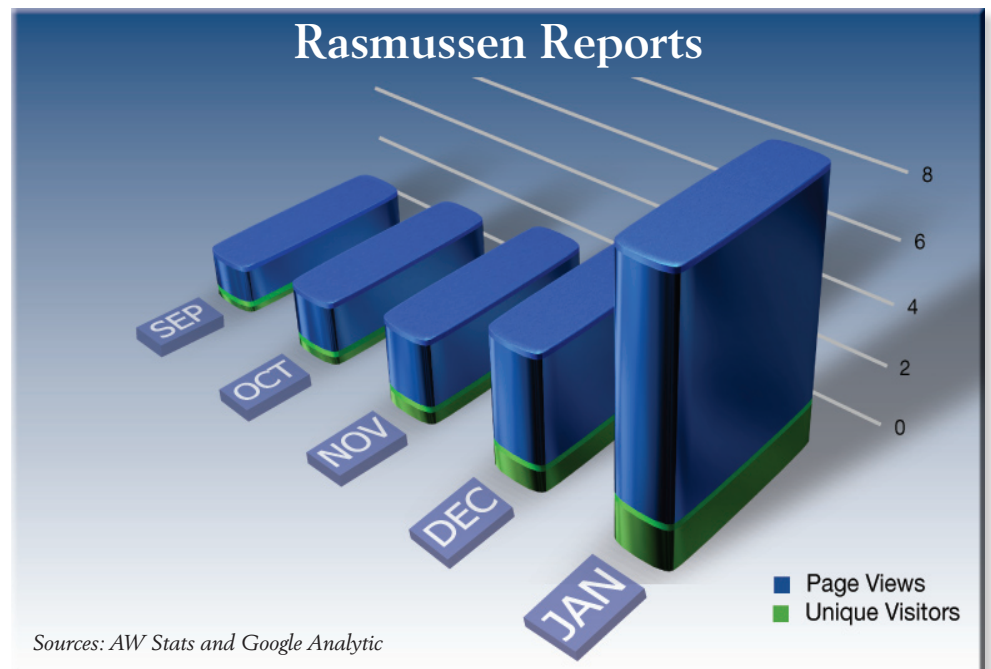
Rasmussen is noted as the most accurate researcher in the political polling business.

Which is one of the reasons so many people will be relying on us in 2008 when we will be visited by millions of people interested in handicapping the presidential elections or finding out what everyone thinks about Madonna's newest album.

Who comes to Rasmussen Reports for news? High income, college educated men and women who manage businesses, set policy, invest in stocks and bonds and buy top brands.

**To reach this powerful  
audience, we've built  
ad inventory to suit just  
about any objective.**

- Web banners, boxes
- In-content boxes
- Video channels
- Interactive markets
- Daily e-mail alerts
- Weekly Newsletters
- Dedicated e-mails
- Sponsored links & polls



Page views and unique visitors (in millions above) have been nearly doubling each month since October of 2007. As in the 2004 election, daily page view and unique visitor counts are expected to grow dramatically through November as Rasmussen polls gain media attention and Rasmussen commentators appear on network news.

## Traffic Building



### Rasmussen in the News

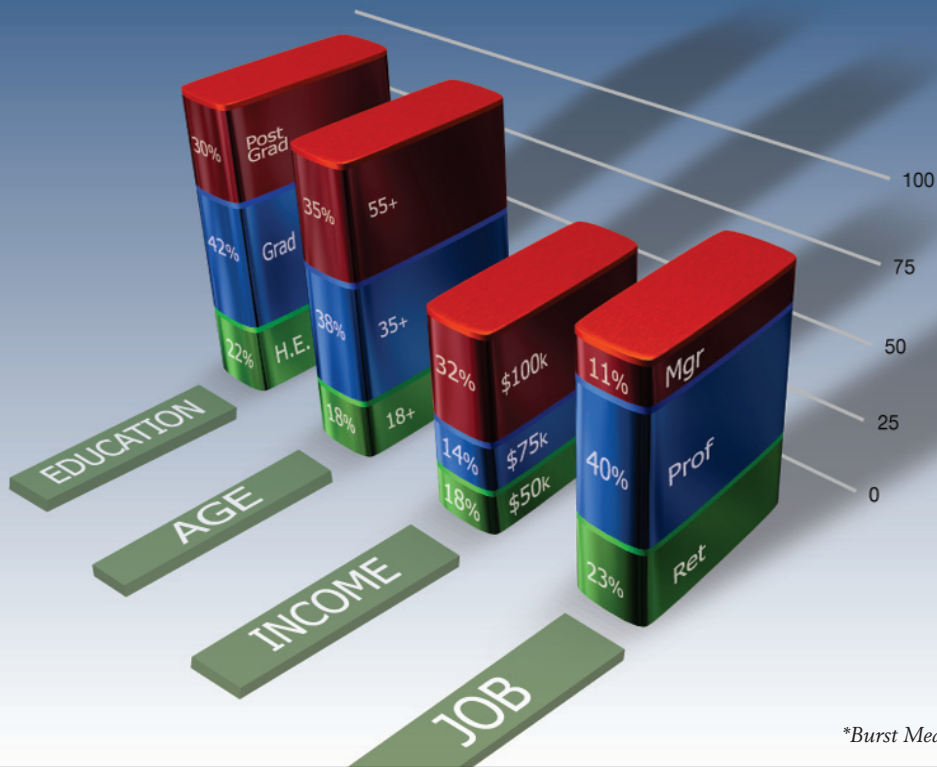
Rasmussen Reports generates audience for its website by making news. Our poll results are routinely picked by national news media with links back to our site. In addition, founder Scott Rasmussen is regularly interviewed by CNBC, Fox News, BBC Radio and dozens of major market TV stations and newspapers. These media are a key source of traffic.

### Rasmussen Goes Local

Rasmussen has an exclusive content sharing arrangement with Fox News which has Scott appearing on local air to provide independent views on state elections. In turn the appearances generate strong web traffic from prominent buyer markets like New York, Chicago, LA, Dallas, Philadelphia, Washington, Denver, Atlanta, Boston, and Detroit.

## The Rasmussen Audience

Informed, Educated, Well-Heeled



\*Burst Media September 2007

## Flexible Advertising for Highly Effective Communication

### Get Results with Rasmussen Advertising

#### Benefits

- Reach top decision makers in business, government, media
- Custom content built to support your marketing
- Sponsorships at the speed of digital hourly, daily, weekly, monthly
- Results tracking
- News making polls for sponsorship
- In content links

The collage displays multiple instances of the Rasmussen Reports website interface. Key elements visible include:

- Search Site:** A search bar with a 'GO' button.
- Main Menu:** A vertical navigation menu with categories like Home, Politics, Business, Lifestyle, and Election 2008.
- Breaking Poll:** A featured poll section with a photo of Barack Obama and a headline: "National Poll: Clinton 64%, Obama 64%".
- Stat of the Day:** A section titled "45% Most Democrats More When It Comes to the Economy".
- News Fact of the Day:** A section titled "Who is biased? Who is fair?".
- Weekly Newsletter:** A promotional banner for the "Weekly Newsletter" dated November 28, 2007.
- Advertisement:** A large advertisement for "The 9 lb. ORECK XL Vacuum" with the text "ADVANCED FILTRATION FOR A HEALTHIER HOME" and "FREE GIFT FOR TRYING!".
- Footer:** Copyright information for ©2008 Rasmussen Reports, Inc. and contact information.

This screenshot shows a full page layout of the Rasmussen Reports website. Key sections include:

- Header:** "RASMUSSEN REPORTS" logo and tagline: "The best place to look for polls that are spot on is RasmussenReports.com".
- Search Site:** Search bar with "GO" button.
- Main Menu:** Navigation links for Home, Politics, Business, Lifestyle, Election 2008, Senate Election Polls, Political Commentary, Rasmussen Markets, Recent Polls, RR In The News, Premium Login, and Newsletter.
- Breaking Poll:** "National Poll: Clinton 64%, Obama 64%".
- Most Recent Releases:** A list of recent polls and updates.
- Top Stories:** A list of featured news items.
- Election 2008:** A section dedicated to the 2008 election with various updates.
- Current Events:** A list of current news events.
- Mood of America:** A section reporting on public sentiment.
- Advertisement:** "The 9 lb. ORECK XL Vacuum" advertisement.
- Business and Lifestyle:** Additional news sections.
- Rasmussen Reports in the News:** A list of media mentions.
- Footer:** Copyright and contact information.

### A Wide Variety of Format and Placement Options

#### Front Page

- 300x250 ad above the fold
- 160x600 column ad starts above the fold

#### Politics Category Page

- 80x160 ad banner
- "Site of the Day" sponsorship
- 160x600 column ad starts above the fold

#### Lifestyle Category Page

- 729x90 ad banner
- "News Fact of the Day" sponsorship
- 160x600 column ad starts above the fold

#### Article Page

- 80x160 banner
- 300x250 above the fold
- 160x600 column ad starts above the fold
- 250x200 left column article follow up ad

#### Weekly Newsletter

- 300x250 single sponsor ad

## Rate Card

### Traffic

#### January 2008

7.2 mm page views/month  
1.3 mm uniques/month

#### September 2008\*

40.0 mm page views/month  
5.0 mm uniques/month

*\*Projected*

## Website Publishing Ad Rates

### Home Page

1 - 300 x 250 Box  
1 - 160 x 600 Tower

\$11,250  
\$10,800

### Business, Lifestyle, Election 2008, Special Pages

- Senate Races
- Electoral College
- Congress Scorecard
- Election Issues
- More

1 - 728 x 90 Leader Board  
1 - 300 x 250 Box  
1 - 160 x 600 Tower

\$10,575  
\$11,250  
\$10,800

### Weekly Newsletter

One ad per issue only  
(300x250)

\$3,500

### Sponsorships

Stat of the Day  
News Fact of the Day

Negotiated

All ads are based on a monthly run, and rotate with a maximum of three other advertisers. Fixed ads rates are available. See ad rep. All rates listed are gross.

Want to go beyond the banner? From instant polls to sponsorships, we can create a custom on-line package that will enhance your marketing plans. Call your sales rep for more information.

### To Advertise, Contact Fox Associates

116 West Kinzie  
Chicago, Il 60610  
312-644-3888

347 Fifth Ave.  
New York, Ny 10016  
800-826-3032

110 E. 9th Street  
Los Angeles, Ca 90079  
800-440-0232

6765 Woodbank Dr  
Bloomfield Hills, Mi 48301  
248-626-0511