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%

**SOCIAL**

- 808,314 Facebook likes
- 631,000 Twitter followers

**EMAIL**

- 69,838 subscribers

**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.

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

300x250

RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Weekly Email</th>
<th>Rate CPM</th>
<th>Rate ROS</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250</td>
<td>$6</td>
<td>$8</td>
<td></td>
</tr>
<tr>
<td>728x90</td>
<td>$6</td>
<td>$8</td>
<td></td>
</tr>
<tr>
<td>300x50</td>
<td>$6</td>
<td></td>
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</tbody>
</table>

Minimum campaign budgets start at $500

AD SPECS

Max initial load file size: 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.

<table>
<thead>
<tr>
<th>DURATION</th>
<th>SOV*</th>
<th>FLAT FEE</th>
<th>SOV*</th>
<th>FLAT FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 week</td>
<td>10%</td>
<td>$1,500</td>
<td>20%</td>
<td>$2,500</td>
</tr>
<tr>
<td>2 weeks</td>
<td>10%</td>
<td>$2,750</td>
<td>20%</td>
<td>$4,750</td>
</tr>
<tr>
<td>1 month</td>
<td>10%</td>
<td>$5,000</td>
<td>20%</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

INCLUDED IN BRANDED CONTENT PACKAGES:

- Headline (120 character max)
- 200-500 word article (5000 characters)
- Must be approved by the PolitiFact Approval Comittee
- 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.

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Be a part of PolitiFact’s Branded Content

Customize your message
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.