



advertise@alternet.org  
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Take a minute. Get truly informed. AlterNet is not just another news site, buzzing with speculation and sound bytes. We've been sourcing content from the best in progressive media and providing original insights on everything from voter fraud to environmental issues since gas was \$1 a gallon. AlterNet is an online community of engaged citizens, making conscious decisions about the world they live in. Every day.

8 million monthly page views, 1.8 million unique visitors

## GREEN, LIFESTYLE, POLITICS--CUSTOM CHANNEL TARGETED DISPLAY ADS

728x90: \$9 CPM  
300x250: \$10 CPM  
160x600: \$8 CPM

120x90 Homepage Masthead Tiles: \$3,900 per week, exclusive coverage in Homepage masthead.

Category or Geo-target: \$2 CPM add-on

**Green:** Target environmentally-conscious readers on Environment and Water special coverage sections.

**Politics:** Reach a seriously progressive audience seeking new perspectives from the Election '08, War in Iraq, Democracy & Elections, Foreign Policy, Rights & Liberties, Reproductive Justice & Gender, Corporate Accountability & Workplace, Drug Reporter and Immigration special coverage sections.

**Lifestyle:** Influence an audience of savvy media junkies on Media Culture, Movie Mix, Sex & Relationships and Health & Wellness special coverage sections.



We accept Rich Media, JPEG, GIF and Third Party served ads. 40k max file size. Animation must be capped at 20 seconds. Flash ads must be supplied with clickTAGs already implemented. We do not accept expandable creative.

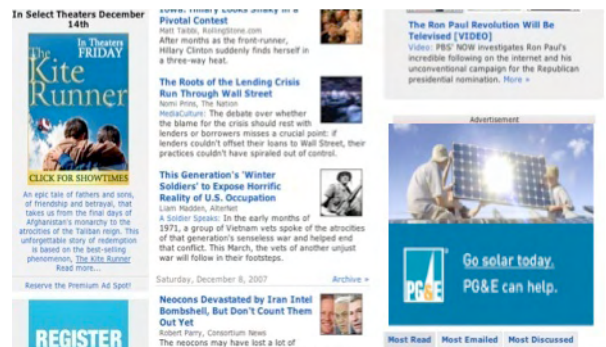
## BLOGADS

**Premium:** Home and article pages, 1.5 million impressions guaranteed, \$1,500/week.

**Silver:** Article and blog pages, 1 million impressions guaranteed, \$1,000/week.

**Core:** On article and blog pages, 1 million impressions guaranteed, \$600/week.

BlogAds consist of graphic and text as follows:  
Graphic: 150x200 pixels, 16K max file size for .jpg or .gif; or 32K max file size for Flash.  
Text: 32 characters with spaces in headline above graphic; 268 characters with spaces below graphic.



## EMAIL ADVERTISING



Banner specs: 468x60 banner; 20K file size max; no animation  
Text Ad Specs: 50 word max including headline, message and URL



**Stand Alone Email:** Customize your message with a banner, text and URL links to 100,000 subscribers.

**Headlines and Highlights Email Banner:** Top and bottom placement on 700,000 of the following emails: Daily Headlines, Mon-Sat; PEEK Highlights, Mon-Fri; Most Popular of the Week, Sat., \$1,200/week.

**Email Text Ad Sponsorship:** Linking message embedded amongst story and blog headlines. Goes out on 275,000 Daily Headline emails Monday, Wednesday and Friday. \$1,200/week.