

# TAKING YOUR CAMPAIGN TO NEW HEIGHTS



 @DCExaminer

WASHINGTON  
**Examiner**

# LEVERAGE THE INFLUENCE OF WASHINGTON EXAMINER TO HELP INCREASE THE AWARENESS AND ACTIVITY AROUND YOUR CAMPAIGN

## A CUSTOMIZABLE MEDIA CAMPAIGN

Leverage the influence and reach of *Washington Examiner* in DC to introduce your issue to our readers. The schedule in *The Weekly Standard* will reach a national audience of influentials, and introduce the issue to our readers and attendees of our highly attended and much anticipated Broadmoor event.

### DC DMA | [Washington Examiner Print and Online](#)

- 2 ad pages in WEX per month
- Video sponsorship on WEX – 100,000 pre-roll impressions per month
- 250,000 DC DMA impression per month (300x250 & 300x600)

### NATIONAL | [The Weekly Standard Print and Online](#)

- 2 ad pages in TWS per month
- 250,000 run of site impressions per month

## NATIVE CONTENT

Our native content provides the opportunity to reach our audience with the exact information and tone you want to deliver. Surrounded by live edit content, promoted from our home page, your native content will serve to educate our readers on this topic.

### [Washington Examiner](#) | [The Weekly Standard](#)

- Sponsor provided single-page op-ed in 8 consecutive issues
- 1 weekly video on subject matter related to your campaign for six weeks
- Article will appear on campaign hub-page
- Past articles will be archived on the campaign hub-page
- New articles will be promoted through social media
- 8 native articles

## DIGITAL BUILD-OUT

Our dedicated team of reporters and editors will work to create content that is deeply integrated within, and relevant to your campaign messaging and goals.

### [WashingtonExaminer.com](#) | [WeeklyStandard.com](#)

- Creation of a campaign hub page on WEX/TWS where your content will live
- Weekly video on campaign subject matter, messaging and impact
- 1 staff-written story per week
- 4 aggregated stories per week (*with sponsor input on selection*)
- Widget streaming sponsor tweets
- Aggregated video clips (*with sponsor input on selection*)
- Sponsored tweets
- Sponsored podcast
- Infinite hub-page life on site
- Videos available in new media player
- Hub-page could be built for full-screen width without extraneous material in right rail
- Live streaming via player on the hub-page

## SPECIAL REPORT

- Op-eds by prominent lawmakers (co-Sponsors of the Bill)
- 1 piece by a *Washington Examiner/The Weekly Standard* Staff Writer, 1000-1500 words introducing the issue

## EVENTS

With high profile, targeted events, *Washington Examiner/The Weekly Standard* will engage a top-tier audience with an inspiring and informative experience around your campaign issues. In DC, *Washington Examiner* will convene a cross-section of key thought leaders for a discussion and you will receive 100% SOV at the event, including the opportunity to have an executive/spokesperson make brief opening remarks.

### DC ISSUES FACTS SUMMIT | Newseum (or like) venue location

- Sponsor opening remarks – introducing Lawmaker
- Lawmaker speech (*sponsor input on speaker selection*)
- DC influential panel, moderated by WEX Editor
- TV and print media invited
- Live audience of 100+
- Event reported on WEX homepage
- Event will be live streamed
- Event will be live tweeted
- Event will be promoted across social Media

In Denver, **THE WEEKLY STANDARD'S ANNUAL 2016 SUMMIT** brings together politically-active, conservative-minded attendees from all across the country. These attendees have deep interests in political development and issues, and arrive with a thirst for political and election insights.

### WEEKLY STANDARD 2016 SUMMIT | Broadmoor Resort on April 29, 2016

350 engaged Americans from across the nation attend *The Weekly Standard's* highly anticipated Summit 2016 at The Broadmoor Resort. This event brings together politically-active, conservative-minded attendees from all over the country. Attendees have deep interests in political developments and are highly brand-loyal: almost two-thirds have attended one or more prior *Weekly Standard* events.

- Opening the 2nd half of the day (2pm) and sponsorship of the Friday afternoon cocktail hour
- Welcome back the audience from a mid-day break – 15 minutes of remarks on your campaign from speaker
- Sponsorship of afternoon cocktail hour

This customized media plan gets your campaign known, message heard and you interacting with a highly engaged and active DC audience. This multi-faceted approach reaches your audience on multiple levels creating an impact that gets results. We look forward to discussing this proposal with you in more detail.

# AN ACTIVE ENGAGED AUDIENCE

Politically Active Index					
CATEGORY	WEX	TWS	Roll Call	Politico	The Hill
Registered To Vote (95%)	113	115	109	110	112
Signed a Petition in Past Year	253	231	201	187	220
Wrote or Called a Politician in Past Year	368	280	225	234	301
Attended a Political Rally or Speech in Past Year	791	370	375	200	281
Actively Participated in a Group That Tries to Influence Public Policy or Government in Past Year	282	274	280	224	293
Worked For a Political Party in Past Year	260	287	247	206	231



## GENDER AND AGE

**29%** FEMALE    MALE **71%**  
READERS 35-45 **49%**



## EDUCATION

**47%** COLLEGE DEGREE +  
**26%** MASTERS/POST GRAD DEGREE



## JOB LEVEL

**206**<sub>INDEX</sub> CEO/EXECUTIVE  
**258**<sub>INDEX</sub> SENIOR MANAGEMENT



## INCOME

**204**<sub>INDEX</sub> \$500K + PORTFOLIO  
**300**<sub>INDEX</sub> \$1M + PORTFOLIO



## DIGITAL READING

**40%** DESKTOP  
**60%** MOBILE



## READERSHIP

**40K** PRINT CIRCULATION  
**4M** UNIQUE MONTHLY VISITS



## DIGITAL AUDIENCE

**10M+** MONTHLY PAGE VIEWS  
**30M** MONTHLY IMPRESSIONS



## SOCIAL FOLLOWING

**48.5K+** TWITTER FOLLOWERS  
**600K+** FACEBOOK PAGE LIKES