

# RAWSTORY

MEDIA KIT





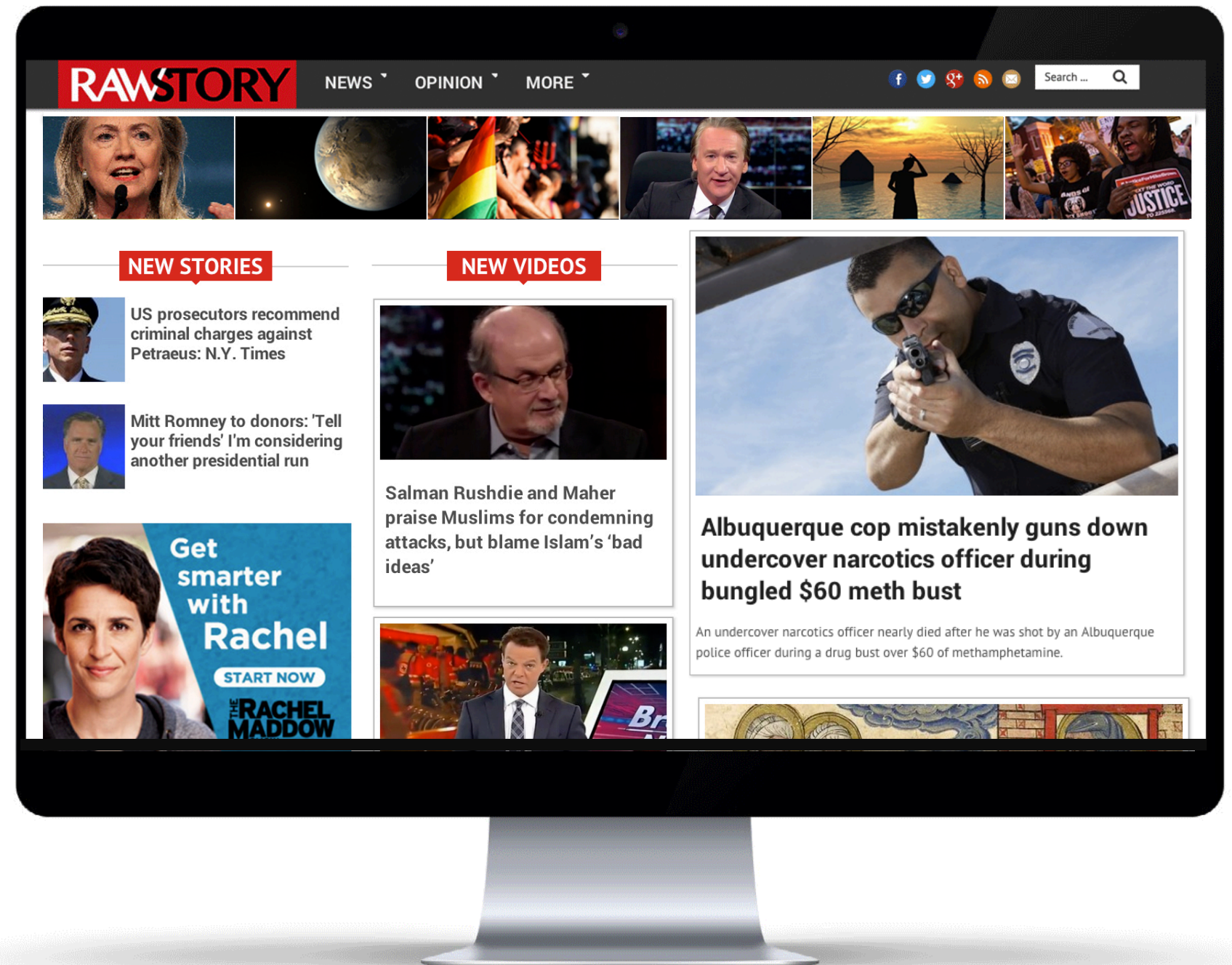
# WHAT IS

# RAW STORY

“THE FOLKS AT RAWSTORY.COM ARE **FREQUENTLY SCOOPING** THE MAINSTREAM MEDIA.”

**Newsweek**

**RAW STORY** is widely recognized as a home for breaking, original, independent news coverage and investigative reporting. Among the political elite, decision-makers, and everyday progressives alike, Raw Story is considered a daily must-read.





# HOW RAW STORY MAKES THE NEWS

WE TURN **SMALL STORIES** INTO BIG ONES.

WE POST **100 STORIES** A DAY, 365 DAYS A YEAR.

WE **DIG DEEP FOR UNIQUE STORIES** WE THINK ARE IMPORTANT.

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WE DO THIS BECAUSE ***'SMALL' STORIES CAN  
CHANGE THE WORLD.***



“ RAW STORY, THANK YOU FOR BRINGING THIS VERY TROUBLING CASE **TO THE FRONT...** ”

- Raw Story reader Anthony





# RACIAL JUSTICE

## HOW RAW STORY MAKES THE NEWS

MARCH 12, 2012

RAW STORY PICKS UP *TRAYVON MARTIN'S* LOCAL NBC REPORT

Seventeen year old **BLACK TEEN IS GUNNED DOWN** by a local neighborhood watch captain. The piece, "Teen killed after neighborhood watch mistakes Skittles for weapon," draws nearly 700 shares.

RAWSTORY



MARCH 15, 2012

MSNBC RUNS THE *FIRST NATIONAL T.V. REPORT* ON THE SHOOTING



MARCH 16, 2012

THE *NEW YORK TIMES* PUBLISHES ITS FIRST STORY

Noting Trayvon's shooter has not been arrested, columnist Charles Blow questions vigilante justice and racial profiling.



MARCH 19, 2012

RAW STORY *PUBLISHES VIDEO INTERVIEW*

Raw Story publishes a follow-up, carrying a VIDEO INTERVIEW WITH TRAYVON'S MOTHER AND FATHER.

RAWSTORY





MARCH 20, 2012

ATTORNEY GENERAL ANNOUNCES *GRAND JURY INVESTIGATION*

Florida's state attorney general announces he will CONDUCT A GRAND JURY INVESTIGATION INTO THE CIRCUMSTANCES OF TRAYVON'S DEATH.

MARCH 23, 2012

*PRESIDENT OBAMA COMMENTS ON THE MARTIN CASE*

Eleven days after Raw Story's first story, PRESIDENT OBAMA GAVE A SPEECH in the Rose Garden saying,

MARCH 31, 2012

NAACP *ORGANIZES MARCH*

The NAACP organizes a MARCH FOR JUSTICE in Florida.

2012 — 2013

RAW STORY *PUBLISHES > 500 FOLLOW-UPS*

Raw Story PUBLISHES MORE THAN 500 FOLLOW-UP articles on the case



“ IF I HAD A SON, HE WOULD LOOK LIKE TRAYVON. ”

- PRESIDENT OBAMA

NAACP

500+ ARTICLES



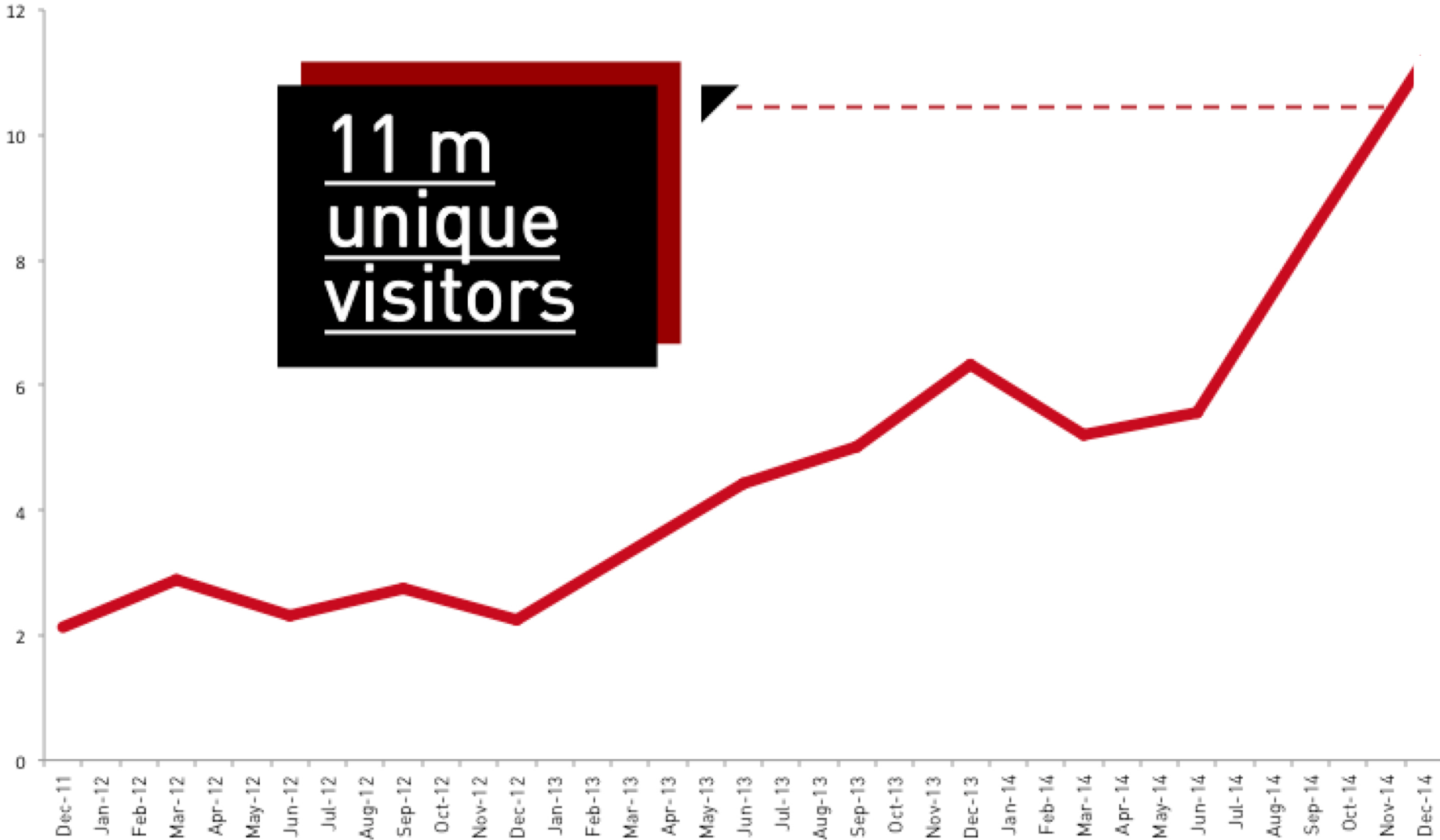


# WE HAVE

# MOMENTUM

**SINCE 2013**, Raw Story's readership has increased by more than 65 percent, surging to an average of **11 million unique visitors** per month, blowing away other sites targeting liberal and progressive readers.

**UNLIKE** many political news sites that saw a sharp decline in traffic, Raw Story actually saw **traffic increase** after the 2012 and 2014 election cycles.





WE ARE

SOCIAL

IN 2014,

NEARLY  
52% OF ALL  
RAW STORY'S  
INBOUND  
TRAFFIC CAME  
**THROUGH**  
**SOCIAL MEDIA.**

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**FACEBOOK** 340,000 FOLLOWERS

21,400,000 MONTHLY INTERACTIONS ON FB  
(LIKES, SHARES, MENTIONS, POSTS)



**TWITTER** 54,000 FOLLOWERS

7,000 RETWEETS PER WEEK





OUR

AUDIENCE

OUR MONTHLY AUDIENCE OF

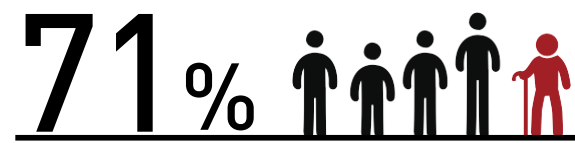
11 MILLION VISITORS IS

LOYAL, CURIOUS, POLITICALLY ENGAGED AND MEDIA SAVVY.

YOUNG



Monthly visitors are younger than 35

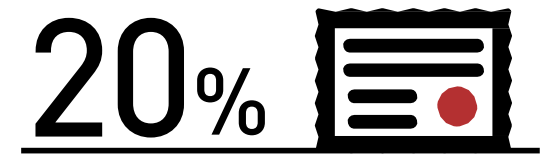


Of all visitors are under 45

EDUCATED

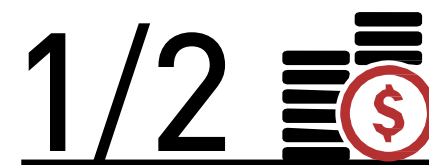


Visitors graduated from college



Of visitors have an advanced degree

AFFLUENT



Of all visitors earn more than 50k per year



Earn 100k+







# ADVERTISING

# PARTNERS





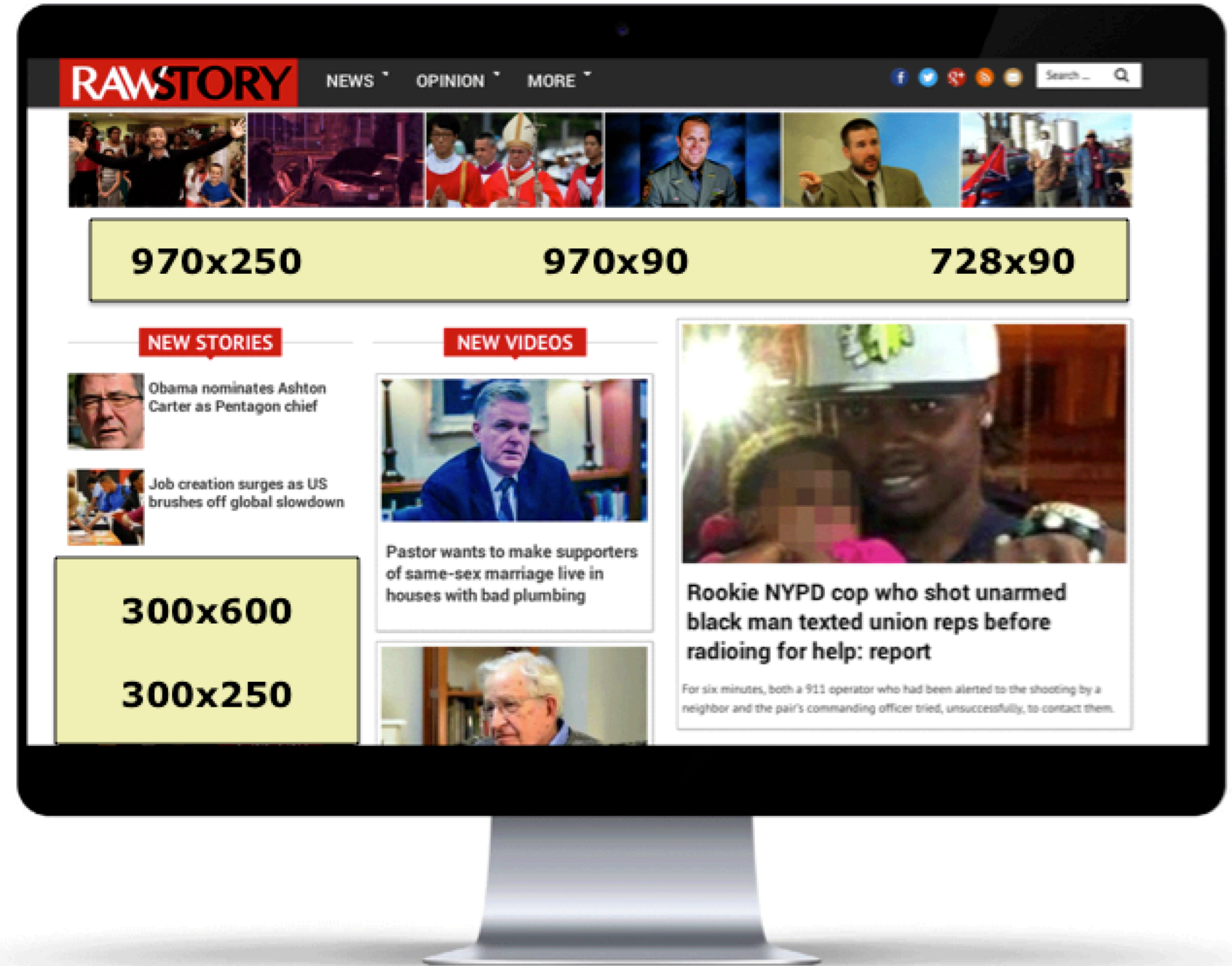
# ADVERTISE

# WITH RAW STORY

RAW STORY HAS A RANGE OF FORMATS TO CREATE

## COMPELLING & SUCCESSFUL CAMPAIGNS

- One-Click Lead Generation & Petitions
- 15 and 30 sec Video Pre-Roll
- Banners (both IAB with video)
- High-Impact Units
- List-Building Services
- Newsletters and Emails
- Social Media
- Mobile Ads





# ONE-CLICK UNITS

**RAW STORY** offers petition and lead generation technology on Facebook and on-site with our partner ActionSprout.

It's the simplest and most cost-effective way to gather new email addresses.

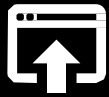
**Raw Story Free Giveaways**  
Sign up for a chance to win a **FREE** copy of  
**Elizabeth Warren's**  
**A FIGHTING CHANCE**

**RAWSTORY**

[Click here to enter](#)

By signing up, you agree to receive our daily newsletter and accept our [privacy policy](#)

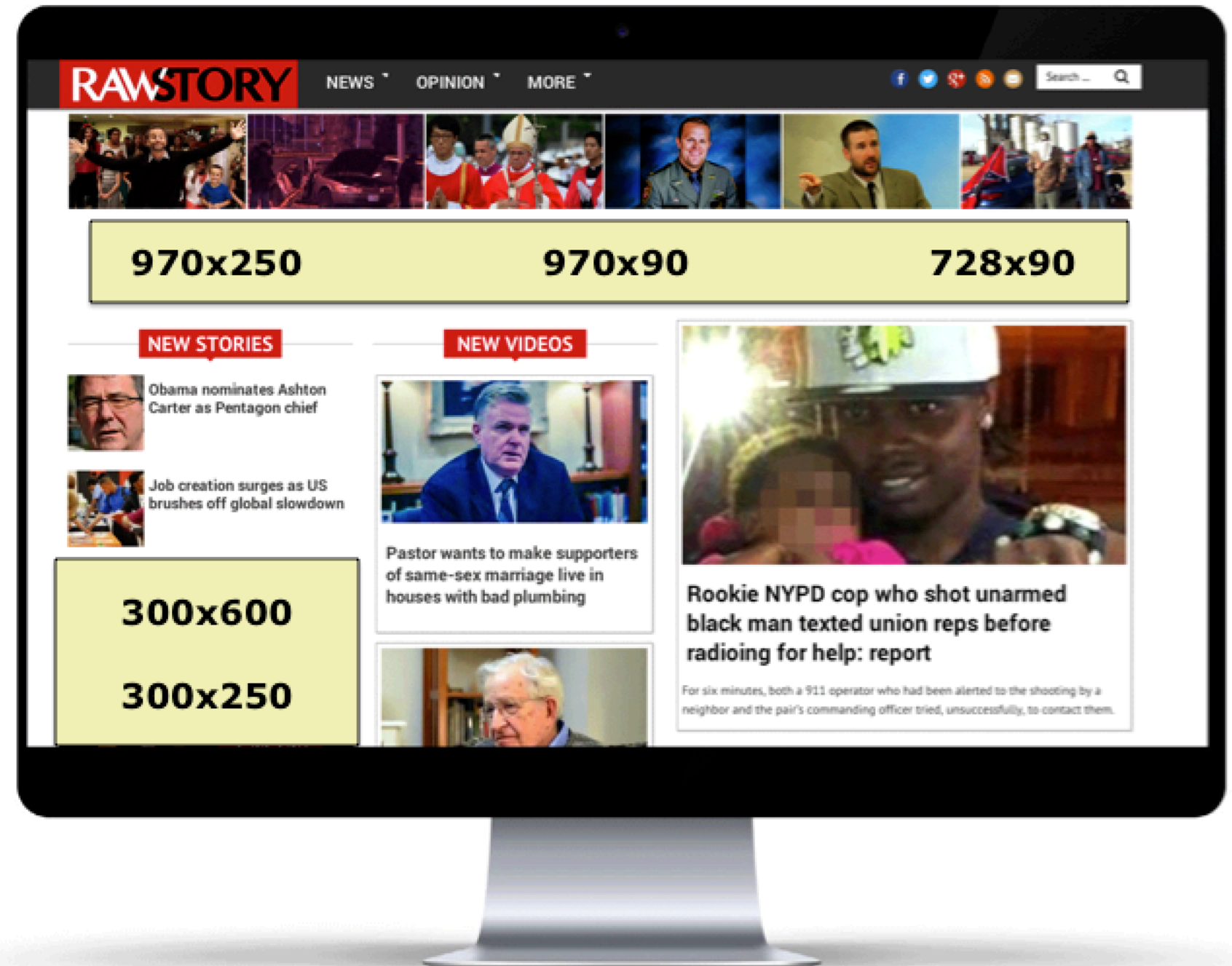




# BANNERS

**RAW STORY** offers standard IAB banner ad units. We offer two ATF units on each page, a half-page unit and multiple 300x250 boxes embedded within content.

- Geo-targeting
- Targeting by subject/vertical
- In-banner video
- Roadblocks
- Added value for minimum media spend
- Periodic campaign optimization based on results

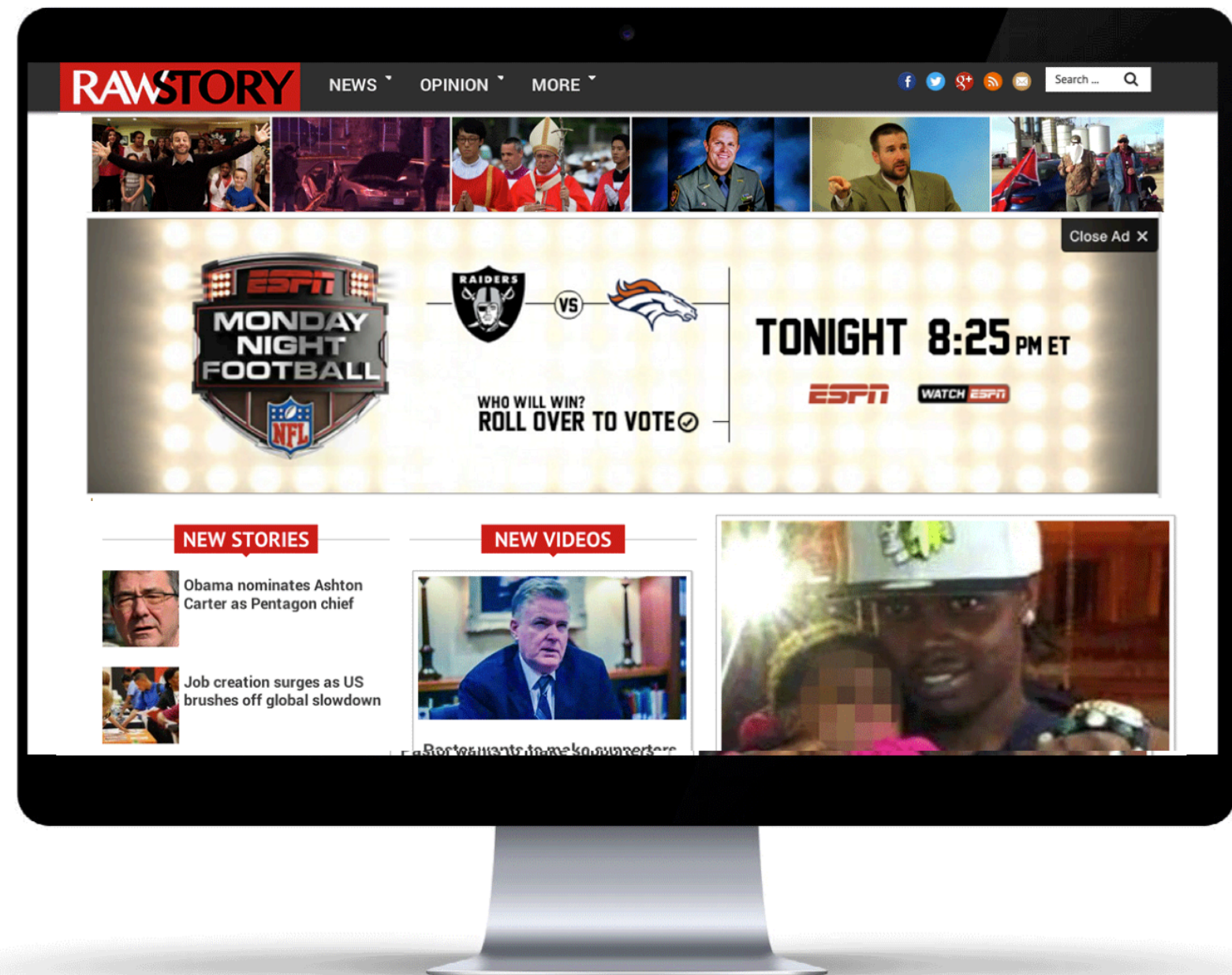


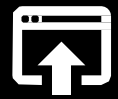


# HIGH-IMPACT UNITS

**RAW STORY** offers custom ad sizes and marketing solutions.

- Site skins
- Prestitial video
- Interstitial pop-ups
- Expandable banners
- Roadblocks
- Takeover units





# LIST-BUILDING SERVICES

**RAW STORY** offers unique and effective list-building strategies.

- We never charge for duplicates
- We never charge for use of double-verification systems





# SOCIAL MEDIA

RAW STORY followers share, post, tweet and comment. Let us introduce you to our readers with a customized campaign on Facebook and Twitter that will drive engagement and acquisition.

The Raw Story

Page Activity Insights Settings

Build Audience Help

THIS WEEK

3,496 Page Likes

14.5m Post Reach

UNREAD

99

RS The Raw Story shared a link.  
Posted by Roxanne Cooper [?] · January 8

YES!

Obama announces proposal for two free years of community college  
www.rawstory.com

President Barack Obama said on Thursday he would offer a proposal in his State of the Union speech that would make two years of community college free for anyone willing to work for it.

889,344 people reached

Unlike · Comment · Share

Boost Post

3,992 Shares

The Raw Story, Maria Rosa Gilabert Lloveras, Debbie Tran, Eileen Baddeley and 11,549 others like this.

RS

TWEETS 81.3K FOLLOWING 1,925 FOLLOWERS 52.4K FAVORITES 8 LISTS 4

Follow

Raw Story  
@RawStory

The official Twitter of RawStory.com

Washington, DC  
rawstory.com  
Joined August 2008

14 Photos and videos

Tweets Tweets & replies Photos & videos

Raw Story @RawStory · 7m

Unearthed artifacts confirm Norse sagas about Vikings in Canada around 1000 AD  
ow.ly/FZhc7

Raw Story @RawStory · 22m

You are being watched — and it's all your fault: The rise of personal data  
ow.ly/FYNeC

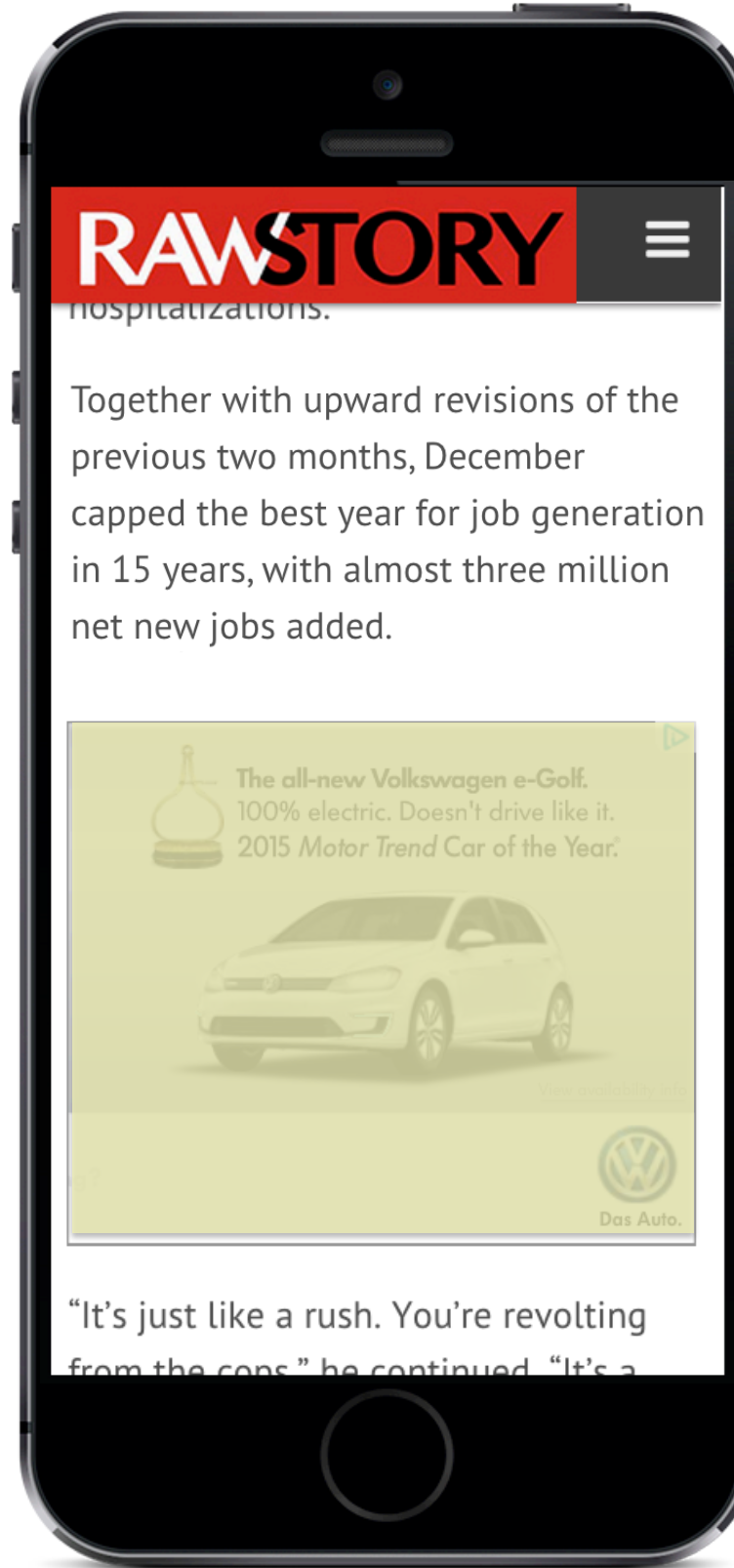
Raw Story @RawStory · 32m



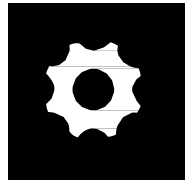


# MOBILE ADS

**RAW STORY'S** responsive mobile site is a must-have addition to your campaign. We accept a variety of creatives for mobile units, including display, interstitials, petition campaigns and custom sponsorships.







# SPECS

## BILLBOARD

- Pixels: 300w x 250h, 300w x 600h
- Format: JPG, PNG, GIF, Flash, Rich Media. Please include a static GIF with all Flash creatives. Maximum initial download file weight: 40K. Animated GIFs can cycle a maximum of four times with a two-second pause between each cycle. Animation must not run longer than 15 seconds. Advertiser may submit a maximum of 3 separate creatives, and the impressions that you have purchased will be rotated over the creatives evenly.
- Note: All Flash creatives must be modified by the client to enable click-through tracking.

## LEADERBOARD

- Pixels: 728w x 90h, 970w x 90h
- Format: JPG, PNG, GIF, Flash, Rich Media. Please include a static GIF with all Flash creatives. Maximum initial download file weight: 40K. Animated GIFs can cycle a maximum of four times with a two-second pause between each cycle. Animation must not run longer than 15 seconds. Advertiser may submit a maximum of 3 separate creatives, and the impressions that you have purchased will be rotated over the creatives evenly.
- Note: All Flash creatives must be modified by the client to enable click-through tracking.

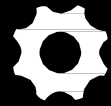
## MOBILE LEADERBOARD

- Pixels: 320w x 50h
- Format: JPG, PNG, GIF
- Maximum initial download file weight: 20K
- Advertiser may submit a maximum of 3 separate creatives, and the impressions that you have purchased will be rotated over the creatives evenly.

## INTERSTITIAL

- Pixels: 640w x 480h
- Format: JPG, PNG, GIF, Flash, Rich Media. Please include a static GIF with all Flash creatives. Maximum initial download file weight: 100K
- Interstitial page displays for 15 seconds between 1st and 2nd page of user's visit to the site. Advertiser may submit a maximum of 3 separate creatives, and the impressions that you have purchased will be rotated over the creatives evenly.
- Note: All Flash creatives must be modified by the client to enable click-through tracking.





# SPECS

## PUSHDOWN

- Pixels Closed: 970w x 90h
- Pixels Opened: 970w x 415h
- Format: Rich Media. Currently tested to work with Unicast. Other Rich Media types will require additional testing leadtime.
- Maximum initial download file weight: 60K

## SITE SKIN

- Pixels: 1280w x 1024h background image for site homepage
- Note: Only the leftmost 145x1024 pixels and rightmost 145x1024 pixels will be visible. The website content will display over the center 990 pixels.
- Format: JPG, PNG, GIF
- Maximum download file weight: 100K

## OVERLAY PETITIONS

- Pixels: 640w x 480h (variable)
- Note: Please submit an image file in .jpg, .gif, or .png format, approximately 100K max file size (flexible). Please ensure that the style and location of your text boxes and “submit” button are mocked up. We will add a close button and the word “Advertisement” above the image. We will collect information entered into the form in our database. You may include as many fields as will reasonably fit and be useful to you (e.g., first name, last name, email, etc.)

## DISPLAY - RICH MEDIA TYPES ACCEPTED

- Raw Story’s ad server is provided by Google and can support most rich media ad types including Ad4Ever, Atlas, BlueStreak, DART, DHTML, Enliven, Eyeblaster, Eyewonder, Flash, HTML, JavaScript, Pointroll, Shockwave, Shoshkeles, Zedo. We accept rich media video ads that run a maximum of 15 seconds.

## SOUND, EXPANDABLES, POP AND OVERLAY ADS

- Sound may only be initiated by a user’s click; no ad may default to “Sound On” or initiate sound upon rollover without prior review and consent of Raw Story. Expandable ads, though generally permitted, may be subject to review and possible suspension depending upon placement and interaction with Raw Story’s content. Check with your Raw Story ad sales representative prior to running expandable ads.



# RAWSTORY

BE PART OF THE STORIES THAT MATTER

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For advertising inquiries or feedback, contact  
**Roxanne Cooper** at 202.538.0274 or at  
[rox@drawstory.com](mailto:rox@drawstory.com).