

# Ace of Spades

## SITE URL

http://ace.mu.nu/

## SITE DESCRIPTION

Ace of Spades HQ is a conservative, humor-driven U.S. political blog. It covers current events, legal issues, and a range of popular culture topics. Ace of Spades HQ has also been quoted, mentioned, and referenced on the Wall Street Journal's Web site, Fox News, CNN, National Review, The Weekly Standard, and many notable online magazines. The American Conservative Union's Conservative Political Action Conference (CPAC) named Ace "Blogger of the Year" in March 2008.

## TRAFFIC STATISTICS

3.6 million monthly page views  
 14.5 million monthly ad impressions  
 600,000 monthly unique visitors

## AVAILABLE AD UNITS

- A. 728x90 leaderboard
- B. 300x250 Medium Rectangle (middle of page)
- C. 160x600 Wide skyscraper (left side)
- D. 160x600 Wide skyscraper (left side)

The screenshot shows the Ace of Spades HQ website layout. At the top is a navigation bar with the site logo and a header area labeled 'A' containing a 728x90 leaderboard ad. Below the header is a main content area with a large left sidebar labeled 'C' containing a 160x600 wide skyscraper ad. The main content area features several articles with a central ad placement labeled 'B' (300x250 medium rectangle) and another ad placement labeled 'D' (160x600 wide skyscraper) on the right side of the content area. The website includes various sections like 'Top Headlines', 'Recent Comments', and 'Frequently Asked Questions'.

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# Ace of Spades demographics



## GENDER

Male	65%
Female	35%

## AGE

18-34	26%
35-49	37%
50 +	37%

## HOUSEHOLD INCOME

0-30k	16%
30-60k	24%
60-100k	28%
More than 100k	32%

## POLITICAL PARTY

Republican	62%
Democrat	10%
Independent	15%
Other/None	13%

## EDUCATION LEVEL

No college	22%
Attended college	45%
Attended graduate school	33%

## OTHER

CEO/COO and C level executives	9%
Own or are considering a Hybrid	10%
Have \$250k to invest	14%

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