

# Ann Coulter

## SITE URL

<http://www.anncoulter.com>

## SITE DESCRIPTION

The home page for one of America's top conservative commentators and humorists. **Ann Coulter** is a frequent guest on the Fox News Channel and MSNBC.

## TRAFFIC STATISTICS

1.3 million monthly page views  
4 million monthly ad impressions  
450,000 monthly unique visitors

## AVAILABLE AD UNITS

- A. Top position  
728x90 leaderboard
- B. Top, in-content position  
468x60 banner
- C. Right, in-content position  
300x250 medium rectangle
- D. Right, in-content position  
180x150 small rectangle
- E. Right, in-content position  
Text ads visit [www.adbrite.com](http://www.adbrite.com)
- F. Right, in-content position  
180x150 small rectangle

*Editorial content has been shortened to allow screen shot to fit in the space provided. Ad placement locations shown are only approximate. Actual placement locations can change due to editorial content length.*

For advertising sales inquiries please call 703.242.7878 or email [adsales@intermarkets.net](mailto:adsales@intermarkets.net)

The screenshot shows the homepage of Ann Coulter's website. The layout includes a top navigation bar with the site name and URL, a main content area with text and images, and a right sidebar with various advertisements. Six specific ad placement locations are marked with letters A through F:

- A:** Top position, 728x90 leaderboard.
- B:** Top, in-content position, 468x60 banner.
- C:** Right, in-content position, 300x250 medium rectangle.
- D:** Right, in-content position, 180x150 small rectangle.
- E:** Right, in-content position, text ads visit [www.adbrite.com](http://www.adbrite.com).
- F:** Right, in-content position, 180x150 small rectangle.

The main content area features a headline "IF DEMOCRATS HAD ANY BRAINS, THEY'D BE REPUBLICANS" and a sub-headline "BUSH 7, TERRORISTS 0". The right sidebar contains several advertisements, including a "3 CONSERVATIVE BOOKS FOR \$1 EACH" promotion and a "CONSERVATIVE BOOK CLUB" advertisement.

# Demographics



## GENDER

Male	83%
Female	17%

## AGE

18-24	6%
25-34	38%
35-44	21%
45-54	23%
55-64	7%
65+	5%

## HOUSEHOLD INCOME

Less than 25k	7%
25-49k	6%
50-74k	59%
75-99k	3%
More than 100k	15%

## EDUCATION LEVEL

Attended College	75%
Attended Graduate School	34%

## MARITAL STATUS

Single	33%
Married	67%

## CHILDREN IN HOUSEHOLD

Yes	40%
No	60%

## RESIDENCE

Own	65%
Rent	35%

## POLITICAL PARTY

Republican	66%
Democrat	1%
Independent	10%
Other/None	23%

## POLITICAL ACTIVITY

Registered to vote	88%
Donated money to political candidate	24%
Visit sites for political information	68%

## OTHER

Purchased online products/services	97%
Make purchase decisions for work	49%
Satellite radio	73%
Drive luxury vehicle	15%
Personal trip last year	9%
Business trip last year	14%
Pets in household	47%
Purchased book online in last 6 months	33%

## INTERNET CONNECTION

Broadband	87%
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