

# NewsBusters

## SITE URL

<http://www.newsbusters.org>

## SITE DESCRIPTION

**NewsBusters** is a project of the Media Research Center, the leader in documenting, exposing and neutralizing liberal media bias. The **NewsBusters'** blog provides immediate exposure of liberal media bias, insightful analysis, constructive criticism and timely corrections to news media reporting.

## TRAFFIC STATISTICS

12 million monthly page views  
37 million monthly ad impressions  
1 million monthly unique visitors

## AVAILABLE AD UNITS

- A. Top position  
728x90 leaderboard  
468x60 banner
- B. Top right, sidebar position  
300x250 medium rectangle
- C. Right, sidebar position *[top]*  
120x600 skyscraper  
160x600 wide skyscraper
- D. Far right, sidebar position *[bottom]*  
120x600 skyscraper  
160x600 wide skyscraper

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

The image shows a screenshot of the NewsBusters website. The website has a blue header with the 'NewsBusters' logo and navigation links. The main content area features several news articles with images and headlines. Four white boxes with blue borders and labels A, B, C, and D indicate potential ad placement locations:

- A:** Located at the top of the page, above the main content area.
- B:** Located in the top right corner, above the sidebar.
- C:** Located on the right side of the page, between the main content and the sidebar.
- D:** Located at the bottom right of the page, below the sidebar.

Each box contains the text 'Your ad here.' and the URL 'www.intermarkets.net'.

# Demographics



## GENDER

Male	65%
Female	35%

## AGE

18-24	1%
25-34	37%
35-44	19%
45-54	13%
55-64	11%
65+	19%

## HOUSEHOLD INCOME

Less than 25k	19%
25-49k	22%
50-74k	43%
75-99k	13%
More than 100k	3%

## EDUCATION LEVEL

Attended College	81%
Attended Graduate School	19%

## MARITAL STATUS

Single	46%
Married	54%

## CHILDREN IN HOUSEHOLD

Yes	35%
No	54%

## RESIDENCE

Own	48%
Rent	52%

## POLITICAL PARTY

Republican	52%
Democrat	19%
Independent	16%
Other/None	13%

## POLITICAL ACTIVITY

Registered to vote	64%
Donated money to political candidate	17%
Visit sites for political information	41%

## OTHER

Purchased online products/services	92%
Make purchase decisions for work	18%
Drive luxury vehicle	5%
Personal trip last year	68%
Business trip last year	30%
Pets in household	62%
Purchased book online in last 6 months	25%

## INTERNET CONNECTIVITY

Broadband	86%
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