



[www.RasmussenReports.com](http://www.RasmussenReports.com)



## RasmussenReports.com

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**Site URL**

http://www.RasmussenReports.com

**Site Description**

**Rasmussen Reports** is the most visited public opinion website in the U.S. It is widely acclaimed as the Internet publishing source for the nation's most accurate opinion polling information on subjects ranging from economic confidence to Presidential politics ... based on interviews with Americans occurring every night of every week. Rasmussen Reports is often the first resort for policymakers and decision leaders.

**Page view statistics**

5 million page views monthly  
 15 million ad impressions monthly  
 600,000 unique visitors monthly

**ROS and Business category targeting is available.**

**Available ad units home page.**

**A. Left, sidebar position**

Available sizes  
 120x600 skyscraper  
 160x600 wide skyscraper

**B. Right, in-content position**

Available sizes  
 300x250 medium rectangle

**Ad placement locations shown are only approximate. Actual placement location can change due to editorial content length.**

The screenshot shows the RasmussenReports.com homepage. At the top, there is a navigation bar with the site logo and a search box. Below the navigation bar, there are several sections: 'SIGN UP FOR FREE DAILY UPDATES', 'BREAKING POLL' featuring a photo of a man, 'MOST RECENT RELEASES' with a list of articles, 'TOP STORIES' with a list of headlines, 'ELECTION 2008', 'CURRENT EVENTS', 'MOOD OF AMERICA', 'BUSINESS', 'LIFESTYLE', and 'RASMUSSEN REPORTS IN THE NEWS'. Two ad placement areas are highlighted with blue boxes and labels: 'A' is a vertical sidebar on the left side of the page, and 'B' is a rectangular space in the top right content area, overlapping the 'TOP STORIES' and 'ELECTION 2008' sections. Both ad areas contain the text 'Your ad here.' and the URL 'www.intermarkets.net'.

ROS and Business category targeting is available.

Available ad units

A. Top position

Available sizes  
468x60 banner  
728x90 leaderboard

B. Middle, in-content position

Available sizes  
300x250 medium rectangle

C. Left, sidebar position

Available sizes  
120x600 skyscraper  
160x600 wide skyscraper

D. Right, sidebar position

Available sizes  
180x150 small rectangle

Ad placement locations shown are only approximate. Actual placement location can change due to editorial content length.

The screenshot shows the RasmussenReports.com website layout. At the top, there is a navigation bar with the Rasmussen Reports logo and a search box. Below the navigation bar is a sign-up form for daily updates. The main content area features a large article titled "72% Say Gas Prices Biggest Threat to Economy" with a sub-headline "Tuesday, July 15, 2008". The article text discusses the impact of rising gas prices on the economy and public opinion. On the right side, there is a "Survey of 1,000 Adults July 13-14, 2008" section with a table of results and a "TOP STORIES" section listing various news items. Four ad placement locations are marked with letters A, B, C, and D. Location A is a banner at the top of the article. Location B is a medium rectangle in the middle of the article. Location C is a tall skyscraper in the left sidebar. Location D is a small rectangle in the right sidebar.

Issue	Response
Price of Gas and Oil	72%
Declining Value of Housing	11%
Food Prices	9%
Not Sure	8%

**Gender**

Male	71%
Female	29%

**Age**

Under 18	2%
18-24	4%
25-34	10%
35-44	16%
45-54	24%
55-64	27%
65-74	13%
75 +	4%

**Household income**

Under 20k	4%
20-35k	6%
35-50k	10%
50-75k	16%
75-100k	16%
100k +	34%
Did not answer	15%

**Political party**

Republican	41%
Democrat	29%
Independent	21%
Another Party	2%
No Affiliation	8%

**Online shopping**

Purchased online products/services	91%
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**Occupation**

Working Professional	30%
Retired	23%
Student	5%
Unemployed	5%
Other	37%



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