Townhall Media

Conservative Media Powerhouse

We are a conservative political publisher bringing breaking news, commentary and analysis to an audience of millions of Americans. Our unique collection of digital properties includes Townhall, HotAir, Twitchy, PJ Media, RedState and Bearing Arms—each with its own renowned style and dedicated readership. Our content engages civic-minded citizens around the world, reaching more than 55 million sessions per month. When not writing for our sites, our top editors can be seen as regular contributors on major cable news networks.

Townhall Media is an affiliate of Salem Media Group, named a "conservative multi-media powerhouse" by The Wall Street Journal. Salem Media Group encompasses a family of Christian and news talk radio broadcasters, as well as internet, magazine and book publishers across the country.
Compared to the average internet user, our audience is:

- **94%** more likely to subscribe to a political publication
- **74%** more likely to donate to a political party

In today’s political landscape, Townhall Media readers refuse to take a backseat and remain engaged throughout cycles.
The Townhall Media Digital Properties

For 25 years, Townhall has been one of the nation’s leading conservative outlets, delivering the latest from inside the Beltway to an engaged national audience. As a trusted and respected platform, Townhall is home to breaking news and opinion from some of the country’s leading experts in politics, policy and current events.

Hot Air is one of the most popular digital destinations for both mainstream conservatives and Beltway influencers. Readers rely on HotAir to deliver unrivaled political analysis and insight from a dedicated editorial team always keeping an ear to the ground for the next big story.

Contributors across the country challenge the status quo and inform readers based on their shared mission and conservative values. The RedState team aspires to educate, motivate and activate passionate individuals who want to make a meaningful impact in their communities and hold their elected officials accountable.

Bearing Arms is a dedicated Second Amendment site, sharing stories about firearms training, guns and gear and responsible self-defense. As highly respected, influential and active voices in the industry, the Bearing Arms team makes waves in the way readers learn about - and defend - their gun rights.

The Twitchy team mines Twitter to bring you “who said what” in U.S. politics, sports, entertainment and media 24/7. If it’s news, they’re on it. If it should be news, they’re ahead of it. Staying connected is easy with Twitchy — the news wire of the 21st century.

Insightful news, commentary and analysis on politics, public policy, culture and breaking stories, provided by an all-star lineup of columnists and reporters.
Advertising with Townhall Media

The Townhall Media advertising team can help you reach millions of politically active, educated and affluent readers each month across our network of influential websites. Our newsletters and site-specific dedicated email lists are powerful tools for advertisers and direct marketers looking to drive actionable results from the Townhall Media audience. With full and partial-list sends available - in addition to a variety of display and native advertising options - our sales and advertising operations teams can help clients tailor an effective campaign with the perfect reach.

**PROGRAMMATIC GUARANTEED:**
Programmatic advertising uses real-time bidding infrastructure to bring the power of programmatic to our client. Programmatic connects our ad server directly with the advertiser’s DSP giving advertisers access to our premium guaranteed inventory with features; first party audience targeting, cross-campaign optimization, creative control, unified reporting and frequency management.

**STANDARD DISPLAY AD SPECS**
- **LEADERBOARD:** 728×90
- **HALF PAGE:** 300×600
- **MEDIUM RECTANGLE:** 300×250

**HIGH IMPACT AD UNIT SPECS**
- **BILLBOARD:** 970×250
- **PANORAMIC:** CUSTOM
  - Panoramic ads have an edge-to-edge responsive background and variable height based on client creative.

**NEWSLETTER AD UNIT SPECS**
- **NEWSKETTER PACKAGE - ALL NEWSLETTERS**
  - **LEADERBOARD:** 728×90
  - **MARQUEE AD:** 970×250
  - **MEDIUM RECTANGLE:** 300×250
  - **300×250 Medium Rectangle Ad**
  - **300×600 Half Page Ad**

**728×90 Leaderboard Ad**

**970×250 Billboard Ad**

**300×250 Medium Rectangle Ad**

**Panoramic Ad**

**300×600 Half Page Ad**
Email Products

The Townhall Media email product gives advertisers direct access to conservatives within our engaged and dedicated subscriber base. With newsletter advertisements and dedicated email options, packages can be customized to meet specific goals that provide an optimized return.

DEDICATED EMAIL:
TOWNHALL MEDIA: 600K

Dear Fellow American,

Freedom is precious. Even with all the turmoil and injustice we see in the world around us, we still too often take these freedoms for granted.

In our great country, the Constitution serves to safeguard this freedom. Most Americans think they know it well, since they learned about it in school.

But far too few Americans properly understand the Constitution and the freedoms it protects.

Now you can deepen your understanding of this document and its principles in Hillsdale's most popular online course: "Constitution 101: The Meaning and History of the Constitution."

Start your education with Hillsdale by enrolling in "Constitution 101: The Meaning and History of the Constitution."

Activate your free course now.

I wish you all the best in your future studies.

Warm regards,

Kyle Krump, '09
Director of Online Learning
Hillsdale College
EMAIL NEWSLETTER PACKAGES:
AD PLACEMENTS IN OUR DAILY NEWS DISTRIBUTIONS ACROSS ALL BRANDS

EMAIL NEWSLETTER
SUBS: 1.7 MILLION
OPEN RATE RANGE: 26-28%
CLICK THROUGH RATE RANGE: 0.07-0.15%
Native Advertising

Native content allows advertisers to promote their brand or message to the Townhall Media audience in a natural, non-invasive manner. It mirrors the look and feel of our editorial content with an added sponsorship disclaimer and can be promoted across all properties.

The Townhall Media content team can collaborate with clients to help them choose the best type of campaign and present their message within our editorial voice. This approach ensures maximum engagement with our unique audience.

Native content creative opportunities can be customized to include videos, A/B testing, sponsored columns, forms and rich, interactive media.
High Impact Ad Unit

Our largest placements draw immediate attention to the top of the page across all properties.

**BILLBOARDS:**

Trump’s Traveling Ego Tour: Trump Launches Immediate Rally Tour to Thank Supporters

**PANORAMIC ADS:**

Customizable and rich media capable
Connecting K Street to Main Street

A Trusted American Source

The political landscape is constantly evolving, and our readers trust Townhall Media to keep them informed. Our team of dedicated professionals is solution-oriented, constantly working to earn the trust of all sides of the equation - from the pulse of the electorate in Middle America, to Beltway influencers and advertisers alike.
A message from our sponsor

Townhall

Friend,

You’ve been selected to take this short FOUR QUESTION Poll about the Nevada ballot. Please click here or below to take the survey.

Will you forward this to your friends to make sure the poll embodies as many Nevadans as possible?

Thank you,

Polling Team

Protecting Nevada’s Children

Next: Oh, That Time When Clinton Said Anyone Who...

EXCLUSIVE SCOOPS AND INTERVIEWS

EXCLUSIVE: Meet the Conservative Parkland Massacre Survivor the Media Has Largely Ignored

Michael Hマーク・ミシェル・ハリガート - Townhall Exclusive

Barack Obama survived three assassination attempts and the future president still managed to ruin his campaign with a racist smear.

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Protecting Nevada’s Children

The battle for President-elect Donald Trump’s secretary of state continues to get more interesting as David Petraeus appears to have joined the list of candidates. The retired four-star general is set to meet with Trump in New York on Monday.

Will you forward this to your friends to make sure the poll embodies as many Nevadans as possible?

Thank you,

Polling Team

Protecting Nevada’s Children