

Websites



OVERVIEW

Online We Reach Millions of Affluent, Influential, and Highly Responsive Readers . . .

Each month Newsmax reaches 14 million Americans via our informative websites, opt-in email news alerts, Newsmax Feed Network, newsletters, and magazine.

Our news team is composed of some of the most distinguished, award-winning journalists in the industry. For advertisers, our targeted demographic and subscriber base of upper-income baby boomers is hands-down one of the most attractive audiences in the marketplace.

Newsmax is more than just news — it's the drama of news: Washington intrigue, Wall Street insiders, Hollywood happenings, money and power, war and peace, refreshing opinion, medical and health news, as well as investigative reporting.

Forbes magazine has called Newsmax a “news powerhouse” and The New York Times says it is a “potent force” in U.S. politics.

Readers get commentary and insight from brilliant minds such as:

- ▶ Michael Reagan
- ▶ Ben Stein
- ▶ Fared Zakaria
- ▶ Dr. Ben Carson
- ▶ George Will
- ▶ Dr. Laura Schlessinger
- ▶ Alan Dershowitz
- ▶ Jim Rogers
- ▶ Scott Rasmussen
- ▶ Larry Kudlow
- ▶ Robert Wiedemer
- ▶ John Stossel

. . . plus many other contributors who offer our readers the stock and financial news they need to manage their wealth.

Our top team of medical doctors includes Mehmet Oz, Michael Roizen, Erika Schwartz, Russell Blaylock, and Chauncey Crandall.

We provide everything our upscale, information-hungry baby boomer readers want in an exciting news-you-can-use format.

When they really want to know, they turn to Newsmax 24/7 — online, in email, print, and even on television via Newsmax TV.

Newsmax is a powerful way to reach our highly responsive audience. We deliver results!

Newsmax is tracked by comScore as one of the top independent news websites in the nation. If you're looking for highly engaged citizens, families with high household incomes, high-end vacation travelers, or car buyers, we can help you pinpoint your target.

Newsmax Media delivers frequency, reach, scalability, and targetability.

Tap into the power of Newsmax.

Call our Advertising Team today, toll-free at 888-766-7542, and take your profits to the max with Newsmax!

Sections & Features



- ▶ Newsmax.com Home
- ▶ TV
- ▶ World
- ▶ Money
- ▶ Health
- ▶ Newsfront
- ▶ America
- ▶ Politics
- ▶ Insiders
- ▶ The Wire
- ▶ Sci & Tech
- ▶ Slideshows
- ▶ Jokes

WEB METRICS

Newsmax.com Profile

Newsmax.com is a top independent news website with a highly desirable, engaged readership with one of the largest baby boomer audiences on the Web.

Our audience has strong interests in health, finance, lifestyle, well-being, personal products, and even charitable and political causes.

Newsmax.com offers timely, insightful coverage of relevant news and topics impacting Americans today. Newsmax’s coverage is delivered to all PC, tablet, and smartphone platforms.

With the latest breaking news from an award-winning team of journalists along with contributions from well-known and respected Insider columnists, Newsmax.com is a primary source for millions of loyal, responsive readers.

- ▶ 10.3 million average monthly unique visitors
- ▶ 60 million average monthly page views
- ▶ 5.6 pages per unique visitor

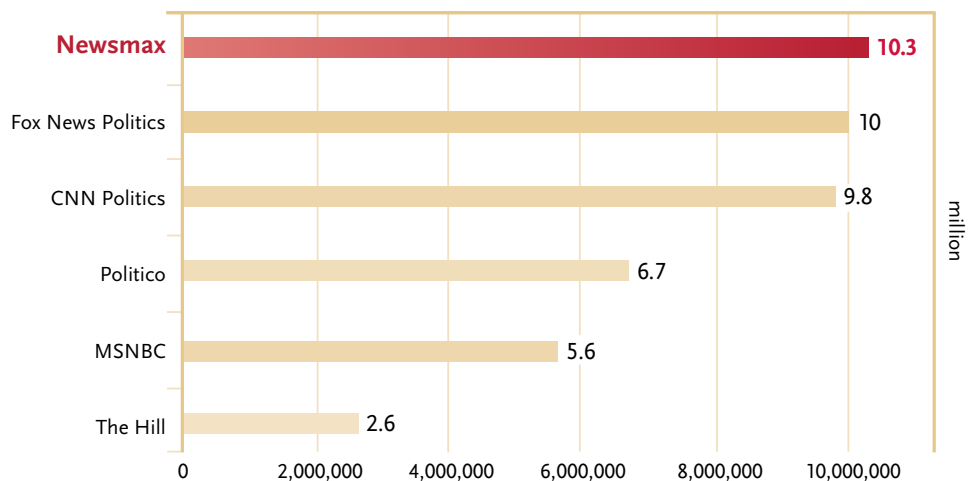
SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

Demographics

- ▶ 63% of readers are male
- ▶ 82% of the Newsmax.com audience is 45 years of age or older
- ▶ 79% of readers have attended college
- ▶ 33% of readers have a household income of \$100,000+
- ▶ 16% have a net worth in excess of \$1 million
- ▶ 25% are top management, C-level executives or own their business
- ▶ 20% more likely than the national average to have completed graduate school and received a degree

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

Top News Websites



SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

Sections & Features



- ▶ NewsmaxFinance.com Home
- ▶ Street Talk
- ▶ Personal Finance
- ▶ Economy
- ▶ Companies
- ▶ Markets
- ▶ Investing & Analysis
- ▶ Insiders
- ▶ Money Wire
- ▶ Newsletters

WEB METRICS

Newsmax Finance Profile

NewsmaxFinance.com reaches a highly desirable and extremely responsive audience of investors who are anxious to hear the latest financial and investment news. These consumers not only track the economy, but also want the latest stock, bond, commodity, precious metals, currency, and other market information and advice — and are willing to pay top dollar for it.

Typical NewsmaxFinance.com visitors are affluent, likely male baby boomers who want to take control of their financial future, as well as protect and grow their nest egg as they move toward retirement. Visitors are also treated to blue-chip financial advice from a variety of credible, financial sources such as Larry Kudlow, Peter Orszag, James Dale Davidson, Robert Wiedemer, Mohamed El-Erian, and Tom Hutchinson, among others.

- ▶ 2.9 million average monthly unique visitors
- ▶ 4.7 million average monthly page views
- ▶ 2.3 pages per unique visitor

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

Demographics

- ▶ 74% of readers are male
- ▶ 70% of the NewsmaxFinance.com audience is 55 years of age or older
- ▶ 79% of readers have attended college
- ▶ 60% of readers have a household income of \$75,000+
- ▶ 157% more likely to have an account with a discount brokerage firm
- ▶ 147% more likely to have a portfolio valued between \$250,000 and \$499,999
- ▶ 396% more likely to have a brokerage account with Morgan Stanley
- ▶ 226% more likely to have a brokerage account with Charles Schwab
- ▶ 227% more likely to receive quotes online 1 to 2 times per week
- ▶ 126% more likely to own a home improvement loan
- ▶ 181% more likely than the national average to own a small business credit card

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

Sections & Features



- ▶ NewsmaxHealth.com Home
- ▶ Health News
- ▶ Cancer
- ▶ Heart
- ▶ Brain Health
- ▶ Diabetes
- ▶ Natural Health
- ▶ Anti-Aging
- ▶ Diet & Fitness
- ▶ Health Wire
- ▶ Newsletters

WEB METRICS

Newsmax Health Profile

NewsmaxHealth.com is a vital source for our most health-conscious readers who are seeking to maintain a long and robust life.

They are hungry for the latest news on medical breakthroughs, medical studies, conventional and alternative medicines, prescription drugs and nutritional supplements.

NewsmaxHealth.com offers them advice from renowned nutritionist Dr. Russell Blaylock and relevant health news from prominent medical doctors, such as Dr. Peter Hibberd, Dr. Chauncey Crandall, Dr. Erika Schwartz, Dr. Kenneth Beer, and others. The website audience is highly responsive to health, medical, nutritional and alternative health promotions, in addition to offers that promote a dynamic lifestyle. They are constantly searching for products, supplements, and services that will help them and their loved ones achieve and preserve optimal health and wellness.

- ▶ 2.7 million average monthly unique visitors
- ▶ 3.9 million average monthly page views
- ▶ 1.7 pages per unique visitor

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

Demographics

- ▶ 55% of readers are male
- ▶ 52% of the Newsmaxhealth.com audience is ages 35-64
- ▶ 82% of readers have attended college
- ▶ 71% of readers have a household income of \$60,000+
- ▶ 59% of readers have a household income of \$75,000+
- ▶ 61% of the Newsmaxhealth.com audience own a pet
- ▶ 55% more likely than the national average to shop for vitamins or nutritional supplements
- ▶ 89% more likely to purchase these vitamins or nutritional supplements online
- ▶ 146% more likely to have read health newsletters in the last month

SOURCE: Comscore Plan Metrix Audience Profile Report Q1 2016

Advertising Types

Medium Square (300x250)



Sponsored Headline

Around the Web

- Male enhancement exposed - Pilot Tells His Secret
- A money-hiding secret Obama may not want you to know
- The #1 vitamin Deficiency Damaging Your Brain
- Wife Finds Her Husband Cure for ED
- This free testosterone secret will drive her WILD!

RSS Feed

NEWSMAX HEADLINES

- Club for Growth, Heritage Blast Boehner
- Does Israel Have Solution for Shootings?
- Domino's Founder Sues over Obamacare
- This Weird Spice Remedies Diabetes
- Should Boehner Agree to Tax Hike? Vote Here
- Trump Buying Golf Sources in Florida, Everywhere
- Snacks Tied to Colon Cancer, Beware
- Video Exposes Dangers of Obamacare Law [What's This?](#)

RATE CARD

Graphic Advertising

Standard Rectangle (300x250)

- ▶ Medium rectangle banners appear on right side of all pages and are offered run-of-site or targeted by section.

Skyscraper (160x600)

- ▶ Skyscraper banners run on the left side of key section pages.

Mobile (320x50)

- ▶ Rectangle banner appears centered on the bottom of the mobile site.

Mobile Adhesive (320x70 , 480x70 , 768x110 , 1024x110)

- ▶ Rectangle banner appears centered on the bottom of the mobile site and remains in position as user scrolls.

Desktop Adhesive (480x50 , 768x90 , 1024x90)

- ▶ Rectangle banner appears centered on the bottom of the Desktop site and remains in position as user scrolls.

Recommended Special Links (215x161)

- ▶ Image and text located on the bottom of all article pages.

Mobile In-Article (300x250)

- ▶ Rectangle banners appear in the middle of article pages on mobile site.

Desktop In-Article (300x250)

- ▶ Rectangle banners located within article pages.

Scroll-to-Play Video (600x300)

- ▶ Video on all health and finance article pages.

Comments Banner (600x250)

- ▶ Rectangle banner appears at the bottom of the article, above the comments section

Display Sponsorships (160x600, 600x160)

- ▶ Rectangle banners on the bottom and left side of any article on health or finance pages

Text Advertising

Sponsored Headline "Around the Web"

- ▶ Text headline displayed on all pages, on right rail and at the conclusion of each article in the content well. Identified as "Around the Web."

Breaking News Sponsored Headline

- ▶ Premium positioned text link at top of the homepage and all section pages for Newsmax.com, Newsmaxhealth.com and Newsmaxfinance.com. Ad runs for 24 hours. Available 2x per month, per advertiser.

Newsmax Feed Network†

- ▶ Text Headline displayed across Newsmax's network of 1,600+ publisher websites. Feed ads placed through bidding exchange.

Native Ad

Built to resemble a News Article, your Ad will be placed on either Newsmax's Homepage, finance page, or health page. This averages 1.5-4 clicks a minute.

- ▶ Native Ad on Newsfront page with image, and in-text ecomm on article pages.

Websites



RATE CARD (CONTINUED)

Social Media Advertising

Reach our list of over 1 million active Facebook followers and over 56 thousand Twitter followers through one of the most effective advertising platforms. Our Facebook posts have a weekly reach of about 10-15 million views through our posting efforts and our followers increase at approximately 12-15 thousand per week.

DIGITAL FILE REQUIREMENTS

Advertisements Mechanical Requirements

Acceptable File Types

- ▶ JPEG (Joint Photographic Experts Group) format with .jpeg or .jpg extension
- ▶ GIF (Graphic Interchange Format) with .gif extension
- ▶ Plain text ad script with .html extension
- ▶ All files must be able to be opened directly from Internet Explorer without modification.

Web Optimization

- ▶ Creatives may not exceed 50kb
- ▶ No high contrast
- ▶ No flickering

Click Tags

- ▶ The variable name must be spelled "clickTAG" (uppercase TAG; no space between click and TAG) and not "click tag," "Click Tag," or any other form.

Actionsript 2.0

```

1 on (release){
2     if (clickTAG.substr(0,5) == "http:"){
3         getURL(clickTAG, "_blank");
4     }
5 }
```

Actionsript 3.0*

```

1 import flash.events.MouseEvent;
2 import flash.net.URLRequest;
3
4 buttonOrObjectReceivingClick.addEventListener(
5     MouseEvent.CLICK,
6     function(event: MouseEvent) : void {
7         flash.net.navigateToURL(new URLRequest(
8             root.loaderInfo.parameters.clickTAG, "_blank");
9     }
10 );
```

*Replace buttonOrObjectReceivingClick when using the Actionsript 3.0 click tag with the actual name of button or element that will be receiving the click.

It's not necessary to specify the destination URL for the ad anywhere in this code; this is taken care of through the usage of clickTAG. Also, depending on the structure of your Flash ad, it may be necessary to prepend "_root." or "_level0." to "clickTAG" above, resulting in "_root.clickTAG" or "_level0.clickTAG".