



Plunderbund is an essential information source for Ohio politicians that leverages the latest web technologies to report, provoke discussion, and inform. Your sponsorship of the site enables us to continue to engage our growing audience in more meaningful ways and provide the kind of political coverage that traditional media outlets are less and less willing to engage in.

We have 3 types of ads available: Banners, Blogads, and Adverposts. Traditional banners are graphics that are displayed on the site. Blogads are graphics combined with text in the sidebar of the blog. Adverposts are also powered by Blogads and are displayed on the home page between the latest post and secondary posts.

### Banner Ad Dimensions offered

- 728x90
- 300x250

### Blogad Dimensions offered

- 150x600 Hi Rise
- 150x200 Standard
- 150x100 Mini

### Adverpost

- 400x400 Large
- 200x400 Classic

## Site Takeover

We also offer a site takeover campaign. These replace the grey background on the site with a custom, clickable graphic and is combined with a 728x90 and 300x250 ad to create a can't miss campaign on Plunderbund!

These campaigns are limited to a week in duration and we only allow one of these campaigns to be run in a given month. We recommend these for big launches or as a way to begin a longer standard ad campaign with a splash!



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**Banner 728x90**

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What the Dispatch won't report on their SB 5 "negotiation" story

**Journalism**  
1871 - 2011

Death of Journalism | Kasich the Beggar | GOP Don't Tolerance | Jarrad Martin (R-Beverlywood) | Dispatch King | The Kasich Economy

**Ohio House Speaker (R) encourages unions to vote for Democrats**  
By Greg on August 27, 2011 | 4 Comments and 13 Reactions

There was a time not too long ago when it was common for some labor unions to endorse candidates from the Republican Party. And by not too long ago, I mean earlier this year. Understandably, the passage of the anti-union Senate Bill 5 legislation has turned many unions away from the Republicans who have supported it in the Statehouse, but I was honestly surprised when House Speaker Bartschler returned the favor by lumping all public unions together with his political enemy, the Democratic Party, by claiming that the lack of union-desired amendments to the pending law was the distinct fault [...]

**Adverpost 400x400, 200x400**

**Kasich the Negotiator strikes again: racetrack slots edition**  
on August 27, 2011 by BudgetWatch

In a little noticed move this week, the Kasich administration rolled out their revised rules for video lottery terminals (VLTs) at racetracks. The changes, approved by a vote of the Lottery Commission on Monday, include some major departures from the Strickland administration, who originally drafted -- then shelved -- the plan. Conveniently, the Strickland plan was put on hold by a citizen referendum -- Let Ohio Vote -- which was led by the husband of Governor Kasich's chief of staff, necessitating a budget fix that put an income tax cut on hold. Hummm... coincidence? but I digress.

Here are [...]

**Full Story... >>>**

**What would REALLY happen if the US balanced its budget like Kasich?**  
on August 27, 2011 by Jarrad

John Kasich gave the *Republican weekly radio address* yesterday and he urged "the federal government to follow Ohio's example." "We looked our problems square in the eye and we didn't blink... and Americans can learn from Ohio," said Kasich.

There are three problems with Kasich's statements that I think need to be pointed out:

First, Republicans in congress are focused on one thing: cutting spending. But John Kasich didn't cut spending. He actually INCREASED spending from the General Revenue Fund (GRF). According to the *Legislative Service Commission (LSC)*, Strickland's last budget had \$90 billion in GRF spending while Kasich's [...]

**Full Story... >>>**

**[Contest:] Waiting for John Kasich**  
on August 26, 2011 by Bob

So now that we've pretty firmly and completely established that the press conference yesterday was one big PR stunt to try to re-frame the debate and paint the unions as the ones who are inflexible and unwilling to negotiate, it's time to have some fun with it.

Announcing the latest PlunderContest:

Waiting for John Kasich

Here is how it works. First download a printable table top slash invitation to the Governor. We have two versions:

**Small table top slash invitation** (suitable for standard paper)

**Large table top slash invitation** (suitable for cardstock)

**Ohio Supreme Court declares JobsOhio legislation giving it exclusive jurisdiction unconstitutional**  
on August 26, 2011 by JarradMartin

SB 1, which created JobsOhio, was railroaded through the legislature so quickly (90 days from introduction to being signed into law.) It made the legislature's consideration of SB peak down-right deliberative in comparison.

After it passed the Ohio House, *Speaker Bartschler admitted* that he had deep concerns that the bill he just passed for the Governor was unconstitutional. The Senate never really addressed these concerns, but instead just consented to the changes the Senate made.

One of the provisions of SB 1 (Section 6) was a mandate that any legal challenge to

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150X200  
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Plunderbund has the most reach of any independent political blog in Ohio. We are frequently picked up by national blogs and relied upon for Ohio-centric political news by those in the Columbus statehouse and pundits and players in Washington, D.C. as well.

According to our advertising partner blogads, Plunderbund has had the highest pageviews of any political blog listed in Ohio on their site and we consistently fall among the top 25-30 nationally.

As of August 23, 2011:

	PRICE	EST. IMPRESSIONS	-CPM
<b>Plunderbund</b> <small>(Order on this blog only)</small> Plunderbund is Ohio's most influential political blog. Period. Available ad types: <i>Mini, Hi-Rise, Standard, Large Adverpost, Classic Adverpost</i> <input type="checkbox"/> <i>Top of 2nd column</i> (1 ad running)	\$80	43,242	(\$1.85)
<b>donewaiting.com</b> <small>(Order on this blog only)</small> Donewaiting.com is a music and film website providing readers with news, mp3s, tour information, commentary, reviews, interviews and more. Loyal readership, large msg board. From Columbus Ohio. Available ad types: <i>Leaderboard, Mini, Hi-Rise, Standard</i> <input type="checkbox"/> <i>Sidebar</i> (2 ads running) <input type="checkbox"/> <i>Premium - Top Right Ads</i> (no ads running)	\$75 \$100	17,842 17,273	(\$4.20) (\$5.79)
<b>Buckeye State Blog</b> <small>(Order on this blog only)</small> The Buckeye State Blog is one of Ohio's oldest and largest political blogs. Available ad types: <i>Mini, Hi-Rise, Standard</i> <input type="checkbox"/> <i>Top Left Corner</i> (no ads running)	\$40	9,017	(\$4.44)
<b>OhioDaily</b> <small>(Order on this blog only)</small>  With comprehensive coverage, edgy analysis, original video and breaking news, OhioDaily is the "must read" progressive blog for the Buckeye State. Available ad types: <i>Mini, Hi-Rise, Standard</i> <input type="checkbox"/> <i>Top of Page, Left Column</i> (1 ad running)	\$35	3,050	(\$11.48)

(Among Ohio blogs on the Blogad network. donewaiting.com is a music blog. Buckeye State Blog and OhioDaily are both political)



Plunderbund sees the most traffic of any other independent political blog in Ohio. Since 2005 we've been a solid voice for progressive causes and candidates, held both Republicans and Democrats accountable, and built a solid base of traffic both in-state and nationally.

Starting in 2010, we added key writers to the site and began an effort to focus on breaking stories and becoming an indispensable source for political news in Ohio. Our efforts paid off as 2010 saw our biggest growth in traffic to date, raising the bar again for in-state political blogs. During this year we welcomed over 350,000 unique visitors and served up over 530,000 pageviews. Visitors spent an average of nearly 3 minutes on the site.

Our traffic trends with election seasons, but we've built a solid base and continue to move our bottom line upward. So far in 2011, we've welcomed 1,038,372 unique visitors and served up 1,812,852 pageviews. This is an increase of 350% over the entire 2010 period. Average time on the site has been nearly 4 minutes and our bounce rate average during this period is a very low 31%. Our audience engagement has never been higher.

## Community

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The Plunderbund brand is very strong in Ohio. Most who are activists, politicians, and government officials are aware of the site. The unique name and fist logotype has set us apart from others in this space. Our fans have strong positive feelings about the site and we hear anecdotal evidence of the strength of our brand all the time.

Our community is very active and participates in comments on the site and on our very popular Facebook page. We are closing in on 4,000 followers there.

We use the Disqus comment engine and so far in 2011 have seen over 9,000 comments and 26,000 "likes" of comments and posts. Our readers are highly active and very engaged with us.

Readers also pay attention to our advertisers. On the occasion when an unfriendly Google Ad appears on our site, readers let us know about it. They obviously care who is advertising and they see these messages. They are very eager to hear progressive messages and see progressive ads on Plunderbund.



To advertise on Plunderbund please contact Eric Vessels at  
[eric@plunderbund.com](mailto:eric@plunderbund.com)