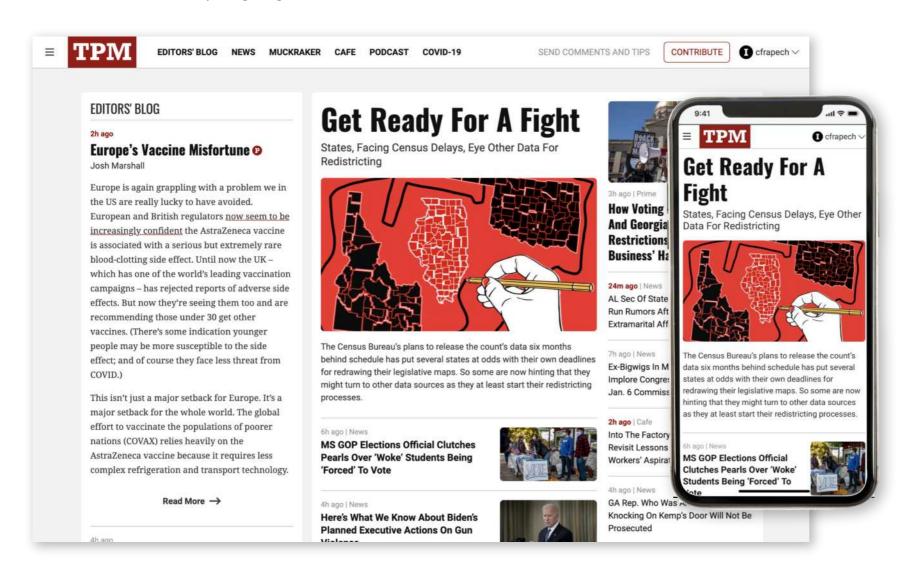


2021 ADVERTISING

THE WEBSITE

The hub for all TPM channels and content, our website serves 3 million monthly readers and is home to 35k paying members. This is where our readers come for continually-updated news analysis focused on the consequential storylines of the moment, and delivered in easily digestible formats.

Unlike that of most digital news sites, TPM's audience comes overwhelmingly through the homepage rather than through search, distribution partners or social media. This means our content is consumed by people who made the specific and conscious decision to visit TPM. The high average amount of time spent on site and the almost unheard-of repeat daily visitor numbers signal levels of engagement and reliance critical to most clients' campaign goals.



3 million monthly readers

92%
of readers visit
TPM daily or
more than once
a day

35K+ paying members

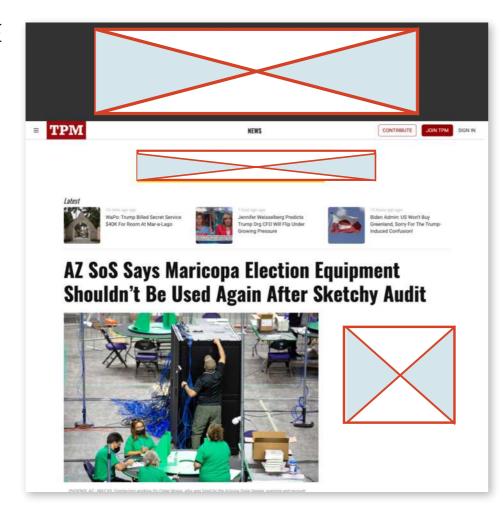
THE SPOTLIGHT

The Spotlight is TPM's newest and most elegant messaging solution. In today's crowded digital environment, a high share of voice is not what it used to be. Readers are as often overwhelmed as they are engaged by immersive, high impact ads.

Our philosophy is to simplify the environment and amplify the message. By removing all the traditional banners from the site and leaving an elegant, natively integrated creative from our sponsor, we simultaneously minimize distractions and increase attention.

Crediting our sponsor for the near ad-free experience drives attention and awareness as well as engendering the good will critical to effective messaging. It's bold, innovative and unexpected.

BEFORE





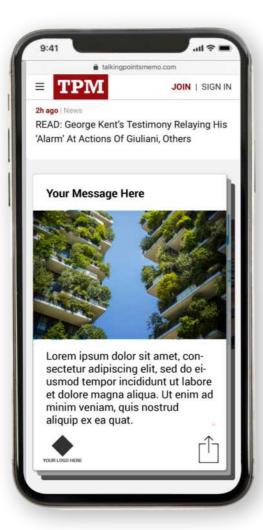
AFTER

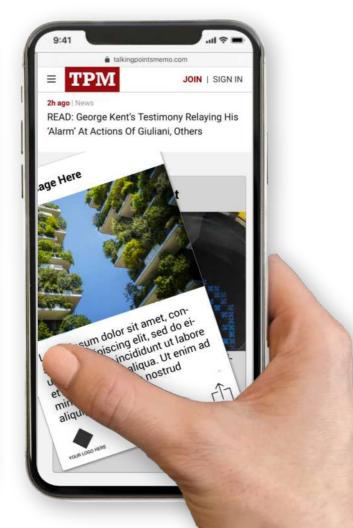
THE FACTSTACK CUSTOM AD UNIT

The FactStack uses the editorial story cards native to TPM to explain factual, iterative arguments. Each stack of cards focuses on one specific narrative, with each individual card highlighting key facts or topic points. The ad units are integrated directly into our primary content stream where readers are used to processing complex information synthesized into a format that can be consumed at a glance.

The FactStack is created using turnkey templates allowing for a streamlined production process and quick turnaround times.







The FactStack: available on mobile and desktop.

THE FRANCHISE

The Franchise is TPM's weekly newsletter on democracy and voting rights. No topic is more central and top-of-mind to center-left influencers today. No publication brings more experience and credibility to it than TPM. Written by TPM's veteran voting rights reporter Tierney Sneed, The Franchise is accessible and easy to digest in its outlines for readers pressed for time and meaty enough for those ready to dig deeper. The Franchise is a must-read for center-left influencers.

30%+ open rate

34K+ subscribers support of a sizable cohort of
Republican rank-and-file, it remains on
life support in the Senate.

Ballot Initiatives May Be The Next Battleground In The Push To Restrict Ballot Access

As fights over legislation that will make it harder to vote head to the courtroom, the ballot initiative process may also provide a venue for some of these battles.

Michigan Republicans have already announced their plans to hijack the state's ballot initiative process to get around the Democratic governor's presumed veto of their restrictive proposals. The way that state's system works means

What you need to know about voting rights and democracy in America



MAY 17, 2021 || ISSUE NO. 1

Push To Restrict Voting Now A Mad Dash

In this issue...

States are running out of time to change their voting laws // Congressional Democrats are running out of options for pushing back // House GOP goes all in on embracing Trump's election lies

Written by Tierney Sneed

there! I'm Tierney! I have been covering voting rights for the ter part of a decade and things have never been crazier. So we at 'M are excited to bring you The Franchise, a weekly newsletter that I cover all the big news in democracy and ballot access. Every week, I'll be recapping what's been happening in the fights over who gets have their voices heard in our system of governance and how they to express it. If you don't wish to receive this newsletter, you n simply opt out by clicking the update preferences link at the bottom this email. Ok, let's get to it.

ate-Level Republicans Scramble To Make Voting arder As The Clocks Runs Out

is year has featured a historic surge in proposals to restrict ballot cess, and several states have made those proposals law. But elsewhere, GOP lawmakers are running out of time to overhaul their election systems.

THE WEEKENDER

All the best parts of TPM, in Weekend Mode po



MAY 29, 2021 || ISSUE NO. 1

Yes, Somehow Gay Moms Are Emasculating The Military

In this issue...

A Welfare Check On Trump and His Buds // Why Are We Talking

About Ammon Bundy Again? // Republicans Refuse To Investigate

Themselves

Written by Nicole Lafond and TPM Staff

weekend newsletter. It's still **The Weekender** you know and improve weekend newsletter. It's still **The Weekender** you know and love, be we gave it a little facelift, which, after 2020, who among us couldn't a spit shine? You'll still get your usual rundown of the news TPM can most about or was most amused by this week. I'll still bombard you with jaded ramblings about my monotonous existence. You'll still be able to pair your morning coffee with a perplexing, bizarre or flavorfu quote from our reporting each week. But we're also sharing some nefeatures. For example, we'll have treats like **Galaxy Brain**, which wi showcase mind-blowing leaps in logic; **New Guy Alert**, in which we shine the spotlight on our favorite, most eccentric political character freshly emerge from the woodwork; or **What's Brewing**, our tasteful conjecture about what next week's headlines will bring.

And there will be more, we're just dipping our toes into a new realm; curating a collection of all the stuff that made us spit out our drinks, revel in the madness or scream into the void each week — served o TPM-y platter for your weekend consumption.

Change is good after a stale year! We hope you agree. Most

Americans have experienced a shift in their personal realities in rece

weeks as the country reopens, timidly embracing change for the first

time in more than a year. Personally, I finally felt comfy shedding my

The Weekender is TPM's all-purpose newsletter, presented in a casual, fun way ideal for weekend reading. Extremely popular among our members, it's is an ideal place to engage with readers in a slower-paced, more personal setting. Typically a mix of analysis, summary, forecasting, and absurdity, The Weekender packages the best of TPM in a single issue easy to read start to finish while enjoying your morning coffee.

Republicans, As Expected, Refuse To Investigate Themselves

This week, Senate Republicans finished off the January 6 commission, which had been dying a slow death over the past couple weeks. After the expected Thursday night vote was delayed by Republican antics over a wholly separate bill, the bipartisan commission legislation finally staggered to the floor Friday afternoon. Republicans actually used the legislative filibuster for the first time this term — though the threat of its usage lingering in the background has been determinative of much of what gets to the floor in the first place — and it was successful.

Only six Republicans voted with the Democrats to advance the bill to debate, **30%+** open rate

33K+ subscribers

TPM EVENTS





TPM Events bring together leading experts, decision makers, and thought leaders to provide insight, clarity, and guidance on the current and future political landscape — especially as it relates to legislation and policy.

Recent events have featured a diversity of topics and panelists and explored issues such as congressional policy priorities, the future of the Democratic Party and the new progressive left's impact on the Democratic conversation.

In 2021, we expect a mix of both virtual and in-person events and offer sponsorship opportunities for both.

THE JOSH MARSHALL PODCAST

The Josh Marshall Podcast is the flagship podcast from Talking Points Memo (TPM). Helmed by TPM founder and editor-in-chief Josh Marshall, the podcast provides analysis and insight into the big stories in U.S. politics. Guests typically include high-profile journalists or politicians such as Chris Hayes, Ronan Farrow, James Clapper, and Preet Bharara, among many others. With over **100k downloads** a month and a **5-star rating** on Apple Podcasts, The Josh Marshall Podcast has built a loyal following and is an extension of the TPM brand.

Advertising opportunities include both live reads and prerecorded messages.





iOStinato, 03/27/2018

Must Hear Context

As with TPM, insightful, reality-based news coverage. If anyone is doing it better I'd like to know.



Ahoop24, 10/09/2019

TPM junkie

These guys are the best. My only issue is I want more. I'm a subscriber to their website and I highly recommend you check it out as well.



CONTACT AND RATES



Contact: Joe Ragazzo, Publisher joe@talkingpointsmemo.com

Spotlight	\$10k/day \$50k/month
FactStack	\$25-\$40 cpm
Newsletter	\$5k/week \$20ik/month
Events	Contact for upcoming events and sponsorship opportunities
Podcast	Live reads: \$50 CPM Prerecorded message: \$30 cpm
Display	\$7-\$15 cpm