

# BECOME A PARTNER



"Townhall.com is 'must reading' for conservatives who want to make a difference."  
*Rush Limbaugh, talk radio host*

Newsweek calls Townhall "a single nerve center serving the separate conservative communities of talk radio and the internet...[with] an audience six or seven times the size of liberal site Daily Kos, the Web's biggest political blog."



**Townhall.com**  
WHERE YOUR OPINION COUNTS

# FOREWORD

## Dear Conservative Colleague:

The Internet is an essential tool in spreading information, building communities, fundraising and stimulating debate throughout a vast geographic area. One of the difficulties facing organizations, however, is finding a cost-effective way to attract interested parties. Fortunately, there is an abundance of concerned conservative Americans regularly using the web, searching for conservative ideas, actions they can take, causes they can support. The challenge is simply reaching them. That is where Townhall.com comes in. Townhall.com is the conservative portal to the web. Since its inception in 1991, Townhall.com has grown into a site that now receives 48 million page views and 2 million unique visitors each month.

Moreover, Townhall.com visitors have hungry minds, averaging more than 25 minutes on the site per visit, and viewing an average of 24 pages each. Hundreds of thousands of these visitors are in turn directed to our partner sites to read their latest online work and learn of their efforts. The benefits of partnering with Townhall include:

- Increased traffic to partner websites
- Catching the attention of reporters and producers surfing Townhall.com for their next story
- Reaching a targeted, conservative, educated, and high earning audience
- Attracting current and potential donors
- Raising the overall profile of partner organizations

While the benefits are many, the value of a Townhall partnership is practically unmatched. Not only does Townhall.com provide valuable services to its partner organizations, it provides these services at extraordinarily low cost. Please take a moment to review the benefits of a Townhall partnership outlined in the pages ahead. By joining the Townhall.com community, your ideas will be in the spotlight, where they can influence a wider audience and attract broader support.

If you are interested in partnering with Townhall.com or have any questions, please do not hesitate to contact me.

Sincerely,

**Garrett Murch**  
**Coalitions Manager**  
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**571-228-4450 (cell)**



## ABOUT TOWNHALL.COM

“Townhall.com has been online since 1991, and was launched on the Web in 1995 as the first conservative web community.”

In that time, only a handful of political sites existed and Townhall.com was the first major investment in on-line activism made by either side. In 2005, Townhall.com split off from The Heritage Foundation in order to expand the scope of Townhall.com's mission to inform, empower and mobilize citizens for political change.

Today Townhall.com pulls together news and information from its 114 different partner organizations, political commentary and analysis from over 100 different columnists, and activism tools developed to empower an active citizenry. Now owned by Salem Communications, a leading U.S. radio broadcaster, Townhall.com receives an average of 1.5 million unique readers very month, making it one of the most influential policy-related sites on the World Wide Web.

Much of Townhall.com's strength rests with its powerful partnership roster. More than one hundred public policy foundations, advocacy groups, and publications share a single web address at [www.townhall.com](http://www.townhall.com). As an online mall of conservative ideas, Townhall.com unites the policy concerns of many segments of the conservative community and tracks the issues of concern to Capitol Hill and conservatives nationwide, strengthening the conservative grassroots across the country. Now individuals can get involved in the policy-making process from their living rooms and offices; they no longer need to be in D.C.

### Townhall.com Key Staff

**Jonathan Garthwaite**  
Editor-in-Chief

**Eric Getzinger**  
Chief Sales Officer

**Chris Field**  
Townhall Magazine Editor

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## SILVER (\$300/MO.)

If your website is overflowing with content but running on limited resources, Silver Partnership may be the best choice for you.

The benefits of Silver Partnership include but are not limited to:

- Inclusion in Townhall.com's comprehensive list of partner groups.
- Frequent homepage placements of your new online content.
- Inclusion of your website's new content for inclusion in one of our eighteen weekly issue emails.
- The opportunity to be promoted, at the editors' discretion, when Townhall.com features an issue your group addresses.



## GOLD (\$600/MO.)

Is your organization already a major player in the conservative movement? Are marketing efforts and media attention priorities for you? Gold Partnership is for groups who truly recognize the importance of reaching the largest possible audience to achieve their goals. The cost won't deter strategically-thinking groups who realize that a new visitor sent from Townhall.com could be their next big donor or even a radio talk show host looking for that day's featured stories.

The benefits of Gold Partnership include but are not limited to:

- All of the benefits of Bronze and Silver Partners (see above).
- Regular placements on homepage and in Townhall Daily emails.
- Unrivaled access to editorial staff, including notification of special opportunities to promote your work.
- Opportunity to be featured in or author articles in Townhall magazine.
- Priority link placement in editorial and email products.
- A monthly email report of traffic sent to your website from Townhall.com, with a comprehensive explanation of ways your group was promoted.
- Top placement when partner groups are listed comprehensively.
- 15% discount when additional advertising is purchased.



## WHAT DO OUR PARTNERS SAY?



*"Townhall.com is one of the best investments we have made to promote our web site. We have had a steady stream of traffic from Townhall since we first signed... my only regret is that we did not do it sooner."*

**Roger Beckett**  
Director of Special Programs,  
Ashbrook Center

*"Townhall.com is a marvelous asset. Simply put, there isn't a public policy organization in existence that can afford to do without Townhall.com's services and tremendous team."*

**Jeffrey Mazzella**  
President, Center for Individual Freedom

*"Townhall is a regular source of high quality web traffic for FreedomWorks."*

**Chris Kinnan**  
Director of Public Affairs,  
FreedomWorks

*"Townhall.com has far exceeded my expectations in service and effectiveness. Their staff works hard to make us successful... Nothing beats Townhall.com for promoting our ideas and organization on the web."*

**Lee Wishing**  
Director of the Center for Vision & Values, Grove  
City College

*"Townhall.com is one of the best investments we have made to promote our web site. We have had a steady stream of traffic from Townhall since we first signed... my only regret is that we did not do it sooner."*

**Roger Beckett, Director of Special  
Programs, Ashbrook Center**

*"Whenever something from ISI's website is featured on Townhall.com, the impact is immediate and beneficial."*

**Douglas Schneider**  
Director of Marketing and Sales, Intercollegiate  
Studies Institute

*"For benefits delivered, Townhall.com is not only a good value -- it is underpriced."*

**Amy Ridenour**  
Founder and President  
National Center for Public Policy Research