

# MONDOWEISS

An independent website devoted to informing readers about developments in Israel/Palestine and related U.S. foreign policy, Mondoweiss provides news and analysis unavailable through the mainstream media regarding the struggle for Palestinian human rights.

**"Mondoweiss is a rare beacon of free speech and insightful analysis. But more than that, the site is a vital tool for raising awareness in the U.S. about the struggle for Palestinian rights."**

– OMAR BARGHOUTI

Palestinian human rights activist, Co-Founder of the Boycott, Divestment & Sanctions movement

**"Mondoweiss is the best and most intelligent site out there on the Palestinian and Israeli conflict."**

– CHRIS HEDGES

Journalist: Two decades as foreign correspondent for publications including The Christian Science Monitor, National Public Radio, The Dallas Morning News and The New York Times

**"The writers at Mondoweiss have given themselves the assignment of doing what the mainstream press refuses to do: provide reliable information and analysis about the Middle East. Nobody told them to do it. In fact, a lot of people told them not to do it. Yet they do it every single day. Mondoweiss is a lifeline and I am so grateful."**

– NAOMI KLEIN

Author of *This Changes Everything* and *The Shock Doctrine*

Mondoweiss is a project of Center for Economic Research and Social Change, a 501(c)(3) tax-exempt nonprofit organization. As a mission-driven, nonprofit organization, we partner only with advertisers whose practices do not violate our values. Foremost among these is the principle of equality and full human rights for all who live in Israel/Palestine and for refugees living in exile from their homes in historic Palestine.

Advertising contact: (240) 516-6636 or [advertising@mondoweiss.net](mailto:advertising@mondoweiss.net).

## MONDOWEISS READERS:

### *Politically and socially active*

- 86% have boycotted or supported a business for political reasons.
- 92% have signed political petitions.
- 86% have donated and/or raised funds for a cause.

### *Diverse geographically*

United States	62%
Canada	9%
United Kingdom	8%
Elsewhere in Europe	9%
Middle East, Australia and other	13%

### *Thoughtful, active consumers*

- 39% have household income of \$75,000 or more, 16% fall in the range \$50,000-74,999.
- 85% have traveled in the past year, 52% abroad, and most plan international travel within the next two years.
- 62% have acted or considered acting on an ad they saw on Mondoweiss; 37% consider it important to support Mondoweiss advertisers.

### *Highly educated*

- 81% have completed at least a bachelor degree; 51% have completed a graduate degree.

### *Loyal fans*

- 36% have been reading Mondoweiss four years or more, and 48% for one to three years.
- 93% read Mondoweiss daily or weekly.
- 65% share its content with others at least weekly.

### *Diverse by ethnicity*

- 67% identify as white, and 15% as one or more of African-American, Asian/Pacific Islander, Native American and Latino/Hispanic.
- More than one in six identifies as Jewish, and ten percent identify as Arab.

### *Diverse by religious identity*

- 42% identify with no religion.
- 30% identify with Christianity; 16% with Judaism and 8% with Islam.

By advertising with Mondoweiss, you support crucial public access to strong, independent reporting and analysis. Mondoweiss readers are educated, curious and take their values seriously—a good fit for values-driven advertisers with products or services related to Palestine, human rights or political analysis.

## SPECIFICATIONS

All advertising on Mondoweiss.net is static display/banner ads (no moving images, sound or video). We offer three sizes:

- **Leaderboard** (728 pixels wide x 90 pixels high), at a cost of \$2 per thousand impressions (CPM)
- **Square** (250 pixels w x 250 pixels h), \$2/CPM
- **Skyscraper** (250 pixels w x 500 pixels h), \$3/CPM

**Leaderboard** ads appear in one slot at the top of all site pages (home page, posts, static pages such as “About”). There may be up to four ads rotating in this slot at any time. **Square** and **Skyscraper** ads appear on posts, in the right margin to the right of post content. We display up to two slots for each of these sizes, with up to five ads rotating at a time in each size. Square ads are always above Skyscrapers.

Evidence suggests readers stop seeing advertising that remains the same over time, so we rotate advertisements in each slot to maximize readers’ attention.

Space is sold in increments of 25,000 impressions (minimum 50k). Mondoweiss advertisers have typically received 3,000-10,000 impressions per day (no guarantee is offered).

Ads must be submitted as jpg, png or gif files with no animation and must use a border or background color to stand out from the white site background.

Advertisers must provide a destination URL for users clicking on their ad, and must complete payment before ads are activated.



*Globally, click-through rates for static display ads average approximately 0.05% (five clicks per ten thousand impressions). Our most recent two-month data shows Mondoweiss’s advertising earned a CTR of 0.17% on average, with some ads earning CTR over 0.25%.*

## TERMS AND CONDITIONS OF ADVERTISING

**Mondoweiss maintains complete editorial independence. Advertisers have no influence whatsoever on the direction or content of our reporting.**

We reserve the right to reject advertising from any entity that, in our sole discretion, works against human rights and equality; practices bigotry of any kind, destructive labor or environmental practices, or other systematic exploitation; may offend our readers; or promotes visually, verbally or by reputation ideas or information that is: patently false, libelous, exploitative, hateful, or otherwise detrimental to the social responsibilities of the organization.

All advertisements are subject to Mondoweiss’s approval before payment is made. No guarantee is offered here that all ads will be accepted for display on Mondoweiss.net.

All ads on the Mondoweiss website are clickable links to landing pages where advertisers are in complete control of the longer message. Mondoweiss does not endorse or approve of any messages that exist outside the Mondoweiss website.

**Unacceptable advertising:** Mondoweiss will decline any advertising material which it deems to be

**Sales pitches**, puffery (“The best flashlight ever made”), comparison advertising, or deadline-driven price incentives.

**Political Ads:** Messages in support of or against a specific political figure, candidate or party. Issue messages must stick to the issue and may not be directed at a political figure or promote a political candidate or party.

**Advocacy/Lobbying Ads:** Ads that reference a specific piece of legislation, or advocate for or against legislative change (i.e., “Contact your legislator about this issue”).

For additional policies, including limits to liability, visit [mondoweiss.net/advertisingterms](http://mondoweiss.net/advertisingterms).

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## MONDOWEISS REACHES PEOPLE



**At Mondoweiss.net:**

Over 9 million page views/year

Over 3.75 million unique users/year

Major breaking news events increase daily traffic by 5x or more.



**By E-mail:**

Daily e-news: ~8,000 subscribers

Weekly highlights: ~1,500 subscribers

25.6% open rate, 7.7% click rate

Media average: 17.1% open, 3.7% click rate

Nonprofit average: 21.0% open, 2.8% click rate



**On Twitter:**

46.9K Followers

~950K Tweet impressions/month



**On Facebook:**

28,000 Page Likes

Posts have reached two million or more