

**Need a place  
to go where  
you can  
inform the  
influencers?**

**RASMUSSEN**  
REPORTS

**Go to RasmussenReports.com,  
where policymakers come  
everyday to take the public's  
pulse on issues.**

When the nation's thought leaders need to know what the public thinks, they increasingly rely on the real time public opinion data published every morning at RasmussenReports.com. So prescient is its data and accompanying insight RasmussenReports.com has become a "must read" for people who need to know what the public thinks so they can do the public's business.

---

**Policy insiders and influential media  
frequent our site for data to help shape the  
policy agenda.**

Rasmussen Reports is a trusted resource — recognized for the accuracy of our reporting and the timeliness of our polling. No one has been more precise on election results. We correctly predicted the outcomes in every key state in 2004. And no one has a better track record for staying on top of the news. We poll Americans every night on issues ranging from economic sentiment to presidential approval; from healthcare to technology; from social security to foreign policy. That's why nearly half of our visitors bookmark our site and why thousands of opinion leaders purchase an annual subscription to our reports.

**62% have contributed  
time or money to a national  
campaign in the last election.**

**It's compelling. It's authoritative. Its need to know.**

**56% visit RasmussenReports.com several  
times a week or daily.**

# Ensure your message gets noticed.

## ElectionEdge™

Tracking the 2006 mid-term elections.

The 2006 elections promise to be contentious, and for our politically astute audience, endlessly fascinating. We are polling every Senate and Governor's race in the nation—69 campaigns in 47 states to provide the most comprehensive coverage ever offered for a mid-term election. Advertising adjacencies and report sponsorships will be prized positions as the election nears. As races heat up, subscriber interest in potential outcomes becomes a staple of the policy dialogue. This means our data often ends up at the center of the policy debate.

### RasmussenReports.com Audience Profile Income, Education, Occupation

#### Audience statistics\*

Avg. Age: 45  
Avg. Education: 75% college degree +  
Median HH Income: \$95,797  
68% managerial, professional

#### Site usage\*\*

32% visit daily  
24% visit several times a week  
9% visit weekly

#### Political affiliation\*\*

45% are Republican  
34% are Democrat  
21% are other/undecided  
62% have contributed funds or time to a Congressional or presidential candidate

\*Nielsen//NetRatings Sept-Nov '04 \*\* Burst Media Oct-Dec '05

RASMUSSEN  
REPORTS

## Election 2006 Advertising Opportunities

The following highly targeted advertising positions are available in varying frequencies during 2006. So as you develop your advertising and advocacy programs for the year, be sure to speak with one of our representatives about putting your message directly before key policy makers.

Type	Size
Leaderboard	728x90
Medium box	300x250
Wide skyscraper	160x600
Vertical banner	120x240
Button	125x125
Skyscraper	120X600

In addition to offering standard advertising placements, we can also work with you to create more unique opportunities, such as:

### Scoreboard ownership • Page ownership • Report ownership

In addition, we can work with you to develop mass audience programs that use opinion data collected by Rasmussen Reports to create sustained impressions. Among the available sponsor programs are:

Health and Wellness Forums

Social Security/Retirement Report

Daily Consumer (Confidence) Index

Sports & Leisure Report

Daily Investor (Confidence) Index

Monthly Housing Report

Business Manager (Economic) Index

Act now to ensure space at our site for the entire  
Election 2006 season.

Sign on by March 31, 2006 and receive a 25% discount  
off our regular CPM rates!†

Call or email today for details. 1-800-805-0920 steve@rasmussenreports.com

†Offer expires March 31, 2006 - and discounted CPM rates expire May 31, 2006.