



Welcome to Salon

An online original

Salon is home to the smartest, most educated audience on the internet. These readers are attracted by Salon's respected journalism covering everything from lifestyle to arts & entertainment, news to society. The result of this exceptional combination of quality content and high-value readership: Salon has emerged as one of the fastest-growing news and culture sites on the net, creating the perfect platform for a variety of advertisers to reach their target audience.

Demographic Information

Salon's Key Influencers and Opinion Leaders

One of the smartest, savviest groups online today, Salon's audience leads the way in new technology adoption, arts and culture obsession, and political know-how. Salon readers are well-informed and influence those around them with their trusted opinions.

Salon readers...

...are a high-value audience:

@plan index, Summer '08

Any college education:	122 (ranked #1 of all sites)
Average HHI	\$87,727
Age 21-54	69%
Professional/managerial	152
Work in the legal field	292
Work in advertising/marketing/PR	420
Work in A&E/broadcasting/publishing	305
Work for a non-profit organization	309
Published/updated a blog yesterday	285
Visited a blog yesterday	568

...frequently provide advice on:

Electronics	172
Books	223
Politics/current events	387
Household foods and beverages	143
Movies	159
Financial information	164
Computer hardware/software	194

Of all sites Salon is ranked...

- Any College Education - #1
- Own/Lease any Car - #2
- Have a Mac Computer - #7
- Listened to NPR last week - #4
- Read General/Political News Online last month - #4
- Visited a Blog last month - #6

More about Salon...

- 6 million monthly uniques
- 60 million monthly pageviews
- Average time spent on site: 11 minutes

Source: Salon internal server analysis

Advertising Platforms

Site Pass Package

Salon's premier high-impact advertng platform, the Site Pass is shown to all Salon readers upon arrival at the site. There are several engaging options to consider when choosing your Site Pass:

Choose from...

1) **Site Pass:** Either 728x500 file (rich media optional) or URL of your choice displayed below Salon frame

salon.com Premium login

Enter Salon

or...

PLUG IN YOUR LAPTOP for widescreen viewing.

Salon is brought to you by: Close and enter Salon

salon.com

Thursday, May 22, 2008

DAILY

- 5 Things
- Beyond the Multiplex
- Broadsheet
- Current TV
- Glenn Greenwald
- How the World Works
- Joan Walsh
- King Koffman
- Machinist
- Since You Asked
- Video Dog
- Your Room

WEEKLY

- Ask the Pilot
- Beyond the Multiplex TV
- Comics
- Joe Conson
- Critics' Picks
- I Like to Watch
- Gary Komys
- Garrison Keillor

SPECIAL FEATURES

- 2008 Election
- The Abu Ghraib Files
- Atoms and Eden
- Audiophile
- Hometown Baghdad
- Eat & Drink
- The Movie Page
- Carmille Paglia
- Primary Sources
- Remembering Bob Watts
- Salon Book Awards

Microsoft pays you to shop Farhad Manjoo on Microsoft's new product search

McDonald's cooking fries in trans-fat-free oil Reports: Flight delays cost over \$40 billion a year Rates on 30-year mortgages dip below 6 percent Feet-and-mouth also used

2) **Site Pass Overlay:** Video clip plays while homepage fades into the background

salon.com

Friday, Apr 11, 2008

SEARCH

salon.com

YAHOO! SEARCH

ARE: Books Comics Community Life Movies News & Politics Opinion Sports Tech & Business

Salon Directory - M - Life (335 stories)

AB C D E F G H I J K L N O P Q R S T U V W X Y Z 123

INSIDE LIFE

Life

Page 1 of 134 older → oldest →

Once upon a time, Dad went to war Books had always helped me in a crisis. But could I find one that explained to my kids why their father was in Iraq?

By Alison Beckhite Apr 11, 2008

How can I get a writing job? I'm a good writer. Everybody says so. So how come other people get hired?

By Cary Tennis Apr 10, 2008

I'm a med student, but my boyfriend has just a high school education. How important is education in a relationship, and can we be happy if he is less ambitious than I am?

By Cary Tennis Apr 9, 2008

I let a homeless man move in with me and now I can't get rid of him It's not like I picked him up off the street. I've known him for 20 years. Once he was my boyfriend.

By Cary Tennis Apr 8, 2008

Ask Pablo Could the U.S. meet its energy needs with solar panels alone?

By Pablo Flster Apr 7, 2008

I'm a college student with no natural social skills I'm 21, female, and I don't know how to talk to people!

By Cary Tennis Apr 3, 2008

I'm an ad addicted to pot - but I'm doing just great! Should I be worried? I'm performing at a high level and enjoying life, but I smoke not all the time.

PLUG INTO MARRIOTT The ultra-adaptable room, first from Marriott.

PLUG IN YOUR LAPTOP

CLICK AND DRAG THE CUBE TO PLUG IN YOUR GEAR.

PLUG IN FOR SPLIT-SCREEN

Move over to plug in

WIDESCREEN

CONTINUE TRAILER

RECOUNT SUNDAY AT 9PM VISIT HBO.COM SEE IT AGAIN MONDAY AT 9PM

BACK TO SALON.COM VISIT HBO.COM

All Site Pass Packages also include ROS 88x31 navigation logos on every page plus ROS 300x250s and 160x600s to reinforce your message.

Section Sponsorship Opportunities

With a wide variety of sections available for sponsorship, Salon allows you to reach your target audience easily and effectively.



Arts & Entertainment: The latest TV, movie, and music news, reviews, video clips, and commentary



The **Life** section focuses on issues that affect our lives at home, in the workplace, and with our families. This section also contains Cary Tennis's sage advice in his *Since You Asked* column.



One of the original cornerstones of Salon, the **Books** section covers a wide range of categories that appeal to the literary aficionado.



News & Politics: An independent voice among the mainstream media, Salon's hard-hitting news coverage brings today's issues to the surface and offers points-of-view not found elsewhere.



King Kaufman's **Sports Daily** examines from every angle what it means to be a thinking sports fan. Reading King is like talking to the guy on the next barstool...if the guy on the barstool were smart, funny, and not drunk.



Often employing sly wit and irony, the **Comics** section's visual storytelling brings a whole new meaning to modern life.



Tech & Business explores the intersections of globalization, web commerce, and the latest trends and gadgets. With insightful articles that go beyond the headlines, this section attracts a loyal and forward-thinking audience of early adopters.



Launching soon, **Open Salon** combines the greatest aspects of a personal publishing platform and a social networking site. With Salon's smart, savvy readers contributing, Open Salon promises to be the Web's most thought-provoking community.

Please contact adtraffic@salon.com for questions regarding creative assets. All materials due 5 business days before launch, except Skin materials, which are due 2 weeks before launch.

Position	Creative dimensions	Flash File Size (k)	Alternate Gif File Size (k)	max # of loops	max anim sec's	100K Polite download can be accepted	Is Sound Allowed? (if yes, user-initiated? Roll-over or click or either?)	Testing Requirements (Flash or GIF mandatories)	Notes
Site Pass Experience Skin	990x400 wallpaper, 125x125 support button, 125x5 enter/exit button	10k (support button); other placements gif or jpg only	40K (wallpaper), 10K (support button), 5K each (enter/exit buttons)	3 (support button only)	3 (support button only)	N	user initiated click or rolloverwith mute button	flash 6 or higher	Gif, jpg ok for wallpaper and enter/exit
Site Pass Package: Download	728x500	300k	300K	1	30	Y	yes	flash 6 or higher	300K max file size if Ultramercial served, 75K if Salon served. Flash, gif, jpg, or html ok.
Site Pass Package: Homepage Sponsor Rectangle	336x280 or 300x250	30K	30K	3	30	Y	user initiated click or rolloverwith mute button	flash 6 or higher	Flash, gif, jpg ok. Expands to the left
Site Pass Package: ROS Sponsor Button	125x125	20K	20K	3	30	N	user initiated click or rolloverwith mute button	flash 6 or higher	Flash, gif, jpg ok.
Site Pass package Navigational Logo	88x31	static gif not flash	5k	n/a	n/a	N	n/a	n/a	Static image, no animation. Salon served and reported.
Homepage Roadblock Leaderboard	728x90	30k	30k	3	30	Y	user initiated click or rolloverwith mute button	flash 6 or higher	Flash, gif, jpg ok. Expands down
Homepage Roadblock Tower	160x600 or 120x600	30k	30k	3	30	Y	user initiated click or rolloverwith mute button	flash 6 or higher	Flash, gif, jpg ok. Expands to the left
Half-page	300x600 or 336x850	60K	40K	3	30	Y	user initiated click or rolloverwith mute button	flash 6 or higher	Flash gif, jpg ok. Expands to the left
Messageboard	336x280 or 300x250	30k	30k	3	30	Y	user initiated click or rolloverwith mute button	flash 6 or higher	Flash, gif, jpg ok. Expands to the left
Tower	160x600 or 120x600	30k	30k	3	30	Y	user initiated click or rolloverwith mute button	flash 6 or higher	Flash, gif, jpg ok. Expands to the left on homepage, to the right on directory and article pages
Leaderboard	728x90	30k	30k	3	30	Y	user initiated click or rolloverwith mute button	flash 6 or higher	Flash, gif, jpg ok. Expands down
Button	125x125	20K	20K	3	30	N	user initiated click or rolloverwith mute button	flash 6 or higher	Flash, gif, jpg ok.
Newsletter	728x90	n/a	30K	n/a	n/a	N	n/a	n/a	Gif or jpg only.