

RealClear Politics

Content Opportunities

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>> Custom Content

Custom content provides an opportunity for a sponsor to partner with RealClearPolitics to produce customized pieces to be hosted on either the sponsor's site or on realclearpolitics.com.

The following content opportunities are available:

- 300 - 500 word blog post
- 800 - 1,000 word advertorial
- Custom content bundle
- Long form article
- Multimedia case study

>> Lead Generation

The Lead Generation promotion will run until the designated amount of leads are captured; RCP will attempt to fulfill leads within the quarter they are purchased. The sponsor provided piece of content will be housed on a content hub within the agreed upon RealClear property and we will drive traffic to it and the lead generation form.

Lead generation can also be executed via webinar, newsletter, and ad unit sponsorship.

RealClear Politics

android

Politics Election 2016 Originals Video Changing Lenses Writers Cartoons Links Events More

Tuesday, March 14

Obama Administration
Much of President Obama's Legacy Now Hangs on Court Rulings
Obama's View of America's Role in Arab World Challenged by Crises
Carter Sworn in as New SecDef

The Islamic State
Italy Fears Invasion from Libya
ISIS "Burns to Death" 45 in Iraq
Report Accuses ISIS of Harvesting Human Organs for Cash

Court Halts Obama Order
DHS Suspends Immigration Action After
[Obama Files Court Decision, We Have the Law, History on Our Side](#)
Legal Immigrants Urged to Continue Signing Up for Program

Health Care Law
WH Says 11.4 Million Enrolled
Dems Brace for More Backlash

Election 2016
Paul to Launch Campaign in April
Scott Walker Hires N.H. Advisors
Foreign Donations to Clinton Foundation Raise Ethical Questions
Job on Foreign Policy: My Own Man

Washington
Vets in Congress Bring Rare Perspective to Authorizing War
Dems Fight Paul on Transparency

Video Highlights
Matthews: United States Is Being Morally Humiliated
Jabbar: ISIS Represents Islam Like XXX Represents Christians
Peters: We Don't Have an Islamophobia Problem in the U.S.
Scarborough: President Won't Call Radical

Carl M. Cannon
Carl Cannon's AM Note
Presented by Discovery Communications: Cybersecurity Bill Passes, Campus "Snowflake", Taliban & Military Strategy, WarTime First Ladies

Tom Bivins
Infographic: Age of Potential 2016 Candidates

Scott Conroy
Perry Seeks Foreign Policy Counsel From Graham

Real Clear Politics
Events
Careers
RCP on Twitter
RCP on Facebook

More topics

ENTIRE STORE 50% OFF
Ends 3/17/16
Some items apply on Thursday only. Excludes books.

Interrogation
North Korea Shouldn't Get Last Word
132k Clicks 15k Shares

Recommended
California's Population-Growth Problem
VIDEO
California's Population-Growth Problem
BUZZED
PHOTO GALLERY
California's Population-Growth Problem
ARTICLE
California's Population-Growth Problem

National Races
Clinton v Cruz
60% 40%

State Races
Trump v Nader
1% 99%

Also see in Sports
PHOTO GALLERY
Giants Host World Series Celebration in SF

2016 Election Stream
5 min ago
Title Lorem Ipsum Dolor Sit Amet Consectur
12 min ago
Title Lorem Ipsum Dolor Sit Amet Consectur

Content Opportunities

>> Branded Content

Branded Content provides a platform for sponsor-produced content. Sponsors receive a beautiful display in which to place their story, in addition to prominent logo exposure. As a part of the Branded Content opportunity sponsors will receive 250,000 bonus impressions as well as prominent promotion of the Branded Content piece from RCP's top 17 homepage list.

Prominent
logo
exposure

The image shows a screenshot of a RealClear Politics article page. At the top, the RealClear Politics logo is visible on the left, and navigation links for 'Originals', 'Polls', 'Videos', 'Cartoons', and 'More' are on the right. Below the navigation, there are social media icons and statistics: '102k Clicks' and '15k Shares'. The main article title is 'The Final Days of the Presidency Built On Hope' by Ryan M. Gallagher for Real Clear, dated Mar 13. A prominent yellow box highlights a sponsored section that reads 'Brought to you by Coca-Cola'. Below this, the article text discusses President Barack Obama's \$4 trillion budget plan, which includes a wish list for populist Democrats and aims to drive a wedge between Republicans on taxes and spending. The text is accompanied by a large image of Barack Obama's face on the right side of the page.

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>> Special Report

RealClearPolitics will work with sponsor to produce a three-part series to be released over one to two weeks and to be promoted prominently throughout the site. As a part of the Special Report opportunity sponsors will receive 250,000 bonus impressions as well as prominent promotion of the Special Report content from RCP's top 17 homepage list.

>> Newsmaker

RealClearPolitics will work with sponsor to select a Newsmaker of the moment - a well known influencer or thought leader in their chosen field - and produce an interview series to be aired in three-parts and released in the Top 17 over one to two weeks. As a part of the Newsmaker opportunity sponsors will receive 250,000 bonus impressions as well as prominent promotion of the interview from RCP's top 17 homepage list.

>> Social Media Component

Sponsor the top tweets of the week based on sponsor's desired interest area.

>> Pre-Roll Video Component

Sponsor receives 100% SOV on any videos that live on their content hub.

The screenshot displays the RealClearPolitics website interface. At the top, the navigation bar includes 'RealClear Politics' and links for 'Originals', 'Polls', 'Videos', 'Cartoons', and 'More'. A red banner at the top reads 'Black is the new Green' with a subtext 'Brought to you by EXON'. Below this, several content cards are visible:

- Reading the Stars Lorem Ipsum Dolor Site Amet**: A card with a dark background and a red gear-like shape. It includes a byline 'by Ryan M. Gallagher Mar 13' and social media icons for Facebook and Twitter, with '132k Clicks | 15k Shares'.
- Capitol Lorem Ipsum Dolor Site Amet Consecetur**: A card featuring a person with a flag. It includes a byline 'by Ryan M. Gallagher Mar 13'.
- Bill Passes Lorem Ipsum Dolor Site Amet**: A card with a red background and a white geometric pattern. It includes a byline 'by Ryan M. Gallagher Mar 13'.
- Brian Williams Lorem Ipsum Dolor Sit**: A card with a portrait of a man. It includes a byline 'by Ryan M. Gallagher Mar 13'.
- So Long John Stewart Lorem Ipsum Dolor Site Amet Consecetur**: A card with a man in a suit. It includes a byline 'by Ryan M. Gallagher Mar 13'.
- Nutrition of Candidates Lorem Ipsum Dolor Site Amet Consecetur**: A card with a data visualization titled 'THE ROAD TO ACCESS' and 'AMERICA'S FRESH FOOD MOVEMENT'. It includes a byline 'by Ryan M. Gallagher Mar 13'.