

**RealClear** Politics

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**Poll Opportunities**

# Poll Opportunities

## >> Polling & Elections App Launch Sponsorship

Sponsor will have 100% SOV in first year of the app's launch. App will include interactive charts and maps, expert-aggregated news, social streams, easy social sharing, push notification system, videos and multimedia, and poll tracking.

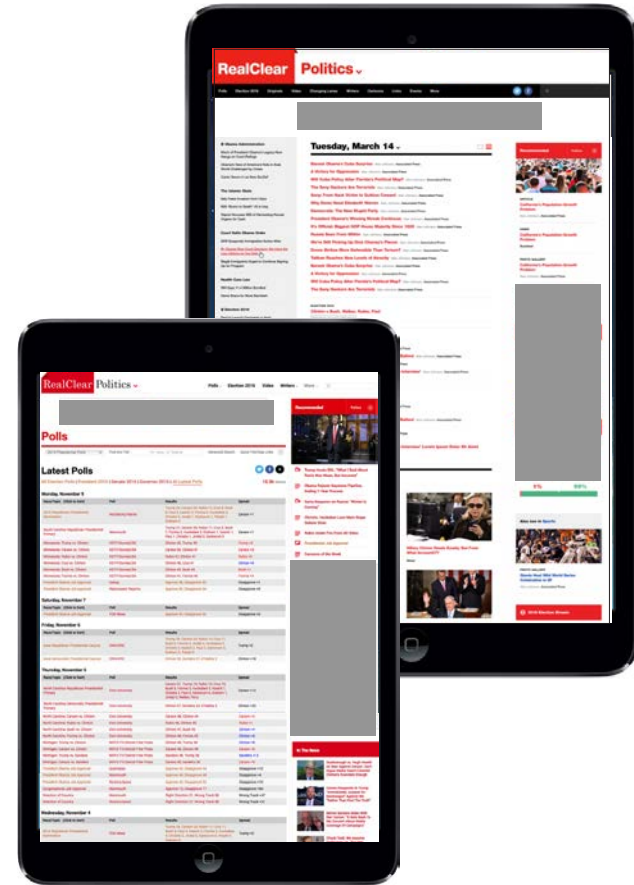
## >> Polling Widget

Sponsor can host RCP polling data or maps via a widget on the sponsor's website.

## >> RCP Poll Alert

Sponsor receives prominent placement in RCP's daily Poll Alert to include: "presented by" call out, 160 character text box, and 300 character bottom text box.

\*Roadblock sponsorship of polling pages is available.

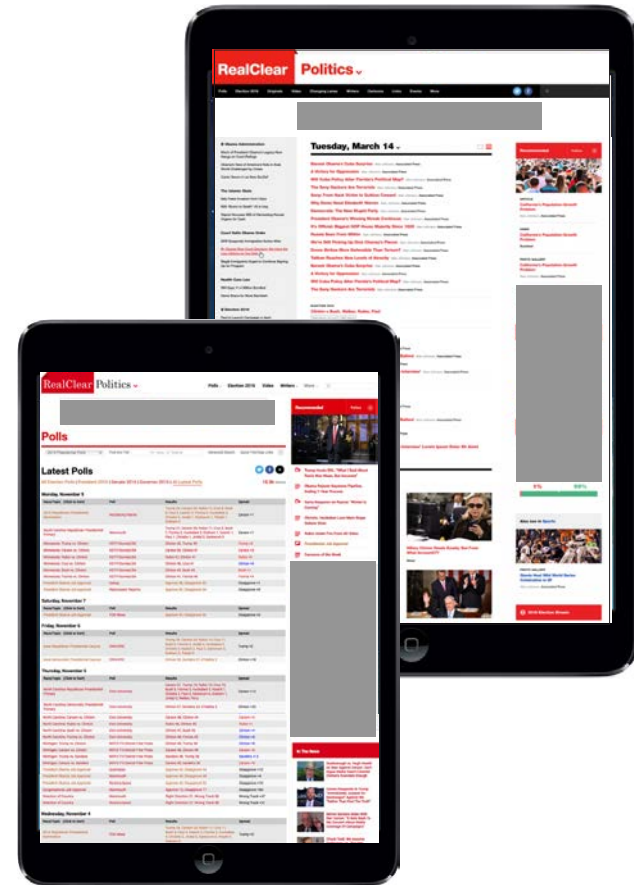


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## >> The RCP Poll Average Sponsorship\*

Sponsors can take advantage of the following poll package opportunity:

- **The RCP Polls Page sponsorship** to include prominent logo branding adjacent to the RCP Polls Page title.
- **The RCP Poll Average sole sponsorship** to include 100% SOV on ads in DC DMA.
- **The RCP Poll Alert email sponsorship:** A weekday afternoon alert that contains a recap of the latest polling information on the senate, house, gubernatorial, and presidential races. Sponsorship days will correspond with RCP Poll Average sponsorship.  
4,500 subscribers and growing | open rate 36%
- **Sean Trende webinar or live speaking engagement at sponsor's office:** Sean Trende, RCP's Senior Elections Analyst and leading expert on historical election data, can lead a discussion around polling and election trend analysis while detailing what the facts mean for your organization as 2016 approaches.



\* DC DMA only, national packaging TBD