



a 501(c)(3) nonprofit public charity

Why Should I Sponsor ProCon.org?

I. Benefits of Sponsoring ProCon.org

A. Pride of association: Being affiliated with ProCon.org should reflect well on you and your organization. We are a nationally recognized educational 501(c)(3) nonprofit organization. We are nonpartisan, credible, and widely respected. ProCon.org has been mentioned in the media over [250 times](#), referenced by governments of [nine different countries](#) (including 23 times by US state governments), and used by more than [1,350 schools](#).

B. Brand awareness and access to our audience: Getting your organization’s name in front of our millions of readers will help increase awareness of your brand and products. Read details on our audience demographics below.

C. Bandwidth savings: The advertisement, whether in graphic or video format, can be uploaded from the ProCon.org servers, thus saving you bandwidth from having to host the sponsorship image or video on your own server.

D. Search Engine Optimization (SEO) benefits:

1. **Google PageRank:** Most ProCon.org pages are Google PageRank 5 or 6. Getting linked from websites with high Google PageRanks boosts a sponsor website’s search engine optimization. (Source: <http://www.vaughns-1-pagers.com/internet/google-ranking-factors.htm>; <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=34432>)

2. **Link from a .org:** Getting linked from a .org is considered to boost a site’s search engine optimization more than a similar link from a .com or .net or .biz or .tv or .co.uk or anything else except possibly a .gov or .edu. (Source: <http://www.vaughns-1-pagers.com/internet/google-ranking-factors.htm>)

E. Acknowledged for three calendar years on our “Donors & Sponsors” page: Every single page on the ProCon.org websites contains a link to the [“Donors & Sponsors”](#) page where your organization’s name would appear. Depending on the amount of the sponsorship, your listing may also include a hyperlink, graphic, and company description. This listing would appear in addition to your sponsorship image placement.

F. Target by topic: ProCon.org websites appear in the top five results for many searches in Google. If you are seeking to identify your brand with any of these search terms, the sponsorship opportunity does not get much better. Some commonly searched for terms in Google and the related ProCon.org website ranking in the search results (as of 7/29/10) appear below. #1 means the very first search result is a ProCon.org website, #2 means it is the second, etc.

WORD	RANKING
Informed citizenship	#1
Medical marijuana	#1
Origin of sexual orientation	#1
Prostitution	#1
Critical thinking education	#2
Nonpartisan charity	#2
US Iraq war	#2
Pros and cons	#2
Controversial issues	#2
Right to health care	#2
Social networking pros and cons	#2
Born gay	#2
2008 election	#2

WORD	RANKING
Under God	#2
Felon voting	#2
Illegal immigration solutions	#2
Drinking age	#3
Insider trading by Congress	#3
Social security privatization	#3
Electronic voting machines	#3
ACLU cases	#4
Euthanasia	#4
Prescription drug ads	#4
Israeli Palestinian	#4
Sports and drugs	#5
Alternative energy fossil fuels	#5

G. Supporting a great cause: Your sponsorship supports a much needed nonprofit organization’s effort to promote critical thinking skills in students, teachers, and the rest of us, so our society can become educated without bias and make informed decisions on important issues that affect us all.

II. Audience Profile / Demographics

- A. **Age:** 37.3% 12-24; 30.5% 25-44; 31.3% 45 and older; have 69% more 13-17 year old users than the internet average
- B. **Gender:** 51.9% male; 48.1% female
- D. **Education:** 45% college graduates
- E. **Income level:** 32% have an income between \$60-\$100K
- F. **Race:** Exceed internet average of African-American, Asian, and Hispanic users by 36%, 72%, and 80% respectively
- G. **Online activity:** After leaving ProCon.org, our audience goes to Google (57%), Facebook (12%), Twitter (6%), and Yahoo (5%)

Sources: Apr. 1, 2008 - Dec. 31, 2008 survey of 2,217 ProCon.org users; Quantcast.com (7/13/10), Alexa.com (7/13/10)

III. Traffic

A. **Ranked in top 1% of all US websites:** Ranked 10,389 out of 1,000,000 US websites (top 1%) according to Quantcast (7/13/10).

B. **Sessions by year:**

2008	2009	2010 projected (based on first six months of 2010)
5,447,287	6,523,545	10,175,450

A session is any 30-minute or less period of time in which an individual IP address accesses one or more files from one ProCon.org website. This definition of a "session" comes from Urchin (now owned by Google) - the software program used to track our website traffic.

C. **Hits:** Received 141,998,835 hits in the first six months of 2010 – an average of over 788,000 hits per day.

D. **Double digit annual growth:** Since inception on July 12, 2004, our smallest annual traffic growth increase was 20% from 2008 to 2009, and our largest annual growth increase was 63% from 2006 to 2007.

Sources: Quantcast.com (7/13/10), Alexa.com (7/13/10); ProCon.org "Traffic" webpage (7/13/10)

IV. Sponsorship Image Placement

A **309 x 169** sponsorship image (your design or we'll do it for you) can be placed on the homepage of ProCon.org (left image below) or a **300 x 250** image on a ProCon.org issue website (center image below) or a **300 x 100** image on a ProCon.org issue website (right image below).

Sponsorship images can include a static image, an interactive image, or even a streaming video.

Homepage 309 x 169 image

Issue website 300 x 250 image

Issue website 300 x 100 image

Please contact **Bruce McNall** to discuss sponsorship opportunities. Serious inquiries only.
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