



# AD PROGRESS NETWORK

Online and eMail Advertising

February 12, 2009

# Email Marketing: “Stand-alone” Emails: Easy, peezy, lemon squeezy

- Your content; your message
- Delivered to Publishers email list
- 1:1 Marketing to a known audience
- Good for Cause/Advocacy messages
- Good ROI; limited reach

What if money was more like love?  
Mother Jones <newsletters@motherjones.com> Add  
To: richard.markus@yahoo.com

Standard Header  
Thursday, February 5, 2009 9:14:22 AM

The following is a sponsored message:

**love + valentines + our little world**

Dear Mother Jones Readers,

Here's a question: what if money was more like love?

What if the more you gave of it, the more you had? What if the more it circulated, the more it supported and empowered others? What if whenever you bought a gift, the money was returned to you multiplied?

Guess what? These don't need to be "what ifs." :)

This February, *Mother Jones* is working with [MicroPlace](#), an organization that provides loans to the working poor. As a member, you can make an investment in the name of someone dear to you (whether your spouse, a parent, a child, or anyone else you love), which will be loaned to an entrepreneur in the developing world, who'll be able to use it to grow her business, and later, pay back the money.

And when you do, [MicroPlace](#) will send a box of delicious *Divine Chocolates* (one of the first

So your beloved will get a beautiful present. Someone on the other side of the world will have benefitted from the circulation of your money. And you, in the end, will get your loan repaid.

[Click here to learn how.](#)

There's still time to make the gift in time for Valentine's Day (though [MicroPlace](#) is a year-round opportunity, the box of chocolates are limited!), and still time to participate in (at least to my mind!) one of the miracles of our beautifully interconnected, rich-with-love-and-wonder, filled-with-chocolate-and-opportunity, planet.

To changing the world and chocolate (covered) kisses,  
From the Mother Jones Team

This message was sent to richard.markus@yahoo.com. Visit your [subscription management page](#) to modify your email communication preferences or update your personal profile. To stop receiving Mother Jones' Offers, click to [unsubscribe](#). To stop ALL email from Mother Jones eMail List, click to [remove](#) yourself from our lists (or reply via email with "remove or unsubscribe" in the subject line).

# Banner Ad Unit Types

- Numbers represent “pixels” (a unit of measurement)
- Standard IAB (Internet Advertising Board) sizes ([www.iab.com](http://www.iab.com) for more info)

**Mother Jones**  
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MAY 6, 2008

"Leaderboard" 728 x 90

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"Billboard" or 250 x 300 Rectangle

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The Dying Newsroom  
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Myths of Energy Independence  
Why forging a sustainable energy future is dependent on foreign oil, — By Paul Roberts

The Nuclear Option  
Nuclear power is efficient and has a low carbon footprint. So why are so many people...  
Lewis

Green Be...  
A tipsheet for...  
saving moves. —By Gary Moskowitz

Creationists Flunk Science  
A religious group has been rejected in its bid to offer a Master of Science degree. —By Julia Whitty

Environment  
Renewable Energy | Oceans  
Global Warming | The Ungreening of America | Corporations and the Environment | Pollution | Animals & Wildlife

Renewable Energy  
Hidden Costs of Solar

The BlueMarble Blog  
May 05, 2008 2:11 PM  
Bush's EPA Pollutes Science  
May 01, 2008 5:31 PM  
Global Warming Killing Caribbean  
April 30, 2008 8:00 AM  
Creationists Flunk Science  
April 30, 2008 8:00 AM  
Bring Back the...  
April 30, 2008 11:54 AM  
Cheney: 300 Endangered Whales Is 300 Too Many

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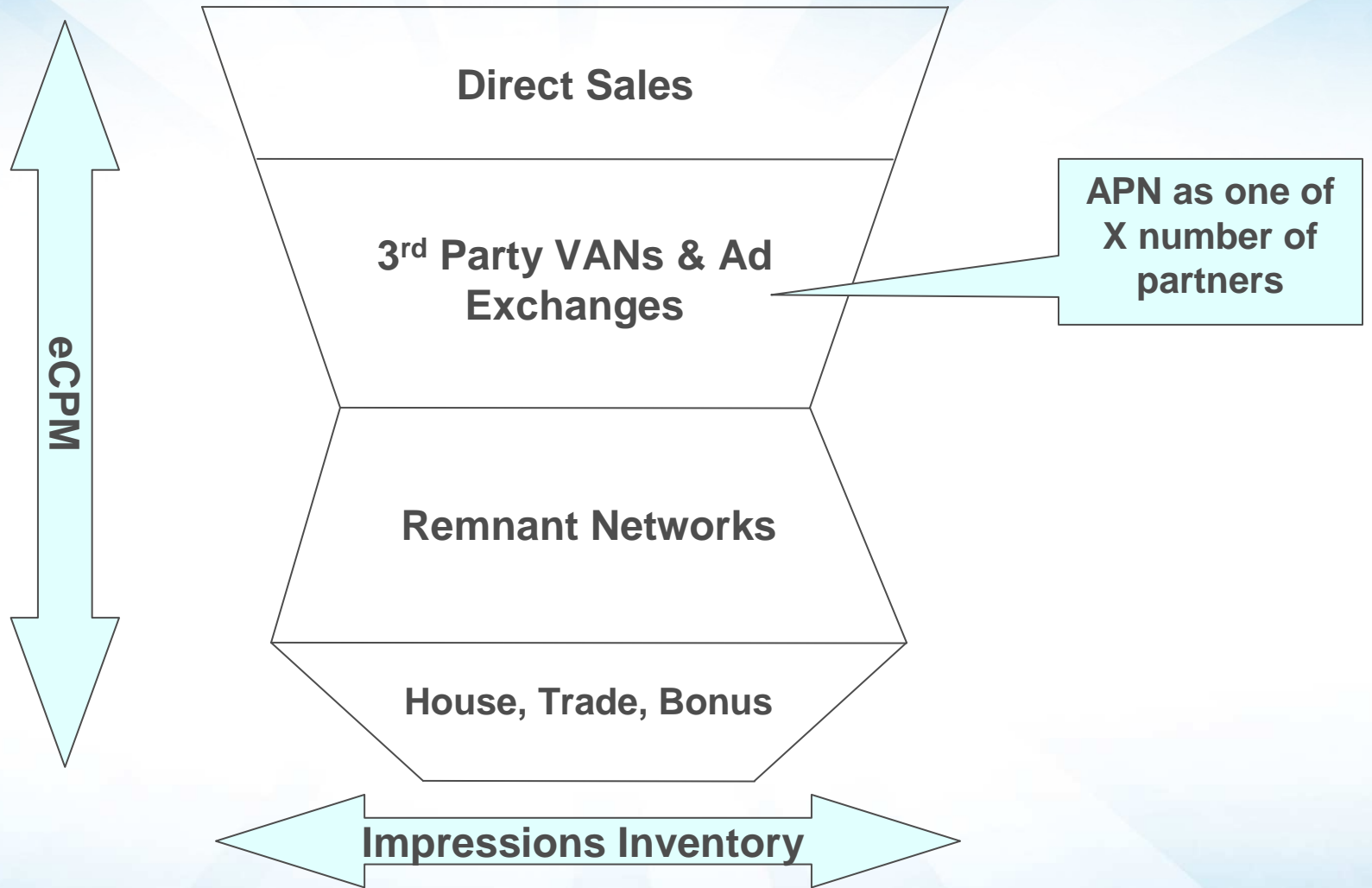
see everyone...

New from the New York Times bestselling authors of *Stiletto and The Exception to the Rule*  
Meet Amy Goodman (host of *Democracy Now!*) and David Goodman on tour—celebrate America's greatest power: its grassroots heroes.

4/20	New Orleans, LA	4/25	Scottsdale, AZ
4/13	Seattle, WA	4/16	Los Angeles, CA
4/14	Portland, OR	4/27	St. Louis, MO
4/15	Oakland, CA	4/27	Columbia, MO
4/16	San Francisco, CA	4/28	Minneapolis, MN
4/16	Savanna, GA	4/29	Franklin, CA
4/17	Houston, TX	5/03	Burlington, VT
4/18	Albuquerque, NM	5/03	Barn, VT
4/18	Santa Fe, NM	5/04	Manchester, VT
4/18	Taos, NM	5/04	Albany, NY
4/28	Alameda, CO	5/07	New York City, NY
4/28	Salt Lake City, UT	5/08	Detroit, MI
4/28	Columbia Springs, CO	5/10	Lansing, MI
4/28	Denver, CO	5/10	Ann Arbor, MI
4/21	Bozeman, CO	5/10	Grand Rapids, MI
4/22	Salt Lake City, UT	5/11	Chicago, IL
4/22	Washington, DC	5/18	Pittsburgh, PA
4/23	New York City, NY	5/24	Atlanta, GA
4/24	Montclair, NJ		

Go to [democracynow.org](http://democracynow.org) for tour details and more.

# Upside Down Champagne Cork Online Ad Distribution Model





# Advertising with the Ad Progress Network

You can reach a large aggregation of Influentials through the Ad Progress Network, a collection of media sites devoted to original progressive journalistic content.

Our readers are:

- Mature and equally Female/Male
- Highly educated
- High household income
- Politically, socially and environmentally engaged

Ad Progress Network reaches >four million monthly unique US visitors across >26 million page views.