



# CALIFORNIA WATCH

## 2011 Media Kit

### **Advertise on CaliforniaWatch.org**

CaliforniaWatch.org reaches an audience that:

- Wants to be informed
- Is actively engaged
- Are community leaders
- Are web-savvy

California Watch is comprised of the largest group of investigative reporters in the state. The Center for Investigative Reporting launched our nonprofit, nonpartisan newsroom in 2009 and we have quickly built the largest investigative reporting team in the state.

Our team includes Pulitzer Prize-winning reporters and editors. And our mission is to generate investigative and enterprise journalism that shines a light on government waste and misspending of taxpayer resources, as well as targeted coverage of high-interest topics, such as education, public safety, health care and the environment. California Watch's content has been distributed to more than 200 newspapers, TV stations, radio outlets and online-only websites within the state.

### **Awards & Recognition**

- 2011 winner National Headliner Award for best online-only website
- 2010 winner Online News Association, General Excellence in Online Journalism
- 2010 Journalists of the Year, Society of Professional Journalists/ Northern California chapter
- 2010 winner investigative reporting category, Society of Professional Journalists/ Northern California chapter

### **Traffic**

Monthly page views = 347,673

Monthly unique visitors = 199,649

Monthly visits = 246,260

Newsletter e-mail alerts = 4,455 (combined total of CIR and California Watch subscribers)

### **Geographic Distribution**

*These averages are based 1.3 million unique visitors in California from January 2010 through April 2011.*

San Francisco = 15 percent

Sacramento = 12 percent

Los Angeles = 7 percent

San Jose = 6 percent

Oakland = 5 percent



# CALIFORNIA WATCH

## Submission Guidelines

- File Size: up to 30K
- File Type: .gif preferred
- Animation: 10 second maximum
- Deadline: 1 week prior to launch date
- Hyperlinking: A click-through will open a new browser window and should not prevent the user from returning to CaliforniaWatch.org. All advertising and landing pages are subject to CIR editorial review and approval. Please see California Watch’s Advertising Policies for further information.

A maximum of 4 ads may be in rotation for each ad unit on the site.

## Rates

<i>Ad Unit</i>	<i>Dimensions</i>	<i>Open Rate</i>	<i>3-Month</i>	<i>6-Month</i>	<i>12-Month</i>
Medium Rectangle/ Above Scroll (ROS)	300x250	\$650/month	\$585/month	\$520/month	\$455/month
Medium Rectangle/ Below Scroll (ROS)	300x250	\$600/month	\$540/month	\$480/month	\$420/month
Small Rectangle/ Below Scroll (ROS)	300x100	\$560/month	\$504/month	\$448/month	\$392/month
Leaderboard/Footer (ROS)	728x90	\$520/month	\$468/month	\$416/month	\$364/month
E-mail News Alert <i>An alert is sent to all subscribers prior to a new project’s publication.*</i>	160x600	\$250/blast	-	-	-

*\*A project may publish in multiple parts, requiring additional blasts.*



# CALIFORNIA WATCH

## Run of Site

home | contact | advertise | create content | view content

**CALIFORNIA WATCH**  
Founded by the Center for Investigative Reporting

get alerts / react & act / inside the newsroom / donate

HEALTH & WELFARE | 6-12 | HIGHER ED | MONEY & POLITICS | ENVIRONMENT | PUBLIC SAFETY | **DAILY REPORT** | SPOTLIGHT | DATA CENTER

Today's Keywords | June 27, 2011 | College costs / Prison pension cuts / Low-income child care

**SPOTLIGHT**

SPOTLIGHT: MONEY & POLITICS  
**High-speed rail plan draws analysts' concern over costs, projections**

Public records show that the state High-Speed Rail Authority, the agency spearheading the bullet train, is plunging forward despite warnings that it may be tens of billions of dollars short. [+ read more](#)

• More California Watch coverage of the high-speed rail project

[+ more spotlight articles](#)

**DAILY REPORT**

HIGHER ED | June 27, 2011 | 12:05 AM  
**Report offers primer on cutting college costs**

Why are college costs rising so dramatically? Not because of football, fancy dorms or gourmet dining halls, says a new report from the American Enterprise Institute. The report says universities should cut costs by targeting research and unnecessary programs while increasing faculty... [+ read more](#)

[+ more daily report](#)

K-12 | June 27, 2011 | 12:05 AM  
**Court restores child care for working poor**

PUBLIC SAFETY | June 27, 2011 | 12:05 AM  
**Corrections supervisors taking benefits cut**

PUBLIC SAFETY | June 26, 2011 | 3:20 PM  
**Police arrest prominent Oakland 'botpreneur'**

**on SHAKY GROUND**  
A LOOK AT SEISMIC SAFETY IN CALIFORNIA SCHOOLS

**REACT & ACT**  
Get involved, stay in touch, make a difference.

IN PERSON  
**HACK THE WORK**  
Building a national network of sources  
Monday, June 27, 2011 6-8:30pm  
Creative Growth Art Center

IN PERSON  
**Online News Association San Francisco Meetup on Peak Media**

**MORE CALIFORNIA NEWS**

Headlines from our California Watch Media Network Partners.

SACRAMENTO BEE | 6/27/11 11:42 AM  
**Court says state can go ahead with cap and trade plan**

SAN FRANCISCO CHRONICLE | 6/27/11 7:31 AM  
**Budget talks test Jerry Brown's campaign promises**

KOED | 6/27/11 8:42 AM  
**Supreme Court Strikes Down Ban on Violent Video Games**

SACRAMENTO BEE | 6/27/11 7:39 AM  
**Six-figure pensions soar for California school administrators**

SAN FRANCISCO CHRONICLE | 6/27/11 7:45 AM  
**Poll: More California voters ignoring politics**

BAKERSFIELD CALIFORNIAN | 6/27/11 7:41 AM  
**Assessor to review taxes on some farmland**

FRESNO BEE | 6/27/11 7:44 AM  
**Is Valley importing bad air?**

RIVERSIDE PRESS-ENTERPRISE | 6/27/11 7:45 AM  
**Many Inland districts in financial jeopardy**

RIVERSIDE PRESS-ENTERPRISE | 6/27/11 7:51 AM  
**Economy causes Habitat for Humanity to rise among homebuilders**

SACRAMENTO BEE | 6/27/11 7:34 AM  
**Trucking firm in Amtrak crash has 17 maintenance violations in two years**

**INSIDE THE NEWSROOM**

June 21, 2011 | 12:05 AM  
**Parents use Facebook security features to protect kids from predators**

Protecting children online has been a growing concern since, well, the Internet went mainstream. Predators can easily hide their identities, pretending to be younger and using fake profile pictures. With more than 500 million users worldwide, Facebook is the social network of choice to share photos... [+ read more](#)

June 20, 2011 | 12:05 AM  
**Our new look at California Watch enhances reader engagement**

Today, our California Watch website gets a new look. Our upgraded site includes easier navigation and an emphasis on enhanced reader engagement. We first launched our website in January 2010 and have steadily grown our traffic. We've picked up a couple of prestigious awards... [+ read more](#)

June 13, 2011 | 1:45 PM  
**A young journalist witnesses history with Pentagon Papers**

When the phone rang at the New York Times on a Saturday afternoon 40 years ago, I picked it up after a couple of rings. "Foreign desk," I said. There was an excited, agitated man on the other end: "I need to speak to Neil Sheehan, I need him right away, and it's urgent..." [+ read more](#)

[+ more Inside the Newsroom](#)

Leaderboard at Footer 728x90

## E-mail news alerts



### SPOTLIGHT

#### High-speed rail plan draws analysts' concern over costs, projections

BY LANCE WILLIAMS and RONALD CAMPBELL

The agency spearheading California's efforts to build a bullet train through the center of the state is plunging forward despite repeated warnings that it may be tens of billions of dollars short of the money needed to build and operate the system, records and interviews show.



Sky-scraper

160 X 600

"There is an air of unreality" about the project's \$45 billion construction budget, a panel of experts warned the state legislature last year.

[+ Previously: Bullet train route is 'absolutely the worst'](#)

There's "overwhelming public support" in the Central Valley for the massive public works project, the state High-Speed Rail Authority has claimed. Just don't tell that to some 20 unhappy dairymen and landowners from Kings County who bused to the rail authority's meeting in Sacramento yesterday to protest.

[+READ MORE: Click here for ongoing California Watch coverage of the high-speed rail project](#)

test scores

- On Shaky Ground: The story behind the story
- Which hospitals have the highest known risk of quake collapse?
- Rainbow has 35 California stores impacted by lead violation notices (map)

[+ read more](#)

Medium Rectangle 300x250 Below Scroll

Small Rectangle 300x100