

Introduction to *The Politic*

Key Highlights

Alex Jang, Institutional Funding Director

Ryan Taggarse, Advertising Director

August 2016

Overview

1 The Politic Difference

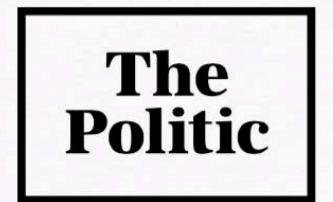
2 Our Print Strategy

3 Our Social Media Strategy

4 Our Online Presence

5 Pricing

6 Additional Resources



Spring 2015 Issue 1
The Yale Journal of Politics



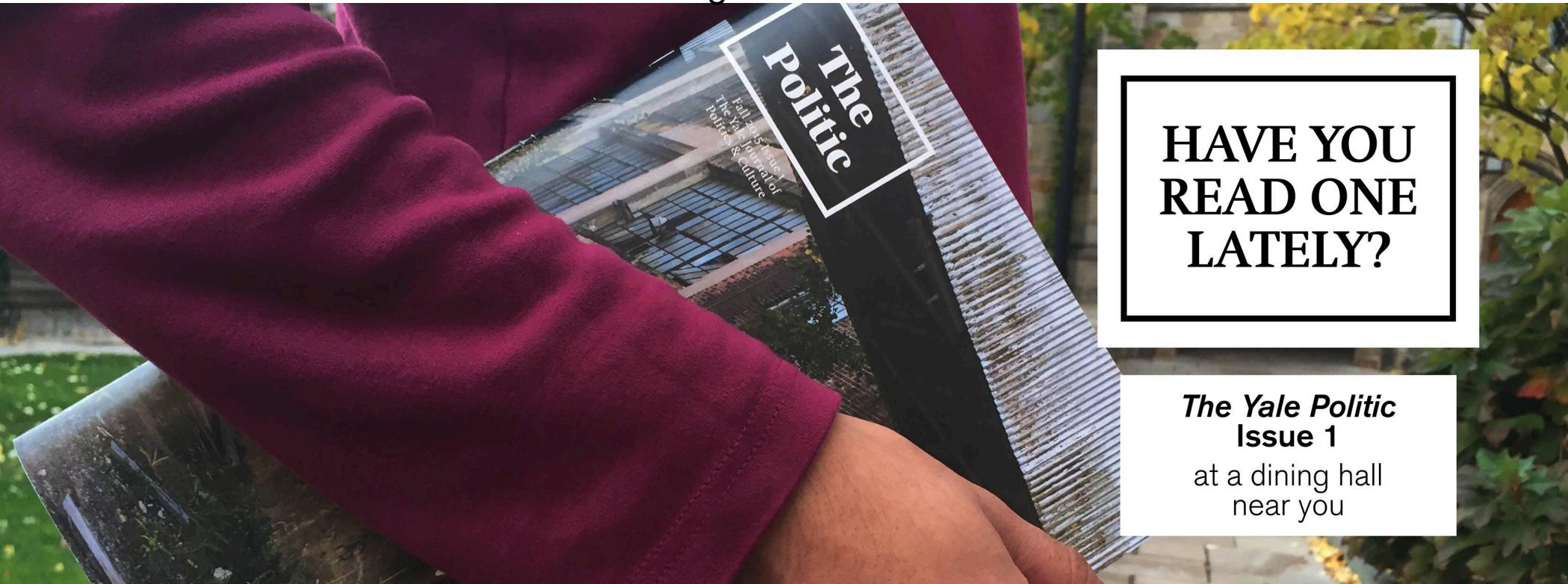


We pride ourselves in offering the greater Yale community comprehensible, comprehensive, and relevant political analysis and news. From interviews with President Barack Obama to a number of Yale professors to an assortment of US Ambassadors, The Politic conducts the type of high level reporting and writing worthy of Yale's community.

- *Ana Barros, Chairwoman of The Politic*

Our print issues...

- Contain cutting-edge news and feature articles on the local, national, and international level
- Go everywhere! We print 400 copies and distribute them through dining halls and a number of personal deliveries
- Are published 5 times a year
- Live forever through our internet mediums



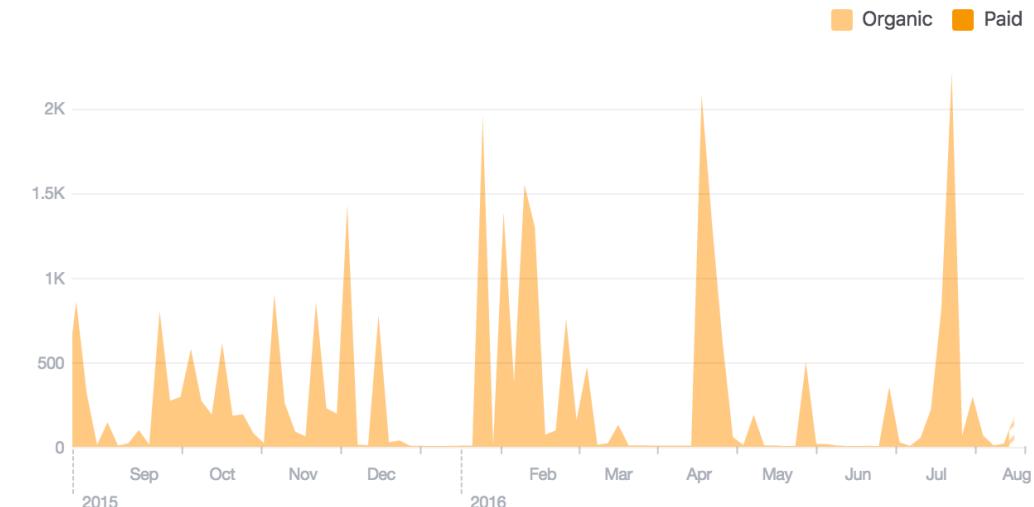
facebook

Total Page Likes as of Today: 2,149



Post Reach

The number of people your posts were served to.



- Growing Facebook Presence
- Monthly reach of over 8000
- Over 800 Engagements per month
- Daily updates with new articles

Good evening,

And welcome to The Politic Blog Pitches! I hate people who talk for too long, so let's get to it! And aren't these the same words as last time? Only 93% of them are!



Melania questions the audience

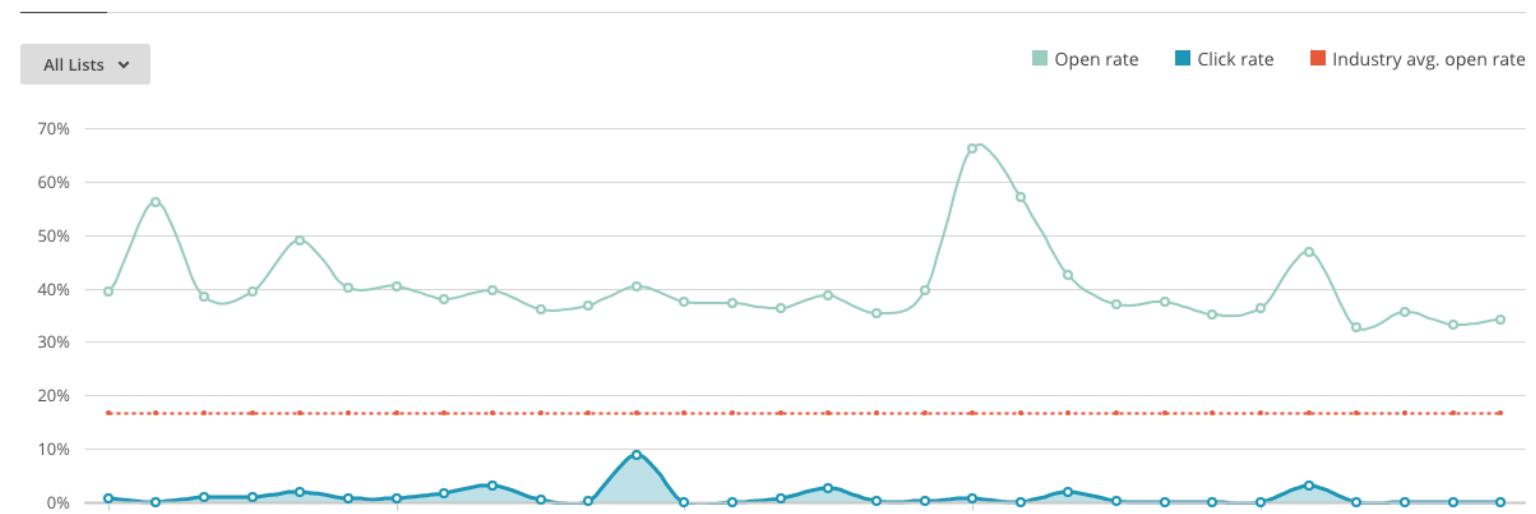
Blog Pitches

Our weekly newsletters are a constant source of information about opportunities, news, and weekly enjoyment for over 700 different people. With open rates on average around 41%, email advertisements reach hundreds of people!

Hey Politickers!

Boy does time fly! We're already on our fourth email for the summer!!

This week, we've wrangled up some good 'uns: from the fate of Osama bin-Laden's house to the fate of the White House, we're beyond excited to see what you come up with.



The Politic

12

MUST READ
ARTICLES ▾

HOME U.S. WORLD ▾ LOCAL ARTS OPINION INTERVIEWS ▾ BLOG PODCASTS ABOUT ▾



Search ...

ARTS & CULTURE



Geneva Decker - 23 hours ago

The Man Who Knew Infinity

The Man Who Knew Infinity

- We're Not Taking Her For Granted
- Medicaid Mike
- A Coup of Erdogan, for Erdogan, by Erdogan?
- Kimpossible: North Korea's Delusions of Nuclear Grandeur

• • • •

We're Not Taking Her For Granted

Medicaid Mike

A Coup of Erdogan, for Erdogan, by Erdogan?

Kimpossible: North Korea's Delusions of Nuclear Grandeur

FEATURED INTERVIEWS



Sarah Donilon and Jacek Oleszczuk

The Royal Environmentalist: An Interview with Sheikh Abdul Aziz bin Ali al Nuaimi, "The Green Sheikh"



Pranav Bhandarkar

Ali Velshi: Broadcast Journalist, Former Host on Al Jazeera America

Our Website...

- Has 20000 visitors every day
- Is constantly updated with new articles

Links on our Facebook always redirect to online versions of our articles on the website

Who Should Replace Jon Stewart?

The Politic Blog February 17, 2015



SHARING

Twitter

0

Facebook

5

Google +

0

Who will fill that chair next?

Jon Stewart — the man, the myth, the legend — will be leaving *The Daily Show* after fifteen years. After Stewart announced that he would step down, college students across the country turned to social media to express their displeasure. After all, *The Daily Show* is especially popular among young Americans tired of biased news coverage. Now there are fears that without Jon Stewart, the show will not be the same.

WORLD

ALL AMERICAS ASIA-PACIFIC EUROPE MIDDLE EAST & AFRICA



Arvin Anoop - July 31, 2016

A Coup of Erdogan, for Erdogan, by Erdogan?

Turkey's failed coup and ensuing purges have shocked the world. Arvin Anoop takes us step by step through the crisis and its aftermath.

Kimpossible: North Korea's Delusions of Nuclear Grandeur

A Lost Generation of Spaniards

Not So Dope Anymore: The Consequences of Russia's Steroid Scandal

NATIONAL

ALL ELECTION 2016

The Politic

For Yale Institutions, contact
Alex Jang
Institutional Funding Director
E: alexander.jang@yale.edu
M: (510) 439-8866

For Business Advertisement,
contact Ryan Taggarse
Advertisement Director
E: hans.taggarse@yale.edu
M: (443) 878-8121