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# DAVIS *Voice*.com

engaging our community in a fair and vital forum

## ABOUT THE WEBSITE:

The Davis Voice is dedicated to giving the citizens of Davis the resources and space to participate in the ongoing experiment that we call community. For over two years, we've become a trusted source for Davisites to become informed and entertained with news and opinion about timely public policy matters. What's more, we apply a liberal seasoning of nightlife happenings, cultural opportunities, thoughtful commentary, fervent pleas for sanity and a little bit of funny.

## TARGET DEMOGRAPHICS:

The information presented on the Davis Voice is crafted to fairly represent all sides of a public policy or news event. Comments on posts are only allowed by registered users, thus, ad hominem and other negative attacks are discouraged and ultimately removed. This high standard of quality attracts a broad range of educated readers. Also, our simple and clean format is accessible by people of all levels of computing expertise.



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## ADVERTISING SPECS:

**Placement:** Ads will appear on the right-hand column of the site, directly below the RSS/Email section and above the Categories/Archives. Up to eight advertisers will be featured.

**Rates and Size:** All ads are 128-x-128 pixels (maximum 30k). Cost is \$150 a month.

**Reports:** As an advertiser, you will receive regular reports on site traffic, impressions and click-through rates.

## ABOUT US:

The Voice is published locally and managed by an Editorial Board of community members. Half of the profits generated are donated to Davis-based nonprofit organization chosen by Voice readers. A diverse group of fine writers contribute regularly or occasionally. Visit [davisvoice.com](http://davisvoice.com) for more information.

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