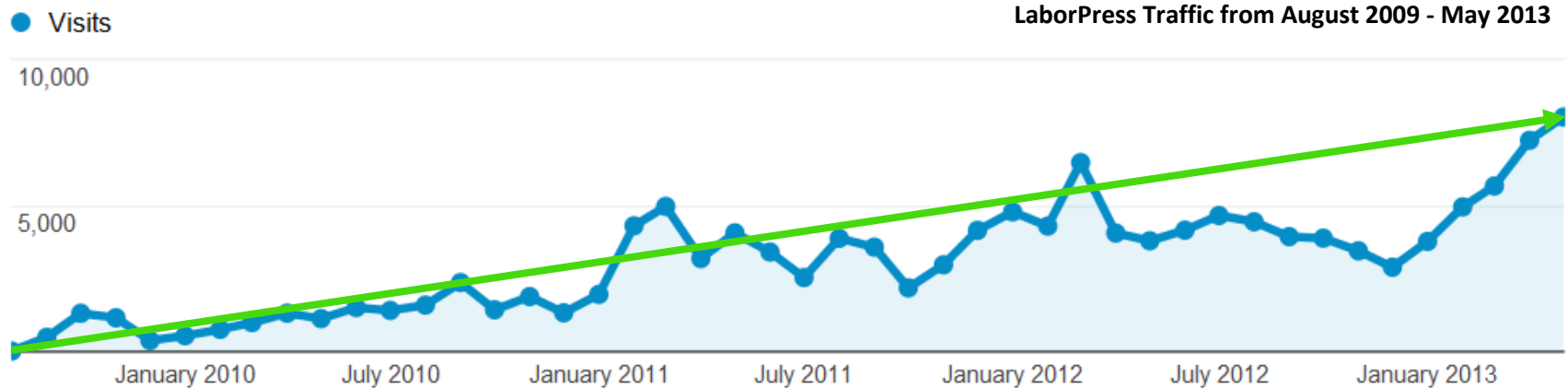


LABORPRESS

Advertising with LaborPress



Rapidly Increasing Advertising Value

Visits ↑ by 112.83% to 8,026 visits

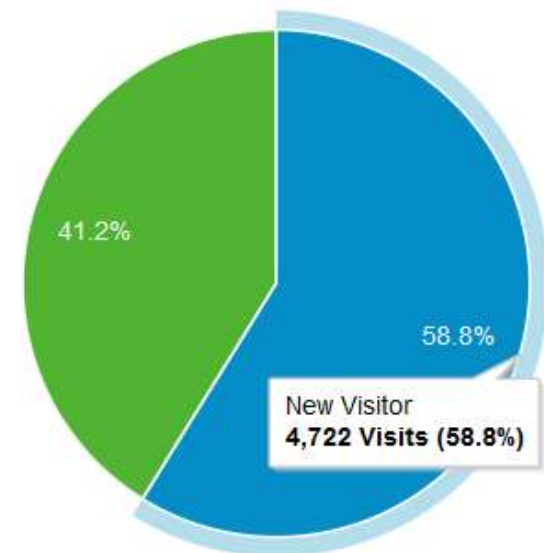
Total New Visitors ↑ by 76.2%

Total Mobile Users ↑ by 177%

Social Media Reach ↑ 400%+

*Site Growth from January up until May 2013

■ New Visitor ■ Returning Visitor



Visitor Demographics

	Visits	Page Views	% of New Visitors	% of Visitors from NYC Metro
January	3,771	11,792	55%	69.03%
February	4,952	10,915	59%	66.64%
March	5,247	10,336	60%	65.28%
April	7,231	12,985	59%	60.46%
May	8,026 ↑	14,484 ↑	58%	61.28%
Total	29,647	61,353	58%	64.54%

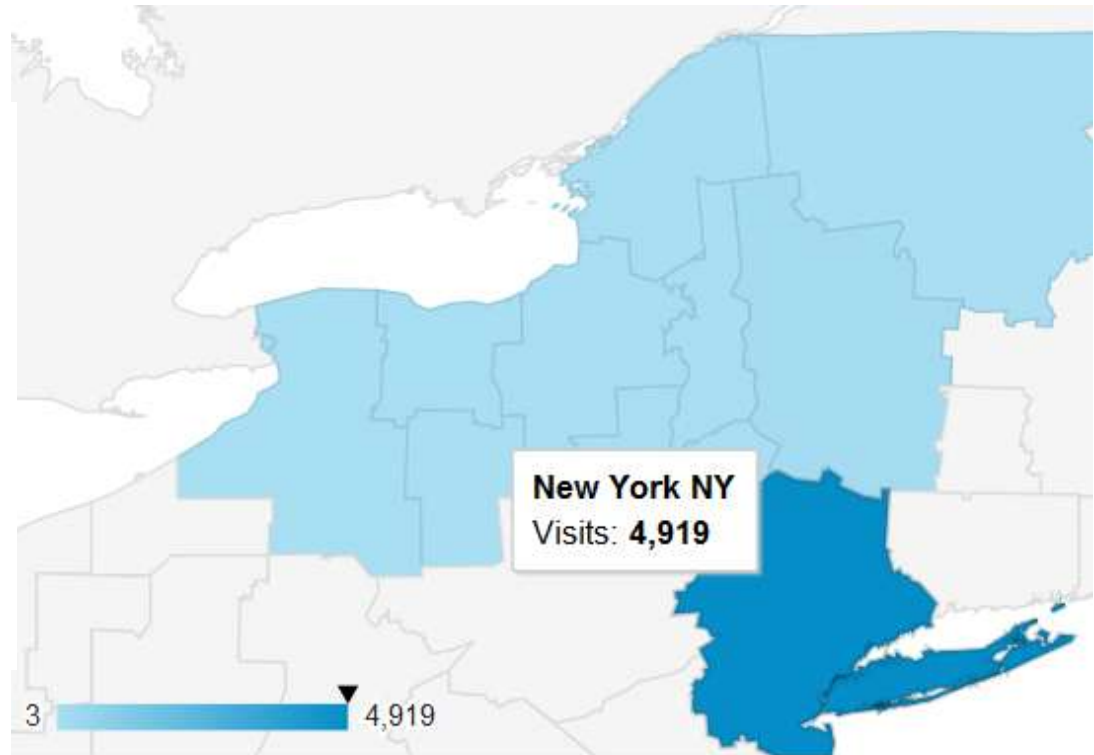
Gender: 68% Male, 32% Female

Income range: \$50K - \$200K

Average Income: \$125K

Age: 25-68 years old

Device: 26.5% via mobile devices



Map of Quarter 1 2013 New York Visitors to LaborPress.org

Value-based Advertising

LABORPRESS LABORPRESS MAGAZINE SIGN UP FOR OUR NEWSLETTER

Empire Health **Fighting for quality benefits for New York's working families.**

de Blasio Comments On Proposed NYS Legislation Regarding a Middle Class Tax Credit

April 22, 2013
By Marc Bussanich

New York, NY—Six mayoral hopefuls presented their vision of public housing policy as the next mayor of New York City at a mayoral forum yesterday morning. The largest housing authority in the country, the New York City Housing Authority, is facing a severe structural deficit, billions worth of backlogged work and private development on public property.

de Blasio Comments On Proposed NYS Legislation Regarding a Middle Class Tax Credit

April 22, 2013
Stephanie West

Reacting to the Middle Class Child Care Tax Bill being proposed by State Senator Simcha Felder and Assembly Member Herman D. Farrell, Jr., Bill de Blasio made the following statement:

Sponsors

Empire Health

EmblemHealth

MEDREVIEW

Heart

BEHAVIORAL MEDICINE ASSOCIATES

MASTER OF ARTS DEGREE, LABOR STUDIES

Testing - Tell New York to

EmblemHealth
WHAT CARE FEELS LIKE.

Banner Ad Sizes Include:

- 980x60 (Header)
- 547x148 (Bottom)
- 156x79

LaborPress offers advertisers flat-rate advertising packages with an **unlimited number of impressions.**

- A great alternative to expensive cost per impression and pay per click programs.

E-News Advertising

The screenshot shows the LaborPress website interface. At the top, there is a banner for "HEALTH COVERAGE MADE FOR UNIONS" by EmblemHealth. Below this is the "LABORPRESS" logo. A navigation bar includes a link to an "Online Certificate in Public Sector and Employment Policy" from the State University of New York Empire State College. Social media icons for Facebook, LinkedIn, and Twitter are present, along with the date "April 18, 2013".

The main content area features an advertisement for Empire Blue Cross and Blue Shield, highlighting "Quality benefits. Affordable rates. The choice of working families." and includes a photo of construction workers. Below the ad is a news article titled "Building Trades Jeer Rise of Low-Wage Construction Jobs" by Marc Bussanich. The article text reads: "New York, NY—Members of the New York City Building Trades rallied outside the properties of family-owned Reider Holdings and Sam Zell's Equity Residential on the West Side to protest the developers' refusal to hire union ironworkers, plumbers and sheet metal workers. [\(Watch Video\)](#)"

Below the article is another news item titled "CSEA Slams Lottery Sweetheart Deal and Questionable NYS Contracting Practices" by Neal Tepel. The text begins: "ALBANY NY — CSEA today called for a legislative hearing over the appearance of impropriety at the New York State Lottery. The call came following a published report that a top New York State Lottery official who recently negotiated a multi-million dollar contract with a private vendor is now working".

On the right side of the page, there is a green sidebar with a link to "NY State and City Labor Federations joins District Council 1707's Fight to Save NYC Funded Child Care" and a notice for a "Press Conference April 24 @ City Hall 1PM". At the bottom right, there is an advertisement for "Dinkes & Schwitzer Attorneys at Law" with contact information: "718-781-8389 • 800-933-1212 112 Madison Avenue New York, NY 10017".

At the very bottom of the page is the "50th Anniversary CSA" logo, with the text "Council of School Supervisors and Administrators Local 1, AFSA, AFL-CIO".

LaborPress' commitment to an effective newsletter and email marketing strategy allows advertisers to **increase exposure for their banner ads.**

Our marketing and advertising team can also send **customized and dedicated emails** that meet your company's advertising and marketing needs.

Our emails go out to tens of thousands of **labor union leaders, contractors, building owners, and related industries.**

Social Media Advertisement

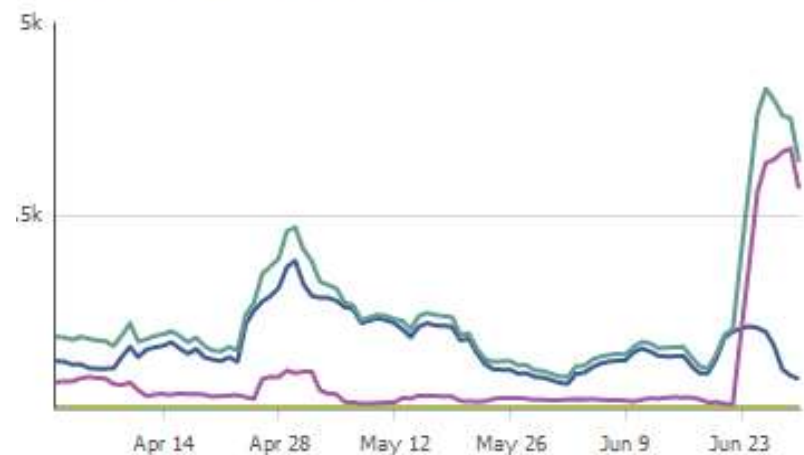


LaborPress offers sponsored posts, tweets, and video content to advertisers.

- Paid social media content **magnifies your company's marketing** and messaging by capitalizing upon LaborPress' **rapidly growing media network** and social reach.

Reach?

Organic? Paid? Viral? Total?





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Powered by **HINDSITE**
Measure the Past. Optimize Your Future.

The logo for HINDSITE, featuring the word "HINDSITE" in a bold, blue, sans-serif font. Below the word is the tagline "Measure the Past. Optimize Your Future." in a smaller, black, sans-serif font.