

# Mother Jones

Mother Jones readers  
FIND OUT FIRST.

## BRAND OVERVIEW

*Mother Jones* is an independent, nonprofit news organization with a legacy of smart, fearless, public interest reporting. *Mother Jones* magazine and MotherJones.com produce original investigative reports, even as other publishers move away from original content toward aggregation from other sources.



### MOTHER JONES MAGAZINE

Launched in 1976, *Mother Jones* is among the largest of American thought-leader publications; audited paid circulation has increased in the last year to over 215,000. *Mother Jones* has received numerous national awards, including the 2008 National Magazine Award for General Excellence and four other NMAs.

The magazine has also been recognized with nine Independent Press Awards, five Investigative Reporters & Editors Awards and two “Best in the Business” awards from the American Journalism Review.

### MOTHERJONES.COM

In 2008, Webby-winning MotherJones.com more than doubled its traffic, due in large part to daily reporting from a new Washington, D.C., bureau headed by veteran DC reporter David Corn, as well as the addition of renowned political blogger Kevin Drum. The site was a finalist for a 2009 National Magazine Award for General Excellence Online.

A 2009 site redesign included expanded community and the latest in SEO technology. Relaunch advertising partners included GE and Virgin Atlantic.

The new multi-faceted and interactive MotherJones.com will grow the site's reach and further increase the brand recognition and scope of *Mother Jones* magazine.



# Mother Jones

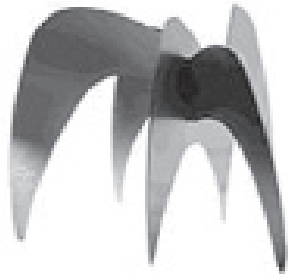
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## MAGAZINE

### MOTHER JONES MAGAZINE

Every issue of *Mother Jones* informs and inspires its passionate readers with quality coverage of the most important issues of our times. Delving into topics that range from the food we eat to the tenets of a healthy economy to the priorities of politics, the magazine combines deep reporting and a taboo-challenging perspective that can't be found in any other publication.

Considered by many to be the nation's foremost magazine of investigative journalism, *Mother Jones* consistently tackles stories far ahead of the media pack. As a result, *Mother Jones*' reporting has special appeal for those influential readers who help shape the public discussions around corporate responsibility, equal opportunity, and environmental sustainability.



The National Magazine Award "Ellie"

*Mother Jones*' reporting has received many of the highest honors in journalism, including the 2008 National Magazine Award for General Excellence. Over the years, MoJo has won 5 National Magazine Awards (and has been a finalist for 14 others), 5 Investigative Reporters & Editors Awards, and 9 Alternative Press Awards.

### AN AUDIENCE OF INFLUENCERS

*Mother Jones* readers are educated, affluent and influential, engaged in the lives of their communities and passionate about how they can serve them.

Many of these readers are deeply committed to companies and brands with reputations for quality, integrity, and innovation. The choices of these affluent readers also carry weight within their circles, helping to establish buying trends with responsible companies whose products deliver real quality.



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## MAGAZINE READERSHIP

Our readership supports companies and products that stand for quality and social responsibility. They are highly educated, highly engaged, and loyal to companies that advertise with (and thus support) nonprofit *Mother Jones*.

### CIRCULATION

Average Paid Circulation: 215,999

Readers per Copy: 3.5

Total Audience: 755,997

Source: ABC Statement 6.30.2010; MRI Reader Survey

### EDUCATED AND AFFLUENT READERS LEADING ACTIVE AND ENGAGED LIVES

#### AGE:

18-34: 21%

35-49: 27%

50+: 52%

#### EDUCATION:

Attended College: 80%

Bachelor Degree: 62%

Post Graduate Degree: 35%

#### GENDER:

Male: 48%

Female: 52%

#### OCCUPATION:

Professional/Managerial: 44%

#### HOUSEHOLD INCOME:

Median HHI: \$66,263

\$60,000 & above: 54%

\$75,000 & above: 44%

\$100,000 & above: 30%

#### POLITICALLY ACTIVE:

Contacted an elected official: 68%

Taken part in local civic issue: 31%

Actively worked as a volunteer: 38%

Donated money to a candidate or campaign: 55%

Written something for publication: 25%

#### PERSONALLY PARTICIPATED IN THE LAST 12 MONTHS:

##### ARTS AND CULTURE:

Reading books: 91%

Attended music performances: 67%

Viewing documentary film: 43%

Going to museums: 36%

Photography: 25%

##### LEISURE ACTIVITIES:

Outdoor Gardening: 56%

Walking for exercise: 41%

Backpacking/hiking/overnight camping: 35%

Running/jogging: 16%

Bicycling: 16%

85%  
Voted in federal,  
state or local  
election

### PURCHASING HABITS OF OUR READERS

#### GREEN LIFESTYLE:

Are willing to pay more for a product that is:

Healthier or organic: 83%

Environmentally friendly: 81%

Made by a trusted company: 65%

Uses energy-efficiency/other environmental

criteria when purchasing products for home: 81%

Purchased all-natural personal care: 79%

Consider purchase of a hybrid vehicle: 72%

Avg. Annual HH Expenditure on Natural Products: \$3,192

#### FINANCIAL:

Owns investments: 90%

Values Based/Social Responsibility is one of the criteria

used when making investment decisions: 57%

Average value of portfolio: \$265,300

#### OUTDOOR:

Purchased Outdoor Equipment in the last 12 months: 70%

#### FOOD/VITAMINS & DIETARY:

Uses Vitamins & Dietary Supplements: 88%

#### TRAVEL

Took a domestic trip in the last 12 months: 64%

Took a foreign trip in the last 3 years: 78%

Types of trips would consider taking when planning a vacation:

Educational trip: 50%

Active Adventure Trip (climbing, walking, camping, etc.): 40%

Eco Travel: 26%

#### BOOKS:

Purchased books in the last 12 months: 94%

Purchased Non-Fiction: 97%

Purchased Fiction: 74%

#### MUSIC:

Purchased music in the last 12 months: 83%

Types of music listen to:

Classic: 70%

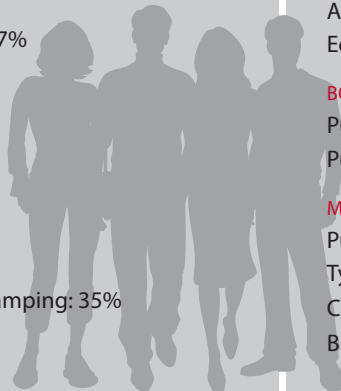
Rock & Roll: 56%

Jazz: 55%

Blues: 48%

Folk: 44%

99%  
Natural products  
shoppers



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MOTHERJONES.COM

The award-winning web site MotherJones.com delivers a balanced audience of engaged participants. The average reader is a highly educated "thought leader" with a better-than-average household income. Readers are very politically engaged, and they consider social and environmental criteria when making purchases.

MotherJones.com offers advertisers several options to maximize an advertising campaign. Through our adserver partnership with Open AdStream by 24/7 Real Media™, advertisers and agencies may target ad creative to specific pages within the site. Targeting by geographic location or IP address is available, as is frequency capping.

## CURRENT SITE TRAFFIC:

Avg. Monthly Pageviews:  
3,500,000

Avg. Monthly Unique Visitors:  
1,000,000

Source: Google Analytics

## DEMOGRAPHICS

### AGE:

18-24: 6%  
25-34: 17%  
35-44: 16%  
45-54: 22%  
55-64: 26%  
65 & above: 13.0%

### GENDER:

Female: 52%  
Male: 48%

### EDUCATION:

77% have earned a bachelor degree or better.  
Some College: 20%  
Bachelor Degree Only: 29%  
Post-Graduate Study and/or Degree: 48%

### OCCUPATION:

Professional/Managerial: 44%

### HOUSEHOLD INCOME:

\$50,000 & above: 56%  
\$75,000 & above: 37%  
\$100,000 & above: 23%

### POLITICAL AFFILIATION:

Conservative Republican: 1%  
Moderate Republican: 1%  
Moderate Democrat: 5%  
Liberal/Progressive Democrat: 77%  
Libertarian: 3%  
Independent: 8%  
Decline to State: 6%

## PSYCHOGRAPHICS

### ENVIRONMENTALLY CONSCIOUS CONSUMERS:

Consider buying a hybrid, electric, or alternative fuels vehicle: 78%  
Use energy efficient or environmental criteria when making purchase: 78%  
Willing to spend more on eco-friendly products: 78%

### POLITICALLY ENGAGED:

Voted in federal, state or local election: 75%  
Contacted an elected official: 65%  
Taken part in local civic issue: 37%  
Actively worked as a volunteer (non-political): 43%  
Donated money to a candidate or campaign: 43%  
Written something for publication: 15%

**78%**  
Purchase  
eco-friendly  
products

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MOTHERJONES.COM

## HOMEPAGE AD UNITS

Unit	Max initial file	Loop	Expandable	Video	Animation/Video length	Audio initiation
728x90	40k	3	no	user initiated	30sec	click
300x250 (2)	40k	3	yes, down/left	user initiated	30sec	click

## ARTICLE, BLOG AND PHOTO ESSAY PAGE AD UNITS

Unit	Max initial file	Loop	Expandable	Video	Animation/Video length	Audio initiation
728x90	40k	3	yes, down	user initiated	30sec	click
300x250	40k	3	yes, down/left	user initiated	30sec	click
160x600	40k	3	yes, left	user initiated	30sec	click

For a detailed list of accepted Rich Media, go to: <http://www.247realmedia.com/EN-US/rmg/menu.html>

Space reservation: 7 business days \*

Material Deadline: 4 business days\*

Cancellation: 3 business days\*

\*prior to launch date

## HOMEPAGE AD UNITS

FLASH, GIF, JPG, HTML



300x250 pixels  
40k max initial file size



728x90 pixels  
40k max initial file size

## ARTICLE, BLOG AND PHOTO ESSAY PAGE AD UNITS

FLASH, GIF, JPG, HTML



300x250 pixels  
40k max initial file size



160x600 pixels max  
40k max initial file size



728x90 pixels  
40k max initial file size



300x600 pixels  
40k max initial file size

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## EMAIL MARKETING

### EMAIL NEWSLETTERS

Unit	Max file size	File type	Loop
728x90	30k	gif, jpeg	3
300x250	30k	gif, jpeg	3

### EMAIL NEWSLETTERS

Mother Jones debuted three new email newsletters in September 2009. The newsletters highlight environmental/health news and consumer-friendly eco-tips; insider political coverage from David Corn and his ground-breaking Washington, DC, bureau; and exclusive content from our popular blogger Kevin Drum. Advertisers will have the opportunity to reach 115,000 unique newsletter subscribers with prominently featured billboard and leaderboard ads. Plus, you can sponsor all three newsletters, or target a specific audience by selecting just one.

#### ECONUNDRUMS

Your environmental dilemma solved. Every Monday, Econundrums focuses on common sense solutions to every day problems. Presented in a question and answer format, readers ask our Editors their opinions on everything ECO.

#### DECODER

The scoop from David Corn's & Mojo's Washington Bureau. Every Wednesday find out why political television personality Rachel Maddow said, "Without reporters like David Corn, I would not have a show." Get the latest from our inside the Beltway insiders.

#### DRUMBEAT

Kevin Drum on politics, policy, and cats. Every Friday the musings of our top blogger Kevin Drum, covering everything under the sun, including his ever beloved Friday Cat Blogging.

#### RATES

General: \$20 CPM  
Publisher/Non-profit: \$10 CPM

**ECONUNDRUMS** YOUR ENVIRONMENTAL DILEMMAS SOLVED

**MORE ENVIRONMENTAL & HEALTH COVERAGE**  
Forget Polar Bears: Arctic People Are in Trouble, Too  
You've heard about melting glaciers and sea ice retreat. But what does it mean for the people of the Arctic? [READ MORE](#)

**DCDECODER** THE SCOOP FROM DAVID CORN & MOJO'S WASHINGTON BUREAU

**INVESTIGATIONS**  
The F-22 Flights On  
Will powerful lawmakers succeed at their last gasp, under the radar attempt to resurrect the F-22, the super-stealth fighter? [READ MORE](#)

**MOTHER JONES**  
THIS WEEK'S CAT  
BBQ: Char a few months ago in a charcoal grill. Armor descended, and they great and all, but I've had it cooking the propane-powered BBQ hour, compared to 11 ready-made about the organic compounds, that give your meat its...  
So, should you use the propane? Not necessarily. Your propane grill probably contains...  
Do these two really...  
So, should you use the propane? Not necessarily. Your propane grill probably contains...  
Do these two really...  
So, should you use the propane? Not necessarily. Your propane grill probably contains...  
Do these two really...

**MOTHER JONES**  
WHAT WE'RE FOR  
**Is Obama Banks?**  
Don't worry, you have our three-times-a-week...  
Do these two really...  
So, should you use the propane? Not necessarily. Your propane grill probably contains...  
Do these two really...

**MOTHER JONES**  
September 10, 2009  
THIS WEEK IN THE BLOGOSPHERE  
**Why I'm Becoming a Pitchfork Populist**  
Don't worry, you haven't landed on some spam lid. We're replacing our three-times-a-week Mojo's Washington newsletter with three...  
Do these two really...  
So, should you use the propane? Not necessarily. Your propane grill probably contains...  
Do these two really...

**Headliner's Blog**  
MOST POPULAR  
\* Court Ovals Haybituruz Rage Trial  
\* How the Israel Lobby Evolved: A Timeline  
\* The Price of Participation  
\* From Eni Lobbyist to Market Watchdog

**KEVIN'S MOST ACTIVE DISCUSSION**  
**Pelosi, the Astrofuffing Nazi?**  
Sen. Jim DeMint commented on the demonstrators in Washington, DC carrying signs that call Nancy Pelosi a Nazi and Barack Obama a communist.  
My comment on the puzzling "Astrofuffin' signs: Is Nancy Pelosi an astrofuffin' Nazi? What would an astrofuffin' be? Somebody help me out on this. [READ MORE](#)

**QUOTE OF THE WEEK:** Is Felix Sarmont's Jacket Full? Or Puffy? [READ MORE](#)

**QUOTE OF THE WEEK:** Carbon Footprints of the Future [READ MORE](#)

**Follow Kevin Drum on Twitter**  
Want more environmental coverage from Mother Jones? Subscribe to the magazine for just \$10 a year by clicking [here](#)

**300x250 Billboard**

**728x90 Leaderboard**

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**BREAKING NEWS:**  
**Is the Kabul Bomb?**  
Will the lead...  
Do these two really...  
So, should you use the propane? Not necessarily. Your propane grill probably contains...  
Do these two really...

**What Do the Tea Partyers Mean?**  
Michelle Obama...  
Do these two really...  
So, should you use the propane? Not necessarily. Your propane grill probably contains...  
Do these two really...

**Follow the DC Bureau**  
Want more environmental coverage from Mother Jones? Subscribe to the magazine for just \$10 a year by clicking [here](#)

**Who's Watching the Henhouse?**  
How an Enron fix became a top energy regulator. [READ MORE](#)

**ECONOMICS**  
**When Banks Were Banks**  
Why not lend them to taking deposits, making loans, underwriting stocks and bond offerings, going M&A, and so forth? [READ MORE](#)

**MORE FROM MOJO**  
**Fiji Water: Trick or Tweet?**  
Fiji Water...  
Do these two really...  
So, should you use the propane? Not necessarily. Your propane grill probably contains...  
Do these two really...

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## STAND-ALONE EMAILS

A "stand-alone" email is a terrific way to deliver your custom-tailored message exclusively to Mother Jones' 110,000+ opt-in email subscribers.

Mother Jones stand-alone emails are popular with advocacy/cause-related organizations, new consumer goods offerings, movies, books, and environmental/green products and services.

Because we accept only a limited number of stand-alones per month, stand-alone emails enjoy a solid open and click-thru rate.

### AUDIENCE

Female: 50.4%

Male: 49.6%

### Mature

Over 35 : 78.5%

Over 55: 43.9%

### Highly Educated

Attended College: 96.7%

Bachelor's degree or more: 75.7%

Post-graduate study: 35.4%

Married or in a Partnered Relationship: 59.1%

### Financially Comfortable

>\$50K HH: 54.9%

>\$75K HH: 35.0%

>\$100K HH: 22.0%

### Investment Portfolio

Over \$100k: 34.1%

Consider "values based/socially responsible" criteria when making investment decisions 61.8%

### Annual Non-Profit Giving

Over \$250: 52.0%

Over \$500: 38.0%

Source: Email Subscriber Survey, Summer 2010

USA for UNHCR  
The UN Refugee Agency

DONATE TELL A FRIEND VISIT AID-DARFUR

**Darfur cries for help—you can provide hope**

Matching gift challenge

Dear friend,

How're you doing on your New Year's resolutions? If you're like me, it's probably a little bit on miss.

But I have one that you can be sure you'll check off with just a couple minutes of your time... to provide help and hope to the Darfur refugees.

Thanks to the help of thousands of Americans like you, last year the UN Refugee Agency (UNHCR) protected 2.5 million refugees from Darfur. You're food, water, medical care, school...the refugees, mostly women and children, need so much because they have been left with nothing.

But the killings, the rapes, the burning of villages continue. And so I am asking you to make another New Year's Resolution - help us save lives in Darfur and offer those refugees some small measure of hope that someday they will be able to go back home again.

While you and I may not be able to stop the brutal war, together we can provide a better life for the women and children forced - often at gunpoint - to flee their homes and their families.

Your generous tax-deductible donation to the UN Refugee Agency will help us continue our work on the ground, providing protection and life-saving assistance to hundreds of thousands of Darfur refugees. And thanks to a generous anonymous friend donor, the gift you make today will go twice as far in providing essential humanitarian aid.

- \$50 provides an all-season tent to shelter a family of five
- \$100 provides for a survival kit, including blankets, a heating stove and other basics
- \$200 provides an emergency health kit to treat the injured and sick
- \$500 sinks two wells to provide desperately-needed clean water
- \$1000 provides for a survival kit, including blankets, a heating stove and other basics
- \$2000 provides an emergency health kit to treat the injured and sick
- \$5000 sinks two wells to provide desperately-needed clean water

Thank you for your compassion and support.

Sincerely,  
Marc Breslow  
Executive Director  
USA for UNHCR

For more information please contact us at 1.800.770.1100 or visit [www.UNRefugees.org](http://www.UNRefugees.org).  
1775 K Street, NW, Suite 200, Washington, DC 20006

CREDO mobile | more than a network. a movement.

Just a quick update that these special offers (including a 10% monthly fee discount) have been extended through next Friday. Order online today and we'll include a free car charger\*. [Click here](#) for all the details, or give our friendly customer service agents a call at 866.927.9482 with any questions. Thanks!

**Is your phone company fighting for a robust public option?**

Unless you're with Credo Mobile, the answer is probably "no." We're a different kind of company—one that stands up for the progressive agenda.

Not only are we urging Sens. Max Baucus and Harry Reid to keep the public option alive, we're also supporting House progressives who have been fighting tirelessly on behalf of the public option.

So why not switch to Credo Mobile? We're the only phone company fighting for a robust public option in any healthcare-reform legislation. We're also the only one who supports Rep. John Conyers' H.R. 676, which would create a single-payer system.

Sign up with Credo Mobile today and you'll get a special discount on your monthly fee, as well as everything else you expect from a top-tier phone company, like nationwide digital coverage and friendly, efficient customer service. You'll also get your choice of three great phones (at night, along with...)

- Contract buyout credit up to \$200
- 10% off your monthly service fee for 24 months
- FREE car charger when you sign up online\*\*
- No contract for 30 days†
- Number portability: bring your current phone number with you
- Nationwide coverage on the all-digital Sprint® network, reaching more than 200 million people††

And that's not all. Every time you call with Credo Mobile, you support the causes you believe in. That's because Credo donates a portion of all charges to progressive nonprofits like Physicians for a National Health Program, Doctors Without Borders, Planned Parenthood and Global Fund for Women? a total of \$63 million since 1985. These donations are automatic and come at no extra cost to you.

So next time you pay your phone bill, ask yourself: is your phone company supporting your progressive values? Think about it. Then think about Credo Mobile.

[Click here to join now and get FREE 2-day shipping.](#)

Offers expire November 6, 2009.

**10% OFF** your monthly service fee for 24 months

Sign up no later than November 6, 2009 to get 10% off your monthly service fee for 24 months! [Click here](#) for the details.

**Choice of phones plus contract buyout\***

**BlackBerry® Curve™ 8330 smartphone for just \$49.99** (special offer code: 506441)

**FREE Samsung M320** (special offer code: 506441)

**new**

**FREE Sanyo Z700** (special offer code: 506441)

[learn more.](#)

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## STAND-ALONE EMAILS

Environmentally and Socially Conscious Believe corporations should be committed to social responsibility:	83.3%
Use energy efficiency or other environmental criteria when purchasing home products:	81.3%
Willing to pay more for environmentally-friendly products:	79.6%
Would consider purchasing a hybrid, electric or alternative fuel vehicle:	78.2%
Trust in a company affects buying habits:	70.8%
If you are looking to reach a socially and politically engaged audience, this is it:	
Voted in a federal, state, or local election:	73.4%
Signed a petition:	73.1%
Contacted an elected official:	70.3%
Donated money to a nonprofit organization:	64.7%
Volunteered:	45.3%
Donated money to a candidate or campaign:	43.0%
Taken part in local civic issue:	38.2%
Attended an event for a nonprofit organization:	37.9%
Contacted a media outlet such as a radio or television station, magazine or newspaper:	30.5%

Performance	Open Rate	Click-Through Rate
All Sectors	14.65%	2.01%
Environmental	16.25%	3.92%
Health	13.80%	1.60%
International	14.58%	1.51%
Rights	15.85%	3.10%
For profit	14.36%	1.29%
Aid	14.54%	1.79%
Politics	13.67%	4.47%

Rates	
Publisher/Nonprofit:	\$80.00 CPM
General:	\$115.00 CPM

Source: Email Subscriber Survey, Summer 2010

**PICTURES REFRAMED**  
LEIF OVE ANDSNES | ROBIN RHODE

MUSSORGSKY  
PICTURES REFRAMED  
SCHMANN  
KINDERGARTEN

**EMI CLASSICS**

Leif Ove Andnes embarks on a major project which marks a new departure for the internationally acclaimed pianist and exclusive EMI Classics artist. Together with South African-born visual artist Robin Rhode, they have created a special programme entitled Pictures Reframed which centres around Mussorgsky's epic piano cycle Pictures of an Exhibition combining music, video and still imagery.

**Mussorgsky: Pictures Reframed Standard Edition**  
This standard edition is a CD of a studio recording of Mussorgsky's Pictures of an Exhibition and other solo piano works by Mussorgsky, coupled with Schumann's Kindergarten.

**Mussorgsky: Pictures Reframed Luxury Collector's Edition**  
This special Luxury Collector's Edition of Pictures Reframed includes both a DVD and CD packaged together in an exhibition catalogue-style hardcover book with a wide selection of images from the creation and final performance version of Pictures Reframed.

PURCHASE YOUR COPY OF THE STANDARD OR LUXURY COLLECTOR'S EDITION TODAY AT [amazon.com](http://amazon.com)

EMI CLASSICS presents an exclusive contest for Mother Jones readers

**ENTER TO WIN!**

3 WINNERS WILL RECEIVE A CD OF PICTURES REFRAMED  
1 LUCKY WINNER WILL RECEIVE THE LUXURY COLLECTOR'S EDITION OF PICTURES REFRAMED AUTOGRAPHED BY LEIF OVE ANDSNES

CLICK HERE TO ENTER

CONTEST ENDS NOVEMBER 17, 2009

TAKE PART IN THE PICTURES REFRAMED TOUR:

[Duchess Center, New York City, NY, November 11, 4:00 PM EST](#) | 
 [University of North Carolina at Chapel Hill, NC, November 18, 2009 at 7:30PM](#) | 
 [New York University, Tisch School of the Arts, New York City, NY, November 20, 2009 at 7:30PM](#) | 
 [Hudson University Center, Hudson, NY, November 22, 2009 at 2:00PM](#)

[www.picturesreframed.com](http://www.picturesreframed.com)      [www.angelrecords.com](http://www.angelrecords.com)

DCCC CHAIRMAN  
**Chris Van Hollen**

DCCC

Dear Ed,

How is this for being out of touch? Despite polls showing millions of Americans that support a public option, Republican Leader John Boehner actually said, "I'm still trying to find the first American to talk to who's in favor of the public option, other than a member of Congress or the administration."

Help us introduce Leader Boehner to millions of them.

Sign our petition telling Republican Leader John Boehner that you are among the millions of Americans who support a public option. We will send your comments directly to him.

Thanks for all that you do to maintain a strong Democratic House Majority that works with President Obama.

Sincerely,

Rep. Chris Van Hollen  
DCCC Chairman

**TELL JOHN BOEHNER: "I SUPPORT A PUBLIC OPTION"**

**POLITICO**  
"Boehner hasn't met anyone who backs public option"  
John Boehner  
House Republican Leader

**SIGN THE PETITION >>>**

If you are having trouble with any of the links, cut and paste the following into your browser:  
<http://www.dccc.org/petitionboehner>

To make sure you always get our emails add [dccc@dccc.org](mailto:dccc@dccc.org) to your address book.  
[Find out more about adding us to your address book here.](#)

Paid for by Democratic Congressional Campaign Committee,  
 430 South Capitol Street, S.E. Washington, D.C. 20003  
 (202) 693-1900 - [www.dccc.org](http://www.dccc.org)  
 Not authorized by any candidate or candidate's committee.

Contributions or gifts to the Democratic Congressional Campaign Committee are not tax deductible.