

Brian Dubie Comes Unhinged.

Throws Tantrum During Debate Over Vermont's Leaky Nuclear Power Plant.

Watch!

Impressions: 12,944 Clicks: 172
Click Through Rate: 1.33 Cost Per Click: \$.71

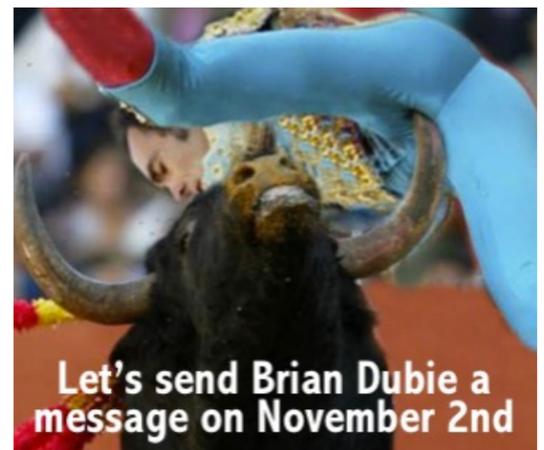
Dubie Wants To Work Less Lie in tanning booth more. Watch.

www.youtube.com/AnyoneButDubie

Impressions: 109,340 Clicks: 132
Click Through Rate: .12 Cost Per Click: \$1.13



Impressions: 109,340 Clicks: 132
Click Through Rate: .12 Cost Per Click: \$1.13



Impressions: 8,246 Clicks: 46
Click Through Rate: .56 Cost Per Click: \$.81

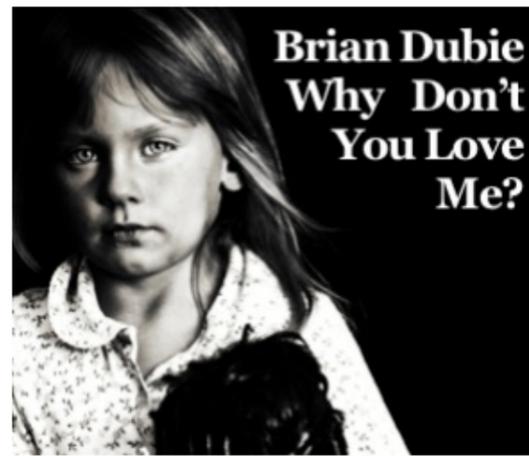
ANYONE ★ BUT ★ DUBIE

VERMONT'S AWFUL LT. GOVERNOR 2003 - 2010

During the recent 2010 gubernatorial election in Vermont -- acting as a solo, loose cannon, pamphleteer exercising my first amendment right to stand on a soapbox and make a fool of myself -- I created a series of homemade videos on Youtube under the pseudonym AnyoneButDubie to combat the GOP candidate, Lt. Governor Brian Dubie, who had hired a professional communications firm named Harris Media from Austin, Texas while he was running on a platform, "I will bring jobs to Vermont." To drive traffic to my videos -- <http://www.youtube.com/user/AnyoneButDubie> -- I created and ran this series of Google and Facebook ads below ... a little knowhow I picked up during my day job.

Altogether, I spent about \$3,600 and generated 1,600,000 media impressions and 6,000 click throughs. The Google campaign ran for about two months; the Facebook campaign for about a week. The ads were targeted throughout Vermont and, on occasion, aimed directly at the Harris Media office building in Austin -- the theory being that maybe the Dubie operatives inside would get pissed off, misjudge the tenor and tone of the Vermont electorate, perhaps even believe I was really part of the Democratic candidate's campaign -- I had no communication with Peter Shumlin or his senior advisors -- and overreach by retaliating with full guns blazing.

The result? The Democratic candidate, Peter Shumlin, won the election in a squeaker by a slim 3,000 votes -- one of the few bright blue spots in a bloody sea of red that election night. Is it possible I actually had something to do with the narrow Democratic victory? Well, why don't you decide for yourself. --Josh C. Manheimer
Norwich, Vermont



Impressions: 10,370 Clicks: 94
Click Through Rate: .91 Cost Per Click: \$.82

Brian Dubie Breaks Down Stress of campaign too much? Can he really govern? Watch.
www.youtube.com/AnyoneButDubie

Impressions: 14,072 Clicks: 116
Click Through Rate: .82 Cost Per Click: \$.62

Brian Dubie Has Tantrum



Watch and Vote!

Impressions: 155,367 Clicks: 345
Click Through Rate: .222 Cost Per Click: \$.24

Brian Dubie Gets Religion



After 8 years in office, Brian Dubie finally gets religion. Watch!

Impressions: 114,408 Clicks: 183
Click Through Rate: .16 Cost Per Click: \$.28



Impressions: 83,183 Clicks: 1,655
Click Through Rate: 1.99 Cost Per Click: \$.63

Brian Dubie Tax Man



Brian Dubie's Tax Commissioner tells all to Vermont Public Radio. Astounding! Watch.

Impressions: 41,051 Clicks: 46
Click Through Rate: .112 Cost Per Click: \$.33

Dubie Blames Shumlin



Brian Dubie's Texas media firm's strategy is to attack Shumlin. And then blame Shumlin. For everything. Watch!

Impressions: 53,346 Clicks: 69
Click Through Rate: .129 Cost Per Click: \$.29

Dubie Blames Shumlin



Brian Dubie's Texas media firm's strategy is to first attack Shumlin and then blame Shumlin for everything. Watch!

Impressions: 66,556 Clicks: 80
Click Through Rate: .120 Cost Per Click: \$.31



Impressions: 7,841 Clicks: 53
Click Through Rate: .68 Cost Per Click: \$.91

Brian Dubie Throws Tantrum.

Impressions: 22,850 Clicks: 278
Click Through Rate: 1.22 Cost Per Click: \$.70

Brian Dubie Lies About List of Felons

Dubie's Campaign Manager Regrets "Lapse of Judgement"

Holds Head in Shame

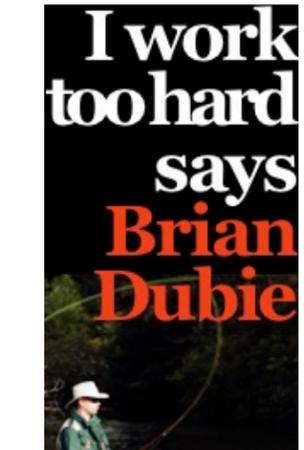
Watch!

Impressions: 1,209 Clicks: 19
Click Through Rate: 1.57 Cost Per Click: \$.82

Dubie Throws Tantrum Comes unhinged. Watch.

www.youtube.com/AnyoneButDubie

Impressions: 26,193 Clicks: 131
Click Through Rate: .50 Cost Per Click: \$.62



In other states I could recreate more and work a lot less. Watch!

Impressions: 4,812 Clicks: 8
Click Through Rate: .17 Cost Per Click: \$.74

BRIAN DUBIE



SAINT OR SINNER?

WATCH!

Impressions: 10,703 Clicks: 66
Click Through Rate: .682 Cost Per Click: \$.74