

them, when we're investing so heavily in the sites. We need a more efficient form of bonus compensation — and one that's fair to the writers who care most about their readers.

Third, the market for editorial talent is becoming more competitive. If a writer works like hell, or sparkles, we always run a risk: that somebody outside the organization notices before the news trickles up the management hierarchy. We need a mechanism to reward hard work, and stardom — to dispense pay increases automatically, if you will.

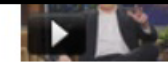
3. HOW IT WORKS

For several months now, we've displayed the number of views each item receives. It's not a perfect measure. The view count does not reflect attention paid to the posts on the front page; nor photo galleries (which are usually junk views anyhow); and it can overstate the value of cheap items with superficial appeal, but which damage a site's reputation. Nevertheless, it's the best measure we have, so we're going to use it to calculate bonuses.

From now on, you will be paid a set monthly fee. This is the total amount of money outlined in your editorial agreement or determined between you and your site lead. The era of counting posts that are worth \$12 or \$200 is over. You will be expected to contribute a set number of posts each month in exchange for your monthly base pay.

On top of your monthly base pay, you will be eligible for a bonus based on the number of pageviews your posts receive each month. This total includes any pageview on any story with your byline that was read during the month, even if the story is months or years old. You can track your monthly total here: (Click your site name in the rollup data section along the very top of the page).

Each site will be assigned a pageview rate, which is the dollar amount that each 1,000 pageviews on the site is worth. Although this sounds similar to an advertising CPM, this



Adam Carolla: 'What's Wrong with Blacks and Latinos?'



DOMINO'S

28,879 🔥

I Can't Stop Watching This
Hilariously Stilted Japanese
Domino's Ad

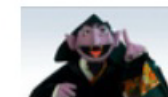
Chris Brown has some caring, nuanced, sensitive advice about [how to talk to women](#).



COLLEGE

116,267 🔥

Women's College Students Will Pay
in Blood for Throwing the Lamest
Party Ever



WTF

32,527 🔥

Kindergarten Teacher Terminated
After Bringing Vial of Her Blood to
Class, Letting Children Taste It



HEY SCIENCE

46,482 🔥

Could the U.S. Have Assassinated
Hugo Chavez Using Cancer?



EXIT MUSINGS FOR A F...

12,214 🔥

James Franco: The Cynical Wizard
of Oz



FOOD

23,273 🔥

'Best Restaurant in the World'
Offers Ants, Roe, and Horrible

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Each site will be assigned a pageview rate, which is the dollar amount that each 1,000 pageviews on the site is worth. Although this sounds similar to an advertising CPM, this number has nothing to do with your site's revenue or advertising value. At the end of the month, if the money you earn in pageviews exceeds your monthly base pay, you will be paid the extra money as a bonus.

This chart should make it clearer. If your site has a PV rate of \$5:

\$2,000 = 400,000 views:

\$5,000 = 1m views:

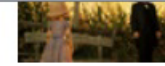
\$7,000 = 1.4m views

Based on this example, if your base pay is \$2,000 per month then you would need to get upwards of 400,000 pageviews to begin earning bonus. A total of 500,000 views would earn \$500 bonus (or \$2,500 total pay).

Your site lead will be able to tell you the pageview rate for your site, and give you a chart like this one to for calculating bonus.

For the majority of sites, there is no cap on the amount of bonus you can earn each month. Four sites are already using the new bonus system (Gawker, Wonkette, Gizmodo and Defamer). One guest editor on Wonkette landed a huge exclusive and walked away with an extra \$3k in his paycheck.

Rules Of The Road



James Franco: The Cynical Wizard of Oz



FOOD

665 

'Best Restaurant in the World' Offers Ants, Roe, and Horrible Diarrhea Illness

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-Rules Of The Road-

- * The pageview rate for each site will change at the beginning of each quarter. It cannot be changed at any other time.

- * This bonus will replace all other bonuses that now exist.

- * Site leads do not take part in this system. They are still measured on overall site performance.

- * The site lead has the right to revoke pageviews on any post. This is to guard against the publication of material that may be inappropriate or illicit, and we hope it is never necessary.

The site leads have more detailed information about all of this, and can share specific numbers for your site to give you a better sense of how your pageviews will translate into bonus.

Please send questions to so that we can round them all up and answer for everyone.

All best,

- Noah and Nick

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Please send questions to so that we can round them all up and answer for everyone.

All best,


- Noah and Nick

Contact Paul Boutin:

 COMMENT

DISCUSSIONS

FEATURED ALL

 Discussion now closed.



raincoaster

03 Jan 2008 9:18 AM

@Owen Thomas: why the hell are you hiring people who don't even know how to use alt tags?

