

POP^{ville}

2018 MEDIA KIT

WHAT OUR READERS ARE SAYING:

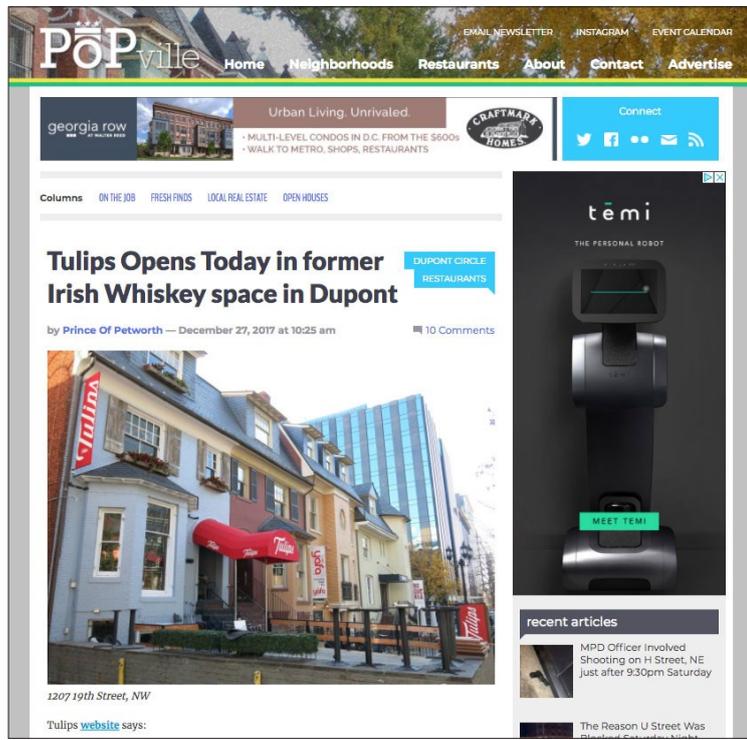
"#FF @PoPville... tons of interesting content you won't find anywhere else." -- @MurielBowser

"Your neighborhood reporting got us that info before anyone else in the city." -- Jack C.



ABOUT **POP**ville

PoPville is one of D.C.'s most-read local news publications, reaching 100,000s of affluent young professionals each month with content about real estate, restaurants and more. PoPville has been voted multiple times Best Local Blog in the Washington Post Express, Washington City Paper, Washingtonian Magazine and the Washington Blade. The Post has written that PoP publisher Dan Silverman probably knows more about the District than some beat cops



OTHER LOCAL NEWS NOW SITES

ARLnow

www.arlnow.com

ARLnow is Arlington, Virginia's premier local news and lifestyle publication. Whether you live or work in Arlington, ARLnow is your finger on the community's pulse.

restonnow

www.restonnow.com

Reston Now is Reston, Virginia's go-to online local news source, providing a one-stop shop for any organization seeking to reach those who live and work along the Silver Line corridor.

*** THE RUNNER'S SOURCE FOR THE DC AREA ***
RUNWASHINGTON

www.runwashington.com

Founded in 1984, RunWashington is the D.C. region's #1 resource for runners, triathletes and fitness enthusiasts. RW boasts the top Google spot for those looking for local races.

Tyson's
REPORTER

www.tysonreporter.com

Launching in September 2018, Tyson's Reporter will be the first daily news outlet dedicated to covering local happenings in the dynamic and developing Tysons community.

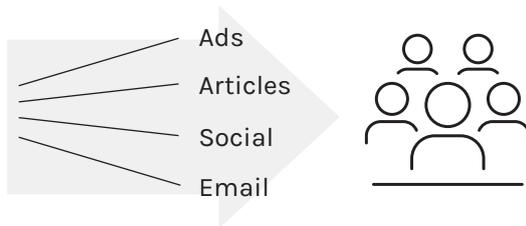
PREMIUM BRAND PACKAGES

We are currently seeking a limited group of brand advertisers for our premium packages. Designed to be the most well-rounded marketing package for getting your message across to hard-to-reach local consumers, premium brand packages include everything you need to consistently and effectively reach your target audience.

What's included in a Premium Brand Package?

- 1 sidebar ad - 100% SOV
- 1 promoted post/quarter
- 1 partner directory listing
- 1 featured event, coupon or community post/month
- Free ad design and promoted post writing upon request
- Free enhanced reporting and advertising enhancements
- Dedicated account representative
- Quarterly performance report

**Your
Message**



Additional premium benefits offered at three levels:

Silver \$1,000/month (max. 10 clients)

- + Email ad

Gold \$1,600/month (max. 5 clients)

- + Cinematic ad - 100k impressions (est.)
- + Email ad
- + 1 social media shout out per month (written by us on Facebook, Twitter, and/or Instagram)

Platinum \$2,200/month (max. 5 clients)

- + Cinematic ad - 200k impressions (est.)
- + Email ad
- + 2 social media shout outs per month (written by us on Facebook, Twitter, and/or Instagram)

DISPLAY ADVERTISING

A. Takeover Ad \$999/day

- + At top of all pages
- + 4:1 ratio on desktop, 2:1 ratio on mobile
- + Available early 2019

B. Sidebar Ad \$549/mo

- + Typically 250K impressions/mo
- + 300x250px (high resolution 600x500px also accepted)

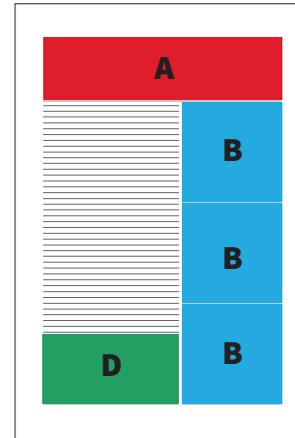
C. Skyscraper Ad \$549/month

- + 300x600px
- + Highest click-thru rate on site

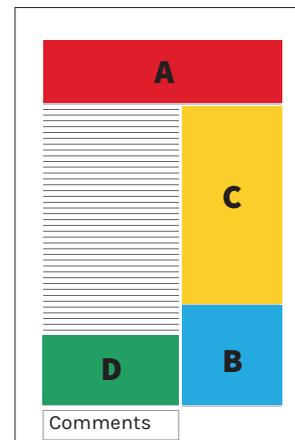
D. Cinematic & Mobile Ad \$439/mo (each)

- + Appears between homepage posts/at top of mobile pages
- + Typically 100K impressions/mo
- + 600x300px (cinematic), 320x100px (mobile)

Desktop homepage



Desktop article



Mobile



SPONSORED CONTENT



SPONSORED FEATURE

Powerful branding vehicle allows you to be the community's expert on a given topic. Can also be used to capture lead-generating clicks. Published weekly or biweekly.

Contact us for pricing



PROMOTED POST

A one-time informative article published on our homepage and shared via social media. Puts your organization's message in front of 10,000s of readers.

\$599/post



FEATURED LISTING

A promoted post specifically for real estate listings or job listings.

\$299/post



DEDICATED EMAIL BLAST

A graphical, promotional email exclusively about your organization or event blasted out to thousands of our subscribers.

\$699/email - 7,000 subs



SELF-SERVE CONTENT

Self-publish featured events, press releases and other content directly to our site.

Visit popville.com/post

Writing services are provided free of charge, upon request, for promoted posts.

	Max word count	Max photos*
Spons. Feature	600	10
Promoted Post	300	10
Featured Listing	150	10
Self-Serve Content	No Limit	1
Email Blast	N/A	N/A

*all submitted photos must be horizontal

AUDIENCE & DEMOGRAPHICS

UNPARALLELED LOCAL REACH:

2 Million

Pageviews each month

300,000

Unique Visitors each month

SOCIAL CONNECTION:



20,000+ fans facebook.com/PoPville



100,000+ followers @PoPville



7,000 newsletter subscribers

WHO READS POPVILLE?

The typical PoPville reader is an affluent young professional between the ages of 25-44, per Google Analytics. But we also reach a wide range of locals, including local government leaders and long-time D.C. residents.

73%

Ages 25-44

44%

Income ≥ \$100K

36%

Have children

85%

Repeat visitors

82%

Politically engaged

56%

Mobile pageviews

OUR READERS & ADVERTISERS

WHAT OUR READERS ARE SAYING:

"Thank you for being such a fabulous DC blog. Your neighborhood reporting got us that info before anyone else in the city." - David

"You're making a real contribution to life in DC and I appreciate that." - Sue

"PoPville is how I know about everything happening in this city. I very often start my conversations with 'I read on PoPville...'" - Cheryl

"Thanks for all the great work you do. I love, love, LOVE PoPville." - Ann

"I love your blog and know how key it is for information about our city and our neighborhoods." - Leah

SOURCE: EMAIL AND SOCIAL MEDIA

WHO OUR ADVERTISERS ARE:



Multi-Family Real Estate



Legal Services



Schools



Residential Real Estate



Financial Services



Government



Local Businesses



Business Improvement Districts



Commercial Real Estate



Our goal is to partner with companies to create great local advertising that readers actually want to see and engage with.

We work with our advertisers to craft campaigns that are effective at reaching a large, local audience and achieving their marketing goals. Informative, native advertising is what we do best.

Local advertising with us works because it's:

RELEVANT

Communicate a value proposition that is genuinely of interest to local readers.

AUTHENTIC

We help emphasize your community connection and communicate on a personal, native level.

ACTIONABLE

Give highly-engaged viewers a way to purchase, sign up or learn more.

BRIEF

People value their time, so we help you get your message across in a concise, reader-friendly format.

DISCOUNTS

Credit card on file
10%

Nonprofit discount
12.5%

6-month pre-payment
15%

12-month pre-payment
20%

Cross-site (2+) premium branding packages
20%

Let's get started.