



POP^{***}ville

Advertising Packages **2021**

Founded in 2006, PoPville chronicles the happenings in Washington, D.C.'s neighborhoods.



With monthly readership figures into the **millions**, PoPville is the daily/hourly **must-read site for those who want to be in the know** and is, often, where the news goes to get their neighborhood news. Topics covered include real estate, restaurants, bars, retail, architecture, gardening, pets, transit and other general observations about daily life in D.C.

Options Tailored To Your Goals



Build your brand and maintain awareness

BANNER ADVERTISING

Specs

- Skyscraper: 300x600px, appears on desktop and the email newsletter sidebar
- Cinematic: 600x300px, appears on desktop and mobile

Pricing

Skyscraper	\$649/mo
Cinematic	\$549/mo



Establish authority and engage readers

SPONSORED COLUMN

Specs

- Published weekly or biweekly
- Includes graphical banner and intro paragraph
- Up to 1,000 words, 10 links and 3 photos
- May also include embedded media (YouTube videos, Twitter posts, polls)

Pricing

Weekly	\$1,200/mo
Biweekly	\$800/mo



Inform, promote and drive actions

PROMOTED POST

Specs

- Up to 200 words, 5 photos, 3 links
- May also include embedded media (YouTube videos, Twitter posts, polls)

Pricing

A la Carte	\$599/post
Monthly	\$549/mo

See add-on options below



Drive traffic and name recognition

REAL ESTATE FEATURE

Specs

- For Weekly Feature: Same as Sponsored Column.
- For Listing of the Day: Same as Promoted Post. Each post includes listing address, neighborhood, listing price and open house times.

Pricing

Weekly Feature	\$1,200/mo
Listing of the Day	\$349/post



Skyscraper - 300x600px

Appears on desktop, mobile and email newsletter sidebar



Cinematic - 600x300px

Appears on desktop and mobile

Available Discounts

Monthly auto-pay discount: 5%
One-year prepayment discount: 10%

Promoted Post Add Ons

\$100 - Up to 1,000 words, 6 links, 10 photos
\$200 - Targeted Facebook boost
\$400 - Add second social media post and targeted Facebook boost

Bundles and Other Options

- 1 Dedicated Email Blast** **\$899/mo**
 - A graphical, promotional email exclusively about your organization or event
 - Sent to more than 10,000 opt-in email subscribers
- 2 Both display ads** **\$1,099/mo**
 - Skyscraper and Cinematic
 - Reach readers across desktop, mobile and email
- 3 Skyscraper ad and a monthly promoted post** **\$1,099/mo**

The power of display advertising and branded content, in one discounted package
- 4 Weekly column or feature and Skyscraper ad** **\$1,749/mo**

Supplement your weekly column or feature a Skyscraper ad, to stay top of mind 24/7
- 5 Standard 3-month combo** **\$2,999 total**
 - Includes three months of Skyscraper ad and two promoted posts
 - A robust, limited-run campaign that will make an impression
- 6 Maximum reach 3-month combo** **\$6,499 total**
 - Includes both display ads for three months, three promoted posts and two email blasts
 - A combination of our highest-impact ads and sponsored content offerings.
There is no better way to maximize your message.

Audience & Demographics

Unparalleled local reach

2.9 million

PAGEVIEWS EACH MONTH

460,000

UNIQUE VISITORS EACH MONTH

Who reads PoPville?

75%

AGES 25-54

44%

INCOME \geq \$100K

36%

HAVE CHILDREN

35%

GRADUATE-LEVEL
EDUCATION

Social Connection

35,000+

FANS @ FACEBOOK.COM/POPVILLE

148,800+

TWITTER FOLLOWERS
@POPVILLE

8,100+

NEWSLETTER SUBSCRIBERS

About **POP**ville

PoPville is D.C.'s most-read community news publication, reaching 100,000s of readers -- including a preponderance of affluent professionals -- each month with hyperlocal content about real estate, restaurants and more. PoPville has repeatedly been voted 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.

reston **now**

www.restonnow.com

Reston Now is the go-to online local news source for Reston and Herndon, chronicling the rapid growth of the area with the opening of the Silver Line.

ALXNOW

www.alxnow.com

ALXnow is Alexandria, Virginia's newest source of local news and information. Built for a post-HQ2 world, ALXnow serves Alexandria's next generation of professionals and local leaders.

Tyson's
REPORTER

www.tysonreporter.com

Tyson's Reporter is the first independent, daily news outlet dedicated to covering local happenings in the dynamic and developing Tysons community.