



# 2020 MEDIA KIT

---

BROUGHT TO YOU BY:

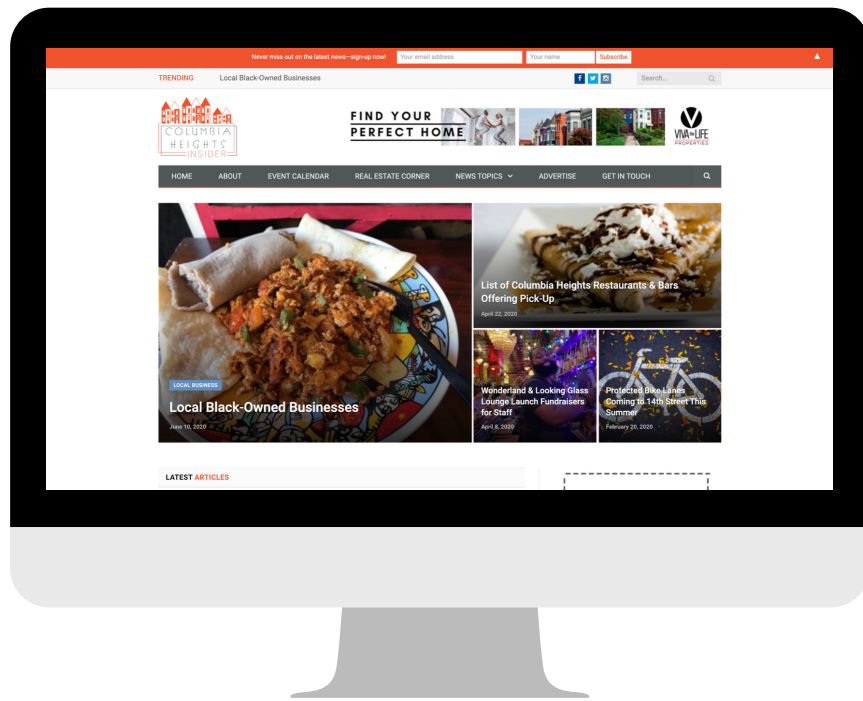


[www.ColumbiaHeightsInsider.com](http://www.ColumbiaHeightsInsider.com)

# ABOUT NEW COLUMBIA HEIGHTS

Columbia Heights Insider (formerly New Columbia Heights) is your #1 source of news for the Columbia Heights neighborhood of Washington, DC. Proudly run by local real estate team Viva the Life Properties.

Topics covered include restaurants, bars, retail, real estate, neighborhood events, local government news (ANC 1A and City Council), and stories from community residents.



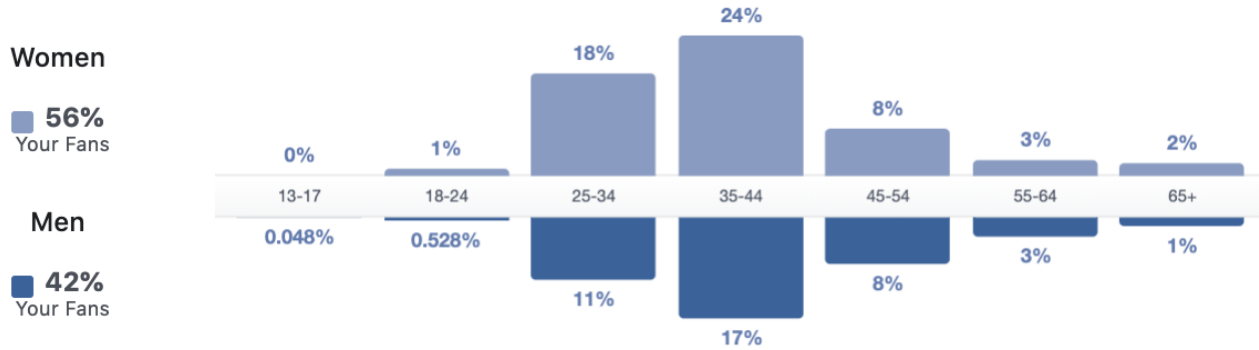
**2,000+**  
Likes



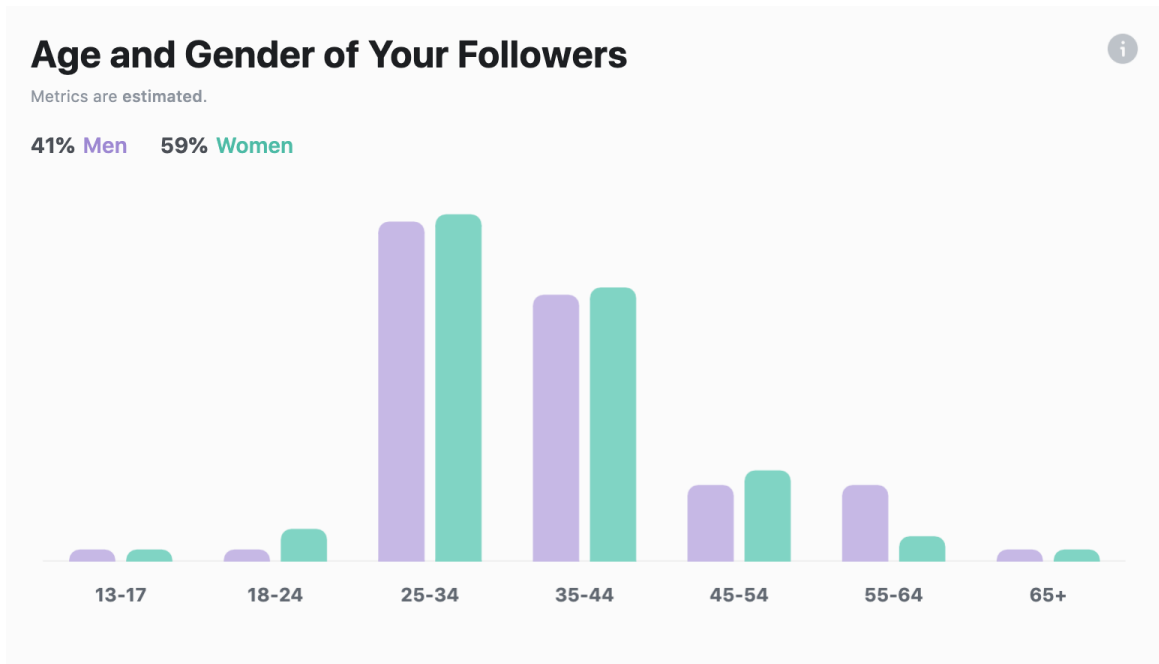
**8,000+**  
Followers

# READER DEMOGRAPHICS

## FACEBOOK AUDIENCE



## INSTAGRAM AUDIENCE



# ADVERTISING SPECS

## SIDEBAR OR FOOTER AD (300X250)



## HEADER LEADERBOARD AD (728X90)



*Note: We recommend also submitting a 320x50 version for best visibility on mobile devices.*



# SMALL LOCAL BUSINESS & NONPROFIT RATES



Are you a **small business\* or nonprofit** located in DC? Columbia Heights Insider wouldn't exist without the incredible businesses and organizations that make up this community—which is why we offer exclusive advertising rates to DC's small businesses and nonprofits.

## BLOG POSTS & SOCIAL MEDIA ADVERTISING OPTIONS

### **SPONSORED BLOG POST: \$100**

- A sponsored post with a full write-up about your business, program, or event.
- This article will also be emailed to our subscribers, and links to the posts will be shared on Facebook, Instagram, and Twitter to our 8,000 followers

### **GIVEAWAY POST: \$150**

- You provide a free service or product for winner, and a brief write-up about your business, event, or program is included.
- This giveaway will also be emailed to our subscribers, and links to the posts will be shared on Facebook, Instagram, and Twitter to our 8,000+ followers

### **SOCIAL MEDIA PROMOTION: \$50**

- A single post on Facebook, Twitter, and Instagram about your business, program, or event.

## DISPLAY ADVERTISING OPTIONS

### **RIGHT SIDEBAR (TOP SPOT) AD: \$125/MONTH**

300x250 ad placed on the right sidebar in the top slot

### **HEADER AD: \$200/MONTH**

728x90 ad placed in the header

### **RIGHT SIDEBAR AD: \$100/MONTH**

300x250 ad placed on the right sidebar in a non-top slot

### **FOOTER AD: \$150/MONTH**

300x250 ad placed in the footer



### **PREMIUM PACKAGE: \$250**

- A sponsored post with a full write-up about your business, program or event. This post will be emailed to subscribers, and links to the post will be shared on Facebook and Twitter. This can also be a giveaway post (your choice).
- 300x300 sidebar ad (one month)
- An additional post on Facebook, Twitter, and Instagram
- An Instagram story (also shared to our Facebook page as a Facebook story)



\*Must have under 50 employees to qualify





# STANDARD ADVERTISING RATES



## BLOG POSTS & SOCIAL MEDIA ADVERTISING OPTIONS

### **SPONSORED BLOG POST: \$200**

- A sponsored post with a full write-up about your business, program, or event.
- This article will also be emailed to our subscribers, and links to the posts will be shared on Facebook, Instagram, and Twitter to our 8,000+ followers

### **GIVEAWAY POST: \$250**

- You provide a free service or product for winner, and a brief write-up about your business, event, or program is included.
- This giveaway will also be emailed to our subscribers, and links to the posts will be shared on Facebook, Instagram, and Twitter to our 8,000+ followers

### **SOCIAL MEDIA PROMOTION: \$100**

- A single post on Facebook, Twitter, and Instagram about your business, program, or event.

## DISPLAY ADVERTISING OPTIONS

### **RIGHT SIDEBAR (TOP SPOT) AD: \$225/MONTH**

300x250 ad placed on the right sidebar in the top slot

### **HEADER AD: \$300/MONTH**

728x90 ad placed in the header

### **RIGHT SIDEBAR AD: \$200/MONTH**

300x250 ad placed on the right sidebar in a non-top slot

### **FOOTER AD: \$200/MONTH**

300x250 ad placed in the footer

### **PREMIUM PACKAGE: \$500**

- A sponsored post with a full write-up about your business, program or event. This post will be emailed to subscribers, and links to the post will be shared on Facebook and Twitter. This can also be a giveaway post (your choice).
- 300x250 sidebar ad (one month)
- An additional post on Facebook, Twitter, and Instagram
- An Instagram story (also shared to our Facebook page as a Facebook story)



\*Must have under 50 employees to qualify





**Questions?**

**Contact**

**[ads@columbiaheightsinsider.com](mailto:ads@columbiaheightsinsider.com)**