



HometownAnnapolis.com has more visits each month than any other media website in Annapolis and Anne Arundel County. Reach beyond our news paper subscribers and tap into the 70% of our users who don't subscribe. Please call for a customized package today, we have something for every budget!

Peak Traffic - 20,000 Site Visitors A Day

- More than 2.3 million page views per month
- Average user views 4.5 to 5 pages per visit
- 70% of site visitors are professionals
- 85% of site visitors are between the ages of 35 & 65
- 35% of site visitors earn between 60K and 100K yearly
- 10% of site visitors earn more than 100K yearly
- 55% of site visitors have college degree or grad school degree
- 70% of site visitors do not subscribe to The Capital Newspaper
- Classified Pages receive 4000+ visitors a day

**Sources: Google Analytics & Hitwise Online Intelligence Service*

The Capital HOMETOWNANNAPOLIS.COM

Rectangle (300x100)

50,000 Impressions on one of the following rotations:

- \$450 - Run of Site (ROS) does not include homepages
- \$500 - Home pages only

100,000 Impressions on one of the following rotations:

- \$900 - Run of Site (ROS) does not include homepages
- \$1000 - Home pages only

Leaderboard (728x90)

50,000 Impressions on one of the following rotations:

- \$450 - Run of Site (ROS) does not include homepages
- Not available on Homepage

100,000 Impressions on one of the following rotations:

- \$900 - Run of Site (ROS) does not include homepages
- Not available on Homepage

Medium Rectangle (300x250)

50,000 Impressions on one of the following rotations:

- \$450 - Run of Site (ROS) does not include homepages
- \$500 - Home pages only
- \$600 - Video

100,000 Impressions on one of the following rotations:

- \$1000 - Run of Site (ROS) does not include homepages
- \$1100 - Home pages only
- \$1200 - Video

Long term discounts:

- 10% - 3 months
- 20% - 6 months
- 30% - 12 months

* All banner advertising placements subject to availability.

** Run of Site includes your choice of one (Main, News, Sports, Directory, Classifieds and Obituaries).

Video/Commercial Production

- \$300 -One time production fee. Use it in your Directory Listing or Banner Ads.

The Capital HOMETOWNANNAPOLIS.COM

Site Sponsorship Program Details

Site sponsorship is an exclusive program, limited to a maximum of 6 participants at any given time.

Sponsorship includes:

Ad Size	Monthly Impressions	Location
234x60	333,333	In the flag at top of all HTA pages

PLUS your choice of ONE of the following:

Ad Size	Monthly Impressions	Location
300x100	44,445	ROS Main
300x250	44,445	ROS Main
728x90	44,445	ROS Main

Pricing:

Term	Cost Per Year	Cost Per Month
1Month	\$16,800	\$1,400
3 Months (10% savings)	\$15,120	\$1,260
6 Months (20% savings)	\$13,440	\$1,120
12 Months (save 30%)	\$11,760	\$980

*Upgraded Local Directory Listing included with any annual agreement.

Section Sponsorship Details

Section sponsors are afforded the luxury of monopolizing advertising for an entire section of our site. They will "own" three out of the four advertising zones per page.

Sections:	Sections	Sections
Entertainment	High School Sports	Outdoors
Government	Navy Sports	Food
Lifestyle	Slideshow	Home and Garden
Naval Academy	Calendar	

*Call for pricing and availability.

ZOOMARUNDEL.COM



Local Directory- Upgraded Listing

Develop and expand your online presence.

- \$49 - per month

*Based on annual agreement. No cancelations fees.



Skyscraper (160x600)

Ad impressions with a maximum of 4 advertisers per zone

- \$350 - Run of Site (ROS) and Homepage

Leaderboard (728x90)

Ad impressions with a maximum of 4 advertisers per zone

- \$350 - Run of Site (ROS) and Homepage

Medium Rectangle (300x250)

Ad impressions with a maximum of 4 advertisers per zone

- \$250 - Homepage only

Box (150x75)

Ad impressions with a maximum of 4 advertisers per zone

- \$150 -Run of Site (ROS) and Homepage

Spotlight (234x60)

Ad impressions with a maximum of 4 advertisers per zone

- \$100 - Homepage only

Long term discounts:

- 10% - 3 months
- 20% - 6 months
- 30% - 12 months

* All banner advertising placements subject to availability.

Leaderboard (728x90)

35,000 Impressions per month

- \$300 - Run of Site (ROS) and Homepage

Medium Rectangle (300x250)

35,000 Impressions per month

- \$300 - Run of Site (ROS) and Homepage

Rectangle (300x100)

35,000 Impressions per month

- \$200 - Run of Site (ROS) and Homepage

Half Banner (234x60)

35,000 Impressions per month

- \$100 - Run of Site (ROS) and Homepage

Long term discounts:

- 10% - 3 months
- 20% - 6 months
- 30% - 12 months

* All banner advertising placements subject to availability.

** Pick up rates available, call for pricing.

Email Marketing - Sponsor our email news alerts for as little as \$35.

The Bowie Blade-News
HOMETOWNBOWIE.COM

Leaderboard (728x90)

35,000 Impressions per month

- \$300 - Run of Site (ROS) and Homepage

Medium Rectangle (300x250)

35,000 Impressions per month

- \$300 - Run of Site (ROS) and Homepage

Rectangle (300x100)

35,000 Impressions per month

- \$200 - Run of Site (ROS) and Homepage

Half Banner (234x60)

35,000 Impressions per month

- \$100 - Run of Site (ROS) and Homepage

Long term discounts:

- 10% - 3 months
- 20% - 6 months
- 30% - 12 months

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** Pick up rates available, call for pricing.

HometownAnnapolis.com Web Advertising Requirements

All Ads:

IAB standard sizes only

72 dpi resolution

1 pixel border

If background white, must contain a border

.jpeg

.jpg

Animated Gif's:

Frame length for small ads: 2-3

Frame length for large ads: 2-5

.gif

Flash Ads:

Exported in Flash 6

No audio auto play (audio allowed only to begin if someone selects it as an option)

.swf

Must have click tag (example code):

```
on (release) {  
    if (_root.clickTAG.substr(0, 5) == "http:") {  
        getURL(_root.clickTAG, "_blank");  
    }  
}
```

Ad Sizes:

Download Requirements:

<u>Ad Size</u>	<u>File Size</u>
150x75	20k
150x170	40k
160x600	40k
300x250	40k
728x90	40k