

ADVERTISING WITH CAPITALBOP

CapitalBop, Inc. is the premier web resource for jazz in the Washington, D.C. metro area. We build audiences and readership for our city's music community, to celebrate its rich history of Black creative music. We function both as a concert presenting/education organization and as a full-fledged online media outlet, covering the scene's latest news with articles, videos, an email newsletter and social media campaigns. Our comprehensive concert listings calendar is near the top of the first page of Google results for "jazz in DC," and is a go-to for many curious concertgoers.

When you advertise with CapitalBop, you reach:

2,700+ ACTIVE
EMAIL SUBSCRIBERS
*with industry-competitive
open and clickthrough rates*

7,000+ UNIQUE
MONTHLY WEBSITE VISITORS
*totaling an average of 20,000
individual site visits per month*

PLACEMENTS SEE PAGE 2 FOR LAYOUTS

DEDICATED EMAIL BLAST

One email sent to our full subscribers list.
Each email is custom-made in cooperation with the client.
Client can provide creative, or CapitalBop can generate.

EMAIL HEADER IMAGE 1200x400 (approx.)

Displayed at the top of a standard CapitalBop newsletter.

LEAD BANNER 2280x160px

Shown on all pages on capitalbop.com.

TOP HOME SQUARE 680x680px

Shown on homepage and article/feed pages.

LOWER SQUARE 680x680px

Shown on homepage and article/feed pages.

FOOTER SQUARE 420x420px

Shown on all pages on capitalbop.com.

* Pixel dimensions quoted are specifications for creative.
Actual display dimensions will vary by window size and monitor resolution.

RATES DISCOUNTS AVAILABLE FOR ORGANIZATIONAL PARTNERS AND D.C.-AREA ARTISTS

WEB ADS	Week	Month
Full Suite	\$200	\$600
Lead Banner	\$150	\$450
Squares (3 placements)	\$150	\$450

EMAIL ADS	1 email	3 emails
Dedicated email blast	\$500	--
Email header	\$200	\$500

COMBO (best value)	Week	Month
Full Suite + ONE (1) dedicated email blast	\$600	\$900

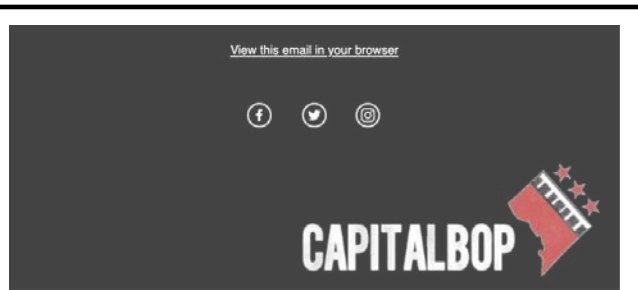
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ADVERTISING WITH CAPITALBOP: AD PLACEMENTS

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NEWSLETTER



EMAIL HEADER AD

FEATURES

Rachel Winder finds 'Freedom' in the midst of struggle



by Jordannah Elizabeth

On a chilly, clear-skied February morning in Baltimore City, the young composer, multi-instrumentalist and vocalist Rachel Winder was holed up in the Moose House Recording Studio, delegating out musical tasks as she glided from the vocal booth to the engineering room. Standing over her recording engineer's shoulder, she offered thoughts and suggestions for slight enhancements to her new "Freedom," out Friday. Sharp and attentive, Winder listened out the low end to the track and added... like a billowing reverb and

Quick CB picks for your week...

Sunday 3/10

— 5 PM —

[David Murray](#)

at Rhizome DC

followed by...

— 7 PM —

[CapitalBop's DC Jazz Loft](#)

featuring

[Jan McCollm](#) and

[Warren G. "Trae" Crudup III](#)

at Rhizome DC

Tuesday 3/12

— 7:30 PM —

[Todd Baker & Friends](#)

at Jojo

Wednesday 3/13

— 8 PM —

CAPITALBOP.COM

LEAD BANNER FEATURED ON EVERY PAGE

CAPITALBOP COVID-19 CB SHOWS CALENDAR ABOUT BLOG MAPS MUSICIANS DONATE



A CHAT WITH SUNNY SUMTER, DC JAZZ FESTIVAL EXECUTIVE DIRECTOR AND 'JAZZ HERO'

As the longtime executive director of the DC Jazz Festival, Sunny Sumter has guided the festival through over a...

SEPTEMBER 24, 2020



WITH GOVERNMENT AID TIED UP, STRUGGLING JAZZ VENUE OWNERS PONDER THEIR OPTIONS

In early spring, when the coronavirus pandemic's drastic impacts were still sinking in, many on the D.C. jazz scene...

SEPTEMBER 17, 2020



TWINS JAZZ, A U STREET INSTITUTION, CLOSES PERMANENTLY

Twins Jazz, a vibrant supper club that has served for two decades as a cornerstone of the U Street...

AUGUST 27, 2020

TOP HOME SQUARE
ON HOMEPAGE AND ARTICLE/FEED PAGES

DC JAZZ CALENDAR

20	7:30 pm * Bill Charlap Trio (Livestream) @ Keystone Korner Baltimore Livestream
21	6:00 pm David Schulman and Quiet Life Mo... @ Quiet Life Motel - Instagram Live
21	7:00 pm Joseph Brotherton & Colin Chambe... @ Joe Brotherton Facebook and Instagram Live
22	7:30 pm * Bill Charlap Trio (Livestream) @ Keystone Korner Baltimore Livestream
22	4:00 pm Frederic Tonnel (Livestream) @ Frederic Tonnel Facebook and Instagram Pages
25	5:00 pm Eddie Hyytik - Porth Concerts @ Ed Hyytik Music - Facebook Page
25	6:00 pm * Herb Scott (Livestream) @ Mr. Henry's Facebook Page



Find out what's up next at capitalbop.com/cbshows



LOWER SQUARE
ON HOMEPAGE AND ARTICLE/FEED PAGES



CAPITALBOP

ABOUT US

CapitalBop, Inc. is a 501(c)(3) nonprofit organization dedicated to preserving, promoting and presenting jazz in Washington, D.C. We build audiences in order to build community around this music. Because of its importance to the city's historic identity and also ever-changing and contemporary, CapitalBop.com is designed to help everyone from newcomers to jazz die-hards find live music that will fit their preferences. Our D.C. jazz clubs and other shows reach diverse audiences and present jazz in non-traditional, outside-the-box scenarios.

DC JAZZ LOFT



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