

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:

3,000+ ACTIVE
EMAIL SUBSCRIBERS
*with industry-competitive
open and clickthrough rates*

8,000+ UNIQUE
MONTHLY WEBSITE VISITORS
*with an average of **21,000**
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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