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

RATES

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

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 SOUARE 680x680px

Shown on homepage and article/feed pages.

LOWER SOUARE 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.

| 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 |

FOR INQUIRIES, CONTACT: JEANETTE BERRY. EXECUTIVE DIRECTOR JEANETTE@CAPITALBOP.COM

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ADVERTISING WITH **CAPITALBOP:** AD PLACEMENTS

NOTE: DEDICATED EMAIL BLASTS ARE CUSTOM-ASSEMBLED BY CAPITALBOP STAFF USING CREATIVE SUPPLIED BY THE CLIENT. FOR SAMPLE EMAILS, PLEASE CONTACT JEANETTE@CAPITALBOP.COM.

NEWSLETTER



EMAIL HEADER AD

FEATURES

Rachel Winder finds 'Freedom' in the midst of struggle



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 ," out Friday. Sharp and attentive, Winder listened out the low end to the track and added s, 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 lan McColm and

Warren G. "Trae" Crudup III at Rhizome DC

Tuesday 3/12

- 7:30 PM -Tedd Baker &

> Friends at Jojo

Wednesday

8 PM -

CAPITALBOP.COM

LEAD BANNER FEATURED ON EVERY PAGE









TOP HOME SQUARE

ON HOMEPAGE AND ARTICLE/ FEED PAGES

GO MAZZ BYLEHOMY







LOWER SQUARE ON HOMEPAGE

AND ARTICLE/ FEED PAGES



DO MAZZ LOVÍ

FOOTER SQUARE FEATURED ON

EVERY PAGE

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