



Media Statistics 10/09

Capitol Communicator brings together over 11,000 communications professionals who influence and educate the Mid-Atlantic region and the world, by providing them with news; trends; education; and opportunities for networking, career enhancement and showcasing great work. *Capitol Communicator* focuses on a highly targeted community of professionals in: public relations, advertising, marketing, online/offline media, graphic design, video, photography, Internet and the multitude of support professions that supports this regional multi-billion dollar industry.

Capitol Communicator is a social networking community both online and offline. Its staff are engaged in professional organizations across a broad spectrum of media. Its readers are highly educated, affluent, diverse in gender, race and are engaged urban professionals of all adult ages.

Capitol Communicator reaches more regional communications professionals than any other trade publication.

Data Points:

- Capitol Communicator weekly e-mails have a life of 3 months
- Each weekly e-mail is opened more than 2,000 times (20%)
- Photos views per month average 6,500
- Page views per month average 13,500
- Video views per month average 1,895
- Readers average 4 minutes on the site during the week and 3 minutes on the site on the weekend

Our subscribers work in corporations, organizations and government:

Advertising	4%	Marketing Communications	8%
Associations/Non-Profit	21%	Media	4%
Corporations	27%	Public Relations/Public Affairs	12%
Education	4%	Support Products & Services	9%
Government	11%		

Our subscribers have a variety of communication profession job functions:

Advertising	2%	Marketing	34%
Creative	3%	Other	2%
Audio/Video/Film/Talent	4%	Public Relations/Public Affairs	39%
CEO/President/Owner/Executive	9%	Sales	3%
Digital Media	2%	Writing/Journalism/Publishing	3%

Association/Non-Profit Job Functions:

Advertising	1%	Public Relations/Public Affairs	52%
Creative	3%	Writing/Journalism/Publishing	9%
Marketing	35%		

Corporation Job Functions:

Advertising	1%	Marketing	59%
Creative	3%	Public Relations/Public Affairs	19%
CEO/President/Owner/Executive	12%	Sales	4%
Digital Media	1%		

Government Job Functions:

Creative	3%	Public Relations/Public Affairs	37%
Marketing	61%		

Marketing Communications Job Functions:

Account Management	44%	Public Relations/Public Affairs	3%
Creative	21%	Sales	3%
CEO/President/Owner/Executive	29%		

Public Relations/Public Affairs Job Functions:

Account Management	86%	CEO/President/Owner/Executive	9%
Creative	4%		

Support Products & Services Job Functions:

Art/Writing/Photo/Creative	17%	Marketing Services	10%
Audio/Video/Film/Talent	19%	Other	5%
CEO/President/Owner/Executive	20%	Public Relations Services	4%
Digital Media	6%	Sales	19%

Advertising Submission Guidelines & Rates

The website for *Capitol Communicator* is updated on a daily basis through news feeds. An e-mail blast goes out weekly highlighting content of the period. Advertising is updated on a weekly basis and deadline for advertising submission is noon on Tuesdays. The advertising term and pricing is approximately four weeks. *Capitol Communicator* has the right to refuse advertising for any reason.

Section	Size	Position	Formats	Animation	Price
HOME	234 X 60	Header	JPG, GIF, Flash	Yes	\$500
HOME	300 X 250	Bottom	JPG, GIF, Flash	Yes	\$350
CALENDAR	234 X 60	Header	JPG, GIF, Flash	Yes	\$500
CALENDAR	160 X 600	R. Column*	JPG, GIF, Flash	Yes	\$400
CALENDAR	180 X 150	R. Column	JPG, GIF, Flash	Yes	\$300
NEWS	234 X 60	Header	JPG, GIF, Flash	Yes	\$500
NEWS	160 X 600	R. Column*	JPG, GIF, Flash	Yes	\$400
NEWS	180 X 150	R. Column	JPG, GIF, Flash	Yes	\$300
CAREERS	234 X 60	Header	JPG, GIF, Flash	Yes	\$350
CAREERS	160 X 600	R. Column*	JPG, GIF, Flash	Yes	\$300
CAREERS	180 X 150	R. Column	JPG, GIF, Flash	Yes	\$250
EDUCATION	234 X 60	Header	JPG, GIF, Flash	Yes	\$350
EDUCATION	160 X 600	R. Column*	JPG, GIF, Flash	Yes	\$300
EDUCATION	180 X 150	R. Column	JPG, GIF, Flash	Yes	\$250
CONTACT US	234 X 60	Header	JPG, GIF, Flash	Yes	\$200
CONTACT US	160 X 600	R. Column*	JPG, GIF, Flash	Yes	\$150
CONTACT US	180 X 150	R. Column	JPG, GIF, Flash	Yes	\$100
ARCHIVE	234 X 60	Header	JPG, GIF, Flash	Yes	\$200
ARCHIVE	160 X 600	R. Column*	JPG, GIF, Flash	Yes	\$150
ARCHIVE	180 X 150	R. Column	JPG, GIF, Flash	Yes	\$100

* Right column, 180 X 150 rectangular ads receive first position above 160 X 600 Skyscraper ads

Calendar Listing

We provide calendar listings for communication related membership associations at no charge. The listing is also free if you are a sponsor or advertiser otherwise \$100 per listing. Please contact Paul Duning paul.duning@capitolcommunicator.com

Notes

Placement is based upon a first-come, first-served basis. Advertising placed in multiple sections is discounted by 50% of the lesser priced ad. JPG, GIF AND FLASH are the preferred formats. Graphics must be provided based on the specifications above. Capitol Communicator reserves the right to change our advertising rates, sizes and conditions at any time. Please submit your inquiry to paul.duning@capitolcommunicator.com

Advertorial

Advertorials can be run in the NEWS, CAREERS and EDUCATION sections. Advertorials have the word Advertorial in the headline, are posted in Blog format and can include photos, graphics or video.

NEWS Section:	\$200
CAREERS Section:	\$150
EDUCATION Section:	\$100

SourceBook

SourceBook is *Capitol Communicator's* newest service offering to professionals that work in and/or serve the greater DC region's communications professions. SourceBook is an online directory that combines the best of rich media with searchable categories. SourceBook is an invaluable tool to locate advertising, marketing, public relations, media professionals and companies plus the profession's products and services, in one convenient place. Professionals are able to create profiles using text, photos, graphics and video. Plus, can update their directory listing whenever they want. SourceBook users can in turn find all the talent, products and services they are seeking – for free. Find and be found...on SourceBook!

Individuals and Companies - Why list yourself or company in SourceBook?

Whether you are an individual advertising, marketing or public relations practitioner or a company that provides products or services, you want a profile in SourceBook. Why? The Greater DC region has a higher per-capita concentration of advertising, marketing and public relations professionals than New York, Los Angeles, Boston, Chicago and San Francisco-San Jose. PR specialists here outnumber those in the other markets 2 to 1. With an audience that's growing daily, *Capitol Communicator* and SourceBook are your prime vehicles to regularly reach more regional communications professionals than any other trade publication or service.

Rates:

Sourcebook is a free service to users. To be listed and to create a profile in SourceBook refer to the following pricing structure. The term for SourceBook is 12 months.

Individuals	\$100
Includes 12 month term, unlimited access, 1 category*	
Companies (1-4 employees)	\$250
Includes 12 month term, unlimited access, up to 2 categories*	
Companies (5 + employees)	\$500
Includes 12 month term, unlimited access, up to 3 categories*	
* Additional Category(s)	\$ 50 per category

Sponsorship and Custom Packages

Please contact paul.duning@capitolcommunicator.com 202-744-2339 to discuss sponsorship and custom packages such as annual sponsorship, event promotion or other ideas.