



Capitol Communicator's SourceBook 12/09

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

To get started with SourceBook please register by using the LogIn function in the upper right corner of the Capitol Communicator site or contact paul.duning@capitolcommunicator.com. After registration, you will receive an e-mail regarding next steps towards building a custom Profile.

Capitol Communicator brings together over 10,000 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 approximately 2,000 times (20%)
- Photos views per month average 7,500
- Page views per month average 15,000
- Direct Traffic to Site – 51%
- Referring Traffic to Site – 33%
- Search Engine Traffic – 16%

Our subscribers work in corporations, organizations and government:

Advertising	4%	Marketing Communications	12%
Associations/Non-Profit	16%	Media	6%
Corporations	24%	Public Relations/Public Affairs	11%
Education	6%	Support Products & Services	13%
Government	8%		

Our subscribers have a variety of communication profession job functions:

Advertising	2%	Marketing	31%
Creative	4%	Other	3%
Audio/Video/Film/Talent	5%	Public Relations/Public Affairs	34%
CEO/President/Owner/Executive	13%	Sales	4%
Digital Media	3%	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%

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.