

WASHINGTON
CITY PAPER
 2020 Advertising Rates

Washington City Paper has temporarily moved to a monthly printing schedule through the end of 2020.

Our printing dates will be 10/15, 11/12, and 12/10.

Digital

e-Newsletter Sponsorship

District Line	21,500+ Subscribers	\$1500/wk
City Lights	17,700+ Subscribers	\$1200/2x

Social Media

Sponsored Campaigns
starting from **\$1000**

Twitter	174,000+ Followers
Facebook	29,000+ Followers
Instagram	23,000+ Followers

Desktop & Mobile

	Run Of Site DC DMA	Geo or Contextual Targeting
<i>Impression based</i>	\$20cpm	\$35+cpm
<i>High-Impact/Custom Ad Units</i>	\$35+cpm	\$50+cpm

Targeted e-Blasts

Custom targeting available based on demographics, geography, and interests **\$1800/1x**

Sponsored Content & Lead Generation Campaigns

Customized per request **\$2500/1x**

Online Ad Sizes & Creative Specs:

Leaderboards 970x90px, 728x90px, 300x50px, **Rectangle** 300x250px, **DoubleWide** 300x600px | .gif, .jpg, .png, RGB only, 200k max each

Print

		1x	3x	6+x <small>15% DISCOUNT</small>
Full Page	9.875 x 11.25	\$2310	\$2079	\$1894
3/4 Page	Vertical 7.3646 x 11.25	\$1797	\$1617	\$1473
1/2 Page	Horizontal / Vertical 9.875 x 5.5416 / 4.8542 x 11.25	\$1378	\$1240	\$1130
1/3 Page	Horizontal / Vertical 9.875 x 3.639 / 4.8542 x 7.4445	\$951	\$856	\$780
1/4 Page	Horizontal / Vertical / Strip 9.875 x 2.688 / 4.8542 x 5.5416 / 2.3438 x 11.25	\$727	\$655	\$596
1/6 Page	Horizontal / Vertical / Strip 4.8542 x 3.639 / 2.3438 x 7.4445 / 9.875 x 1.736	\$537	\$483	\$440
1/8 Page	Horizontal / Vertical 4.8542 x 2.688 / 2.3438 x 5.5416	\$396	\$357	\$325

Other Print Advertising Options

Inserts & Front Page Stickers

A maximum of four inserts and one sticker is accepted per issue. Call to request a price quote for inserts. Sticker rate includes Full Page ad.

Front Cover Corner Clips

Corner Clips can be coupled with the Center Spread or a Full Page.

Center Spread / Doubletruck

Two Full Page ads, either as the Center Spread or as Page 2 & the Inside Back Page.

Call 832-878-9567 or e-mail ads@washingtontcitypaper.com for more information.