



PR SUMMIT DC



capitolcommunicator

2018 Media Kit

Your opportunity to educate, engage and entertain the professional communications community of the greater Mid-Atlantic Region



History

Nearly a decade ago, Capitol Communicator set out to connect and inform the marketing and communications professionals throughout the greater Capitol region from Washington, DC to Baltimore, MD.

Today, Capitol Communicator is recognized as a highly visible, must-read source for area communicators, who are drawn to our unique mix of news, insights and people. Our strong reputation as a trusted-source guides us as we reach professionals across a wide range of sectors from the association and non-profit market to corporations and government. Our robust website, weekly eNews and hyper-targeted annual events educate, engage and entertain this captive audience.

Agencies, as well as product and service providers, turn to us to communicate their unique position, brand value and expertise through numerous content and event sponsorship opportunities.

WE ENGAGE:



54%
Client Side

(corporate, association,
non-profit & government)









vs



46%
Agency

(advertising, marketing,
public relations & their
service providers)

Demographics

Capitol Communicator	
 SITE VISITS 80,000+ Annually	 UNIQUE VISITORS 65,000+ Annually
 PAGE VIEWS 121,000+ Annually	 WEEKLY ENEWS SUBSCRIBERS 6,500+
 SOCIAL FOLLOWERS 6,200+	 PR SUMMIT DC ATTENDEES 225+
 MAMS DC ATTENDEES 320+	 MAMS BALTIMORE ATTENDEES 275+

Capitol Communicator offers the opportunity to educate, engage and entertain through its media properties and events with:

Content Marketing: A type of marketing that involves the creation and sharing of online material (such as videos, blogs and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

Native Advertising: Material in an online publication which resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product.

Branded Content: Is a form of advertising that uses the generation of content as a way to promote the particular brand which funds the contents' production.



Capitol Communicator

CapitolCommunicator.com is a highly-targeted news platform connecting communicators in public relations, advertising, marketing and media throughout the Mid-Atlantic region. Capitol Communicator provides its loyal readers with news and insights from the marcomm professional space every day.



Educate, entertain and engage our vibrant professional community with one of the following content sponsorship opportunities:

1. **Thought Leadership/Subject Matter Expert:** This content marketing program positions your company and its leaders as subject matter experts.
 - **Package includes**—Premium branding and display advertising in prime locations throughout site & e-newsletter, rich posts with links on news stories curated by editor, event email advertising, discount job postings, native advertising, content and brand marketing posts (unlimited featured authors and submissions per month, provided by sponsor). Posts featured in weekly newsletter. “Campaign Theme” exclusivity.
2. **Native Advertising:** Our dynamic native advertising program gives you the opportunity to submit articles relevant to our audience for publication on Capitolcommunicator.com. Each article submission is a chance to communicate your company’s strengths to the marcomm professionals of the region.
 - **Package includes**—One native advertising article submission per month with author recognition as well as brand advertising on the website and newsletter.
3. **Display Advertising:** Placed strategically across our various digital properties, display advertising offers a tremendous branding opportunity to the hard to reach Mid-Atlantic marcomm professional.
 - **Package includes**—branding and display advertising throughout site & e-newsletter.

Pricing

Thought Leadership:

\$1,000 per month
(12-month term)

Native Advertising:

\$575 per month
(6 month term)

Display Advertising:

\$375 per month
(3 month term)





PR Summit DC is the region’s premier event addressing the disruptive convergence of communications and media. This one-day educational summit brings together more than 225 attendees. PR Summit DC is the place to engage with an audience of communications professionals on both the client and agency side. Stay top of mind by investing in one of our comprehensive sponsorship programs.

Pricing

Platinum Sponsorship:
\$5,000

Gold Sponsorship:
3,000

Silver Sponsorship:
\$2,000

Sponsorships

From Platinum to Silver, our sponsorships include it all. Table top displays, branding and native advertising. A Thought Leadership package includes track exclusivity. This is your opportunity to show your expertise within this targeted, niche market.

Sponsorship Benefits	Platinum	Gold	Silver
Summit Registrations	✓✓✓✓✓	✓✓✓✓	✓✓
Invited Prospects	✓✓✓✓	✓✓	
Native Advertising Post on CapitolCommunicator.com	✓✓✓	✓✓	✓
Logo on Summit Agenda, PowerPoint, Signage and PRSummitDC.com	✓	✓	✓
Logo, Link on Registration Site	✓	✓	✓
Table-Top Exhibit Space	✓	✓	✓
Flyer/Swag in Attendee Packet	✓	✓	✓
Opt-in Attendee List	✓	✓	
Corporate Description on PRSummitDC.com	✓		
Thought Leadership Presentation	✓		

Paul Duning, Co-Founder
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Testimonials

“@CapitolCom is my GO-TO source for information about the Mid-Atlantic marketing industry.”

“Last Friday was awesome! Great event @mamsummit—you know what ‘THEY’ say . . . ‘Content is Everything’”

“Blown away by the panels at this year’s #PRSummitDC
Special thanks to @CapitolCom”

“Year after year, I’ve found @mamsummit to be the best local marketing conference for networking and industry information.”

“@CapitolCom is the single best destination to connect with communicators. Their industry insight and instinct make them the go-to source for the pulse of communications in our region.”