



Richmondspotlight.com is the leading online entertainment guide featuring area events, socials, and trends, reflecting the personality of Richmond and surrounding areas.

VIEWER DEMOGRAPHICS & STATISTICS

Richmondspotlight.com averages over:

- 400,000+ hits per month.
- 4,000 monthly page views.
- Over 3000+ E-mail subscribers.

- Male: 42%
- Female: 58%
- Age: 23-40 70%
- Professionals 60%

ADVERTISING SERVICES

- 1. Feature Spotlight ad** – A large billboard banner located top-center of our home page to ensure prime exposure for your message.
- 2. Side Banner** – A banner located on the right column of our homepage. Ad includes a link to your website.
- 3. Event Calendar Posting** – A Weekly Calendar of events page that's great for organizers and promoters to advertise their events, parties, concerts, and socials. Includes; a graphic image or flyer, and text information.
- 4. Email Marketing** – An exclusive designed e-mail of your ad, which includes a static image and text information e-mail to our subscribers.

- 5. Business Package** – A weekly newsletter with multiple images or events sent to our subscribers on a weekly basis.

For additional services: including event sponsorship, design and photography services & promotional packages. Contact us for availability.

RATES

Email Marketing

3000+ subscribers with a 40% open email rate.

Email	one email per wk
Email blast - includes 1 image	\$60 ea.
Newsletter - includes 2 or more images	\$100 ea.

BANNER ADS

Feature Billboard ad

Size	Up to 1 month of advertising
550w x 200h	\$200

Side Tower Banner

Size	Up to 1 month of advertising
180w x 150h	\$150

Event Calendar Promotions

Weekly advertising
Free

BUSINESS PACKAGE

Weekly Newsletter	\$250 Monthly
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Advertising Requirements: Information and payment must be settled before services are rendered. Ads require a minimum 3 business days to complete.

A service charge of \$35.00 will be accessed for any returned checks. We do not accept all submitted images for ads. Rates are subject to change

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