

DowntownColumbus.com

Advertising Rate Sheet



Introduction to Advertising with DowntownColumbus.com

With the surge in housing Downtown and other efforts to revitalize our City's central business district, Capital Crossroads Special Improvement District and the Columbus Downtown Development Corporation have redesigned DowntownColumbus.com, its portal for information about Downtown. Downtown Columbus is the business, cultural, arts, and governmental heart of Central Ohio. Over the past decade, billions of dollars in public and private investment have breathed vitality into Downtown. As one of the most successful public-private partnerships in the history of the City, Capital Crossroads SID, along with the Columbus Downtown Development Corporation and Capitol South, have achieved unprecedented success in making Downtown the place to be and be seen.

Advertising Rates Overview

Our advertising rate structure was created with small businesses in mind. We offer scalable pricing that can fit in any budget, and lower monthly rates than our competitors in print media offer. Ads on DowntownColumbus.com are guaranteed 20,000 views (impressions) per month. Ads appearing in the "Right Now Downtown" E-Newsletter are guaranteed 20,000 views per month.

Price Structure

The pricing and dimensions outlined below apply to both DowntownColumbus.com and "Right Now Downtown" E-Newsletter.

	52 wks	26 wks	12 wks	8 wks	4 wks	2 wks	1 wk
	\$/wk	\$/wk	\$/wk	\$/wk	\$/wk	\$/wk	\$/wk
Website Ads	94	100	108	110	111	112	113
Large Newsletter Ad	94	100	108	110	111	112	113
Small Newsletter Ad	40	43	44	47	48	49	50

Artwork Dimensions and Information

Dimensions

- Website Ad: 300 pixels wide by 200 pixels tall
- Newsletter Large Ad: 120 pixels wide by 500 pixels tall
- Newsletter Small Ad: 120 pixels wide by 250 pixels tall

Artwork is accepted in jpg or gif format. DowntownColumbus.com can also accommodate ads formatted in flash. Ad design services are available for \$50 per advertisement.

The "Right Now Downtown" E-Newsletter is published weekly on Tuesday mornings. The deadline for artwork is Friday at 12 PM, the week before the E-Newsletter is published in which you would like to advertise.

All artwork and questions regarding advertising should be emailed to advertising@downtowncolumbus.com.

Advertising Placements



Placement on Website:
Ads are placed below content on each page, across all website pages. Ads rotate.

Placement in E-Newsletter:
Ads are placed in the sidebar. All ads are displayed; there is no rotation.