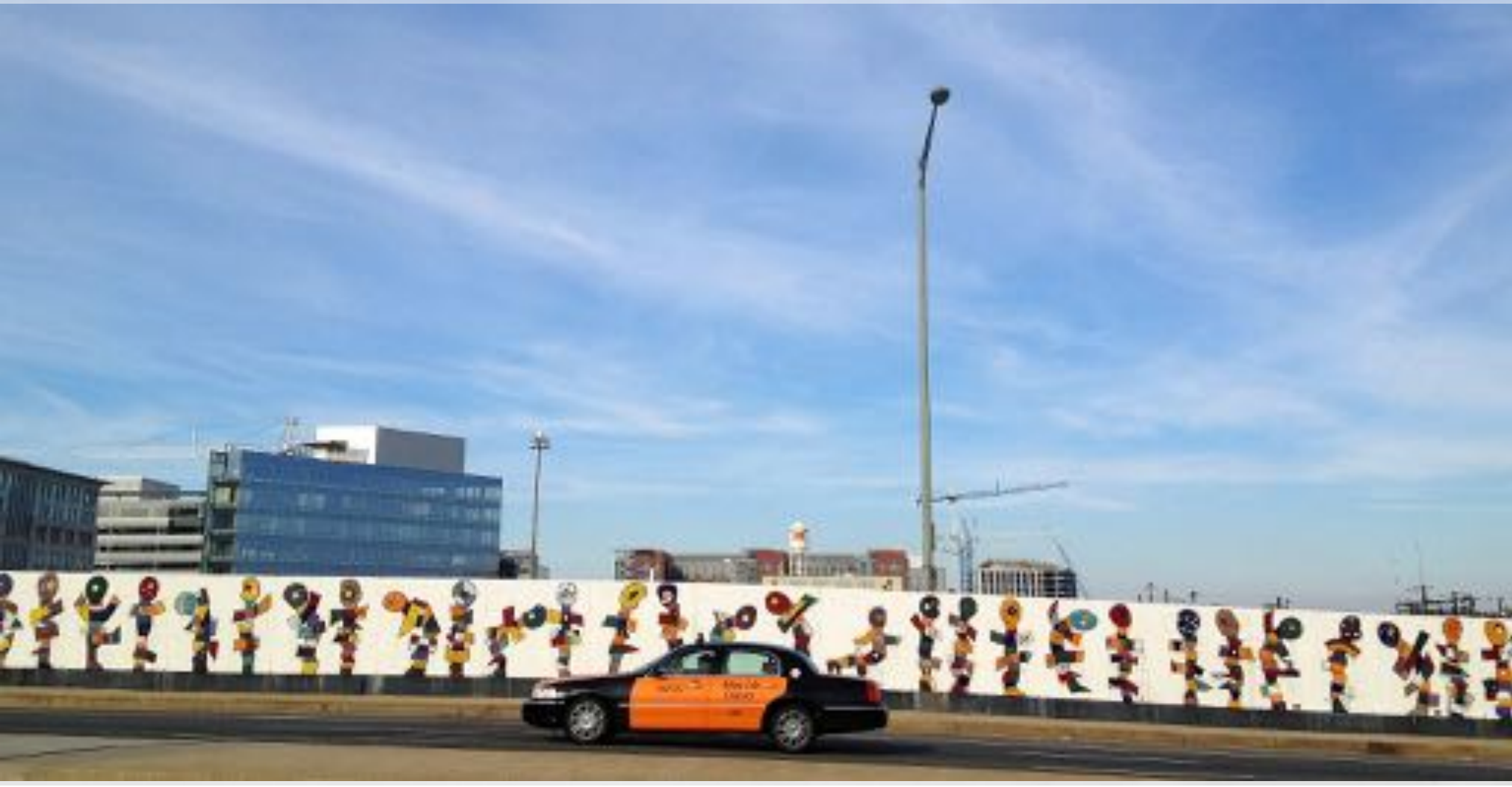
ADVERTISING RATES

2015

THE HILL DC is home

TheHillIsHome@gmail.com

Since 2009, The Hill is Home has been serving the Capitol Hill neighborhood as an online news source designed to build community, connect neighbors, share news, and celebrate Washington, DC's Capitol Hill neighborhood.



Our Audience By The Numbers

45,000 Monthly Pageviews

800+ Email Subscribers

9,000+ Social Media Followers

Viewers by Platform

70%	9%	21%
computer	tablet	mobile

Hyper Local Audience

Advertising Placements

Leaderboard

700 x 90 px

- $100/week
- $400/month

Scrolling Banner

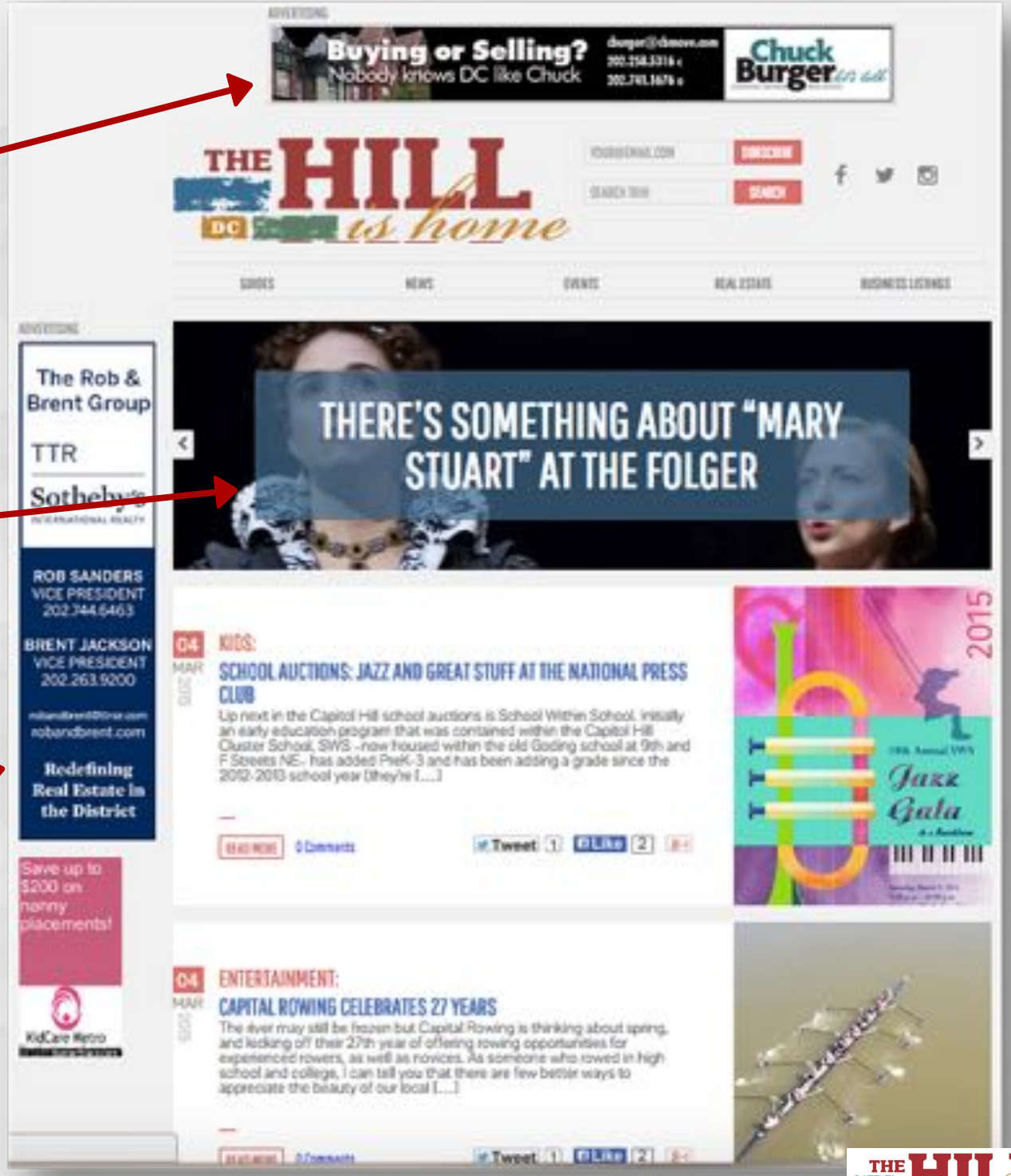
950 x 300 px

- $150/week
- $600/month

Sidebar

160 x 400-600 px

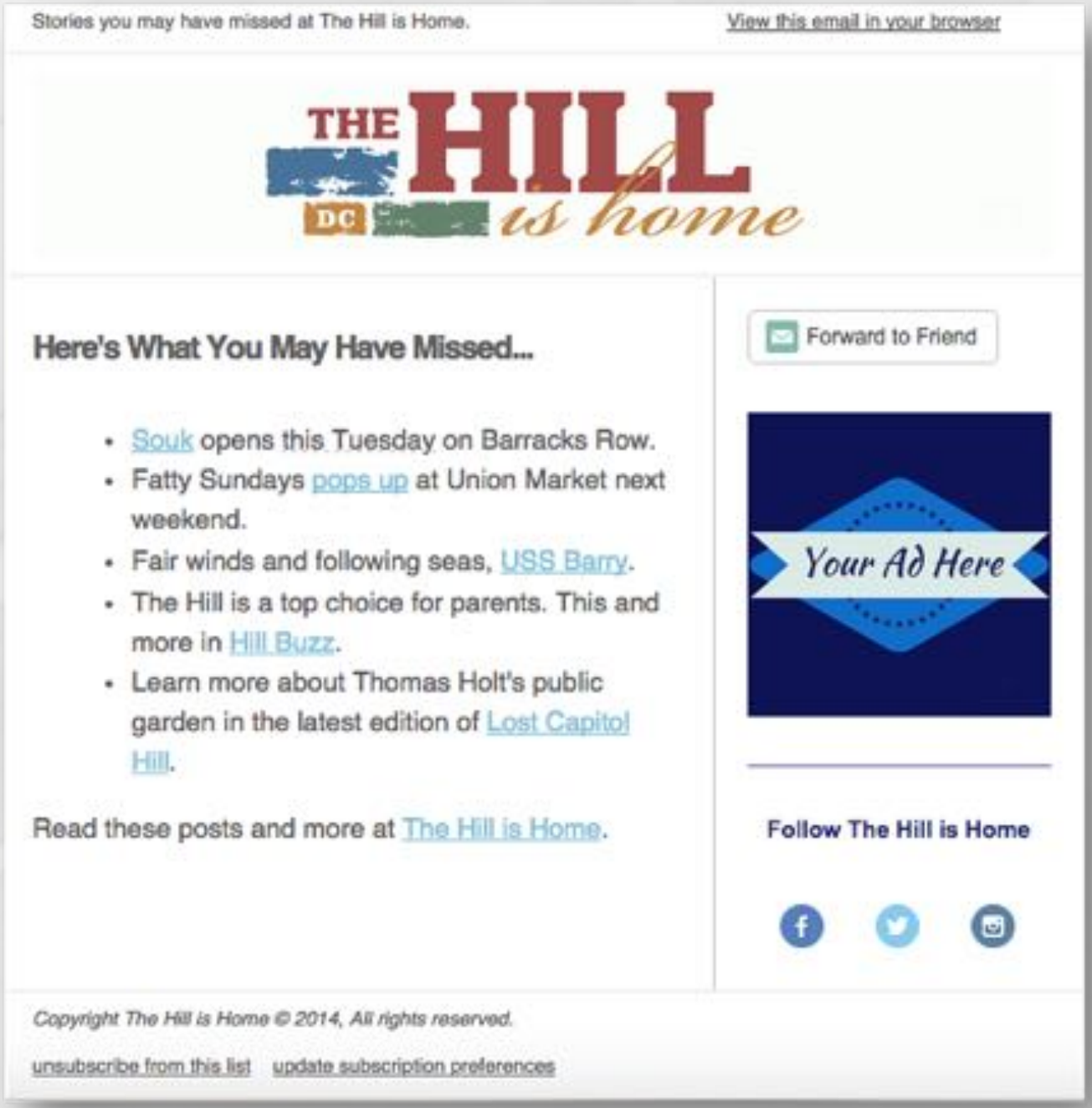
- $80/week
- $320/month



Weekly Email

Highlight your ad in our weekly email to ~1,000 subscribers

$100/week
160 x 200-600 px



Sponsored Posts

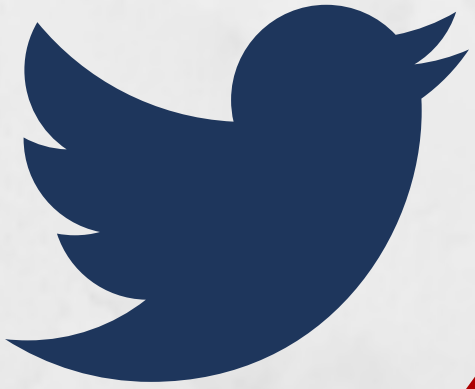
A sponsored post is a great option when you want to say more than you can fit in a smaller sidebar ad. You write the content and provide the images so the message is completely yours.

$150/post

Social Media Promotion

Amplify your sponsored post, or drive traffic to your own website or event with a social media blast to our 9,000+ followers on Twitter, Facebook and Instagram.

$100/post that broadcasts to Instagram, Facebook and Twitter



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Free Promotion Opportunities

Are you on a budget and looking to be included in an events roundup?
We can help with that too!

Weekly "To Do List"

* Send us your event details no later than the Monday of the week you want it included in our To Do List, which publishes each Thursday.

Special Events Roundup

(e.g. Super Bowl, St. Patrick's Day, STOU, Thanksgiving, holiday gift guides etc.)

* Send us an email asking to be included on our business email list so you know when we are looking for submissions.

Contact Us: TheHillisHome@gmail.com

Photos by Maria Helena Carey
Design by Claudia Holwill Marketing