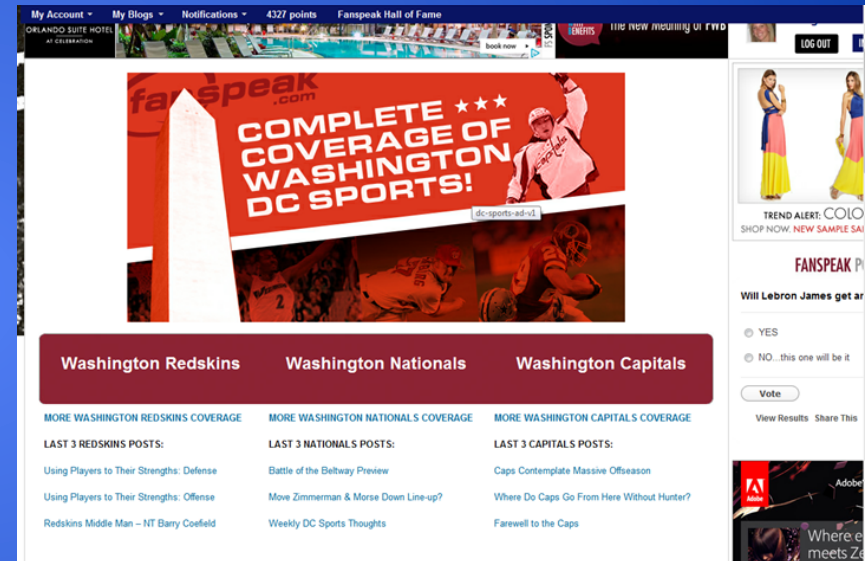


Fanspeak.com
Washington, DC Local AD Kit
SUMMER 2012



What is Fanspeak DC?

- Fanspeak.com, while attracting sports fans of ANY team, now offers City pages.
- Fanspeak.com has a DC page: <http://fanspeak.com/dc/> where all the DC blogs, polls, trivia and more about the Redskins, Nationals, Capitals & Wizards live.
- There's also a blog for each of the four DC teams. Ex: <http://fanspeak.com/washingtonredskins/>

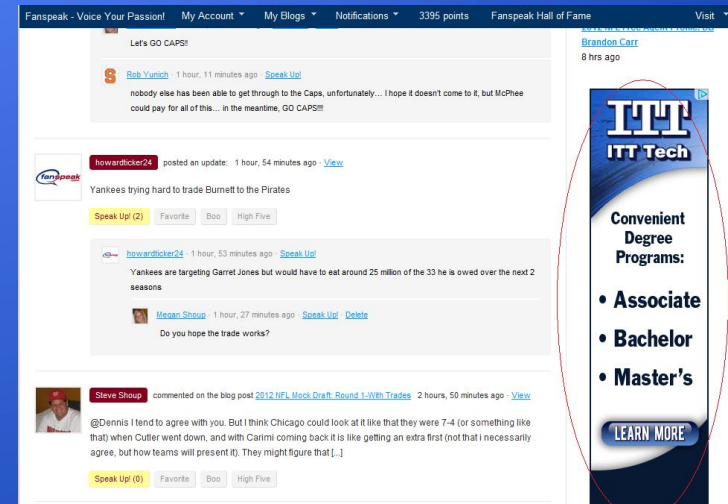


Who is Fanspeak's DC Audience?

- Who are the people visiting the Fanspeak.com DC page? Most are from the DMV (DC, Maryland & Virginia)
- Just in May 2012, here were the number of visitors from each state. NOTE: this number is growing each month!
- Virginia: 3,100 Visitors viewing 16,500 pages
- Maryland: 2,400 Visitors viewing 4,800 pages
- DC: 1,100 Visitors viewing 1,500 pages
- Nearly 7K Visitors from DMV

Advertising Options: Washington DC Pages

- SKIN:
 - The entire background on the page.
- SPONSORED BLOG POSTS:
 - “Brought to you by”...and a link to your website!
 - Our DC blogs get the most traffic from DMV Visitors, so this is very effective!
- ADS – Includes:
 - Header
 - Rectangle
 - Skyscraper (highlighted)
 - Footer



Fanspeak's DC Ad Prices:

- DC SKIN – background on ALL DC pages =
\$100/Week / \$300/Month
- DC Sponsored Blog Posts (At least 5 posts/week) =
\$40/Week / \$100/Month
- Traditional DC Ads on ALL DC Pages (100% in ad spots) =
 - HEADER: \$50/Week / \$150/Month
 - RECTANGLE: \$35/Week / \$100/Month
 - SKYSCRAPER: \$30/Week / \$90/Month
 - FOOTER: \$25/Week / \$75/Month

Fanspeak's DC Ad PACKAGES:

- Monthly PACKAGE A:
 - SKIN
 - SPONSORED POSTS for month
 - HEADER, RECTANGLE & SKYSCRAPER Ads
 - TOTAL: \$400 (\$750 VALUE)**
- Monthly PACKAGE B:
 - SPONSORED POSTS for month
 - HEADER & SKYSCRAPER & FOOTER Ads
 - TOTAL: \$200 (\$425 VALUE)**
- Monthly PACKAGE C:
 - SPONSORED POSTS for month
 - RECTANGLE & FOOTER Ads
 - TOTAL: \$100 (\$275 VALUE)
- MORE DISCOUNTS: 20% OFF Total Price for at least 6 month contracts!
- SUMMER SPECIAL: FIRST 3 DC Advertisers (packages) will get 1 FREE Rectangle Ad for a month (\$100 Value)!
- We are willing to create Packages to customize to fit your needs & budget!

Contact Us!

- We want you to be our DC Sponsor and reach nearly 7K (and growing!) active diehard DC sports fans!
- The prices to reach this audience are unbeatable!
- Email for specs, sizes & formats for ads.
- Call or email us today!

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