



CultureCapital provides a platform for our members to promote, engage and inform the public of the wealth of arts, culture and entertainment activities available throughout Metro DC.

Launched in 2008, CultureCapital attracts over 35,000+ visitors each month, visiting more than three pages per visit and staying on the site for over two minutes. The CAGW promotes CultureCapital participants through Google AdWords campaigns, partnerships with print and online publications, bloggers and social media platforms and a DC entertainment app. Our Insider e-blast, previewing the week ahead, is delivered to 13,500+ subscribers each Tuesday.

Promoting your organization's programming in CultureCapital is open to CAGW members who choose from one of the four participation levels shown below. Each plan includes a dedicated page on CultureCapital providing visitors detailed information about your organization. Participants then enter their events directly to the site (title, run dates, description, cost, link to box office). Each plan provides an increased level of exposure on the site and added platforms.

Basic Plan \$300 Annual (\$25/month) for orgs w/ budgets up to \$5,000,000. \$1,500 annual (\$125/month) for orgs w/ budgets up to \$5,000,000.

- Place your organization's events in up to three categories on the site (Theatre, Dance, Music, etc.)
- Events will be promoted, when appropriate, in the weekly Insider e-blast, Inside Out Feature Pages, GotEventz Entertainment App, print guides including *The Washington Blade* and *City Living*.

Intermediate Plan \$800 Annual (\$66/month) for orgs w/budgets up to \$5,000,000. \$2,500 annual (\$208/month) for orgs w/budgets over \$5,000,000.

- Place your organization's events in up to three categories on the site (Theatre, Dance, Music, etc.)
- Events will be promoted, when appropriate, in the weekly Insider e-blast, Inside Out Feature Pages, GotEventz Entertainment App, print guides including *The Washington Blade* and *City Living*.
- Events will be featured as "Also Recommended" on category landing pages (Theatre, Dance, Music. etc.).
- Events will have an opportunity to be featured as "Hot Hits & Hidden Jewels" in the Insider e-blast and print guides.

Organizations(501 c3) with budgets of \$500,000 or less incorporated in the District of Columbia, Arlington County, VA and Prince George's County, MD e-mail info@cultural-alliance.org to find out if your organization is eligible to receive a CultureCapital scholarship.

CULTURECAPITAL.COM

YOUR LINK TO THE ARTS IN METRO DC

Premium Plan \$5,000 annual (\$416/month)

- Place your events in up to five categories on the site (Theatre, Dance, Music, etc.)
- Events will be promoted, when appropriate, in the weekly Insider e-blast, Inside Out Feature Pages, GotEventz Entertainment App, print guides including *The Washington Blade* and *City Living*.
- Events will be featured on the home page, in rotation with other Premium Participants.
- Events will be featured as “Spotlights” on category landing pages (Theatre, Dance, Music, etc.)
- Receive a banner ad, run-of site. Change as often as needed. Link to your website or box office.
- One banner ad each quarter will be run in the Insider e-blast.
- Events will be featured as a “Hot Hit & Hidden Jewel” in the Insider e-blast and print guides.

Premium Plus \$10,000 annual (\$833/month)

- Place your events in up to five categories on the site (Theatre, Dance, Music, etc.)
- Events will be promoted, when appropriate, in the weekly Insider e-blast, Inside Out Feature Pages, GotEventz Entertainment App, print guides including *The Washington Blade* and *City Living*.
- Organization featured on every page of the site in rotation with other Premium Plus participants, in upper left ad box next to masthead. Includes link to your organization page on the site that details all programming.
- Events will be featured on the home page, in rotation with other Premium Plus participants.
- Events will be featured as “Spotlights” on category landing pages (Theatre, Dance, Music, etc.) with other Premium Plus participants.
- Receive two banner ads, run-of- site. Change as often as needed. Link to your website or box office.
- Two banner ads each quarter will run in the Insider e-blast.
- Events will be featured as a “Hot Hit & Hidden Jewel” in the Insider e-blast and print guides.

Valid as of March 31, 2011