



# Marketing Partnership Rates and Benefits

## For Small and Mid-Size Organizations with Budgets up to \$5,000,000

Organizations who are members in good standing with the Cultural Alliance of Greater Washington, can submit events by joining the CultureCapital community at the level that best applies to their organization.

Contact [info@culturecapital.com](mailto:info@culturecapital.com)



PACKAGE	ANNUAL	CALENDAR POSITIONS	DESCRIPTION
<b>Basic</b> Small and Mid-Size Orgs Budgets up to \$5mm	<b>\$ 300</b>	Organization Profile	Description, Visitor information Unlimited listings, by date, of all events submitted w/ link to event detail
		Event Detail	Includes title, presenter, photo, venue, description, dates/times and links to box office, registrar or reservations Choose up to 3 categories for each event
		CultureCapital.com X-clusives	2/quarter promoted through TICKETPLACE subscriber e-mail
<b>Intermediate</b> Small and Mid-Size Orgs Budgets up to \$5mm	<b>\$ 800</b>	Organization Profile	Description, Visitor information Unlimited listings, by date, of all events submitted w/ link to event detail
		Event Detail	Includes title, presenter, photo, venue, description, dates/time and links to box office, registrar or reservations Choose up to 3 categories for each event
		Category Home Pg /Also Recommended	4/quarter - runs Tuesday - Tuesday includes: event, photo, date, organization, w/link to event detail
		CultureCapital.com X-clusives	4/quarter promoted through TICKETPLACE subscriber e-mail
<b>Premium</b> Any Size Orgs	<b>\$ 5,000</b>	Organization Profile	Description, Visitor information Unlimited listings, by date, of all events submitted w/ link to event detail
		Event Detail	Includes title, presenter, photo, venue, description, dates/time and links to box office, registrar or reservations Choose up to 5 categories
		Home Page Highlights	2/quarter - runs Tuesday - Tuesday Includes photo, event, date, organization w/link to event detail Rotates with one other organization below Premium Plus events
		Category Home Page Spotlights	4/quarter - includes photo, event, date, org description w/link to event detail
		Banner Ads	Run of site - 1 banner/quarter - limit of 50,000 views per quarter (value \$3,800)
		CultureCapital.com X-clusives	6/quarter promoted through TICKETPLACE subscriber e-mail
		Co-branding on adv & promo	Where applicable, organization will be featured at a ratio of 1:2 based on premium : premium plus

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(continued)

<b>PACKAGE</b>	<b>ANNUAL</b>	<b>CALENDAR POSITIONS</b>	<b>DESCRIPTION</b>
<b>Premium Plus</b> Any Size Orgs	<b>\$10,000</b>	Organization Profile	Description, Visitor information Unlimited listings, by date, of all events submitted w/ link to event detail
		Event Details	Includes title, presenter, photo, venue, description, dates/time and links to box office, registrar or reservations Choose up to 5 categories
		Home Page Banner Position	Image representing the organization upper left position rotating w/other orgs Image can change quarterly
		Home Page Highlights	4/quarter - runs Tuesday - Tuesday Includes photo, event, date, organization, event description w/link to event Rotates with four other organizations on top portion of home page
		Category Spotlights	Rotate on page with three other organizations in this category 6/quarter - runs Tuesday - Tuesday Includes photo, event, date, organization, description w/link to event detail
		Banner Ads	Run of site - 2 banners/quarter - combined limit of 100,000 views per quarter (value \$7,600)
		CultureCapital.com X-clusives	6/quarter promoted through TICKETPLACE subscriber e-mail
		Co-branding on advertising and promotions	Where applicable, organization will be featured at a ratio of 2:1 based on premium plus : premium

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### Additional Fees

Banner Ads - CAGW Members \$19/CPM  
Banner Ads - Non Members \$24/CPM