

**2020
ONLINE/DIGITAL
ADVERTISING**

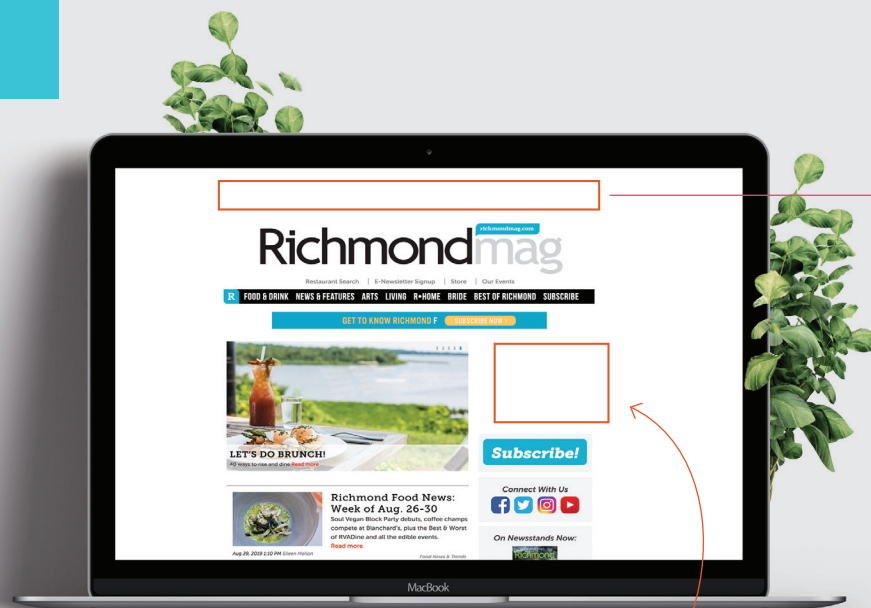


Richmond^{richmondmag.com}**mag**

2201 W. BROAD ST., RICHMOND, VA. 23220
PHONE: 804.355.0111 • FAX: 804.355.5442
RICHMONDMAGAZINE.COM

WEBSITE ADS

PROMINENT, HIGH-IMPRESSION RATE



Home Page Leaderboard

970px by 90px
(728 px by 90 on device)
(320px by 50px on mobile)

On home page for an entire
month—no rotation and
one home page display ad,
33 percent rotation

Display

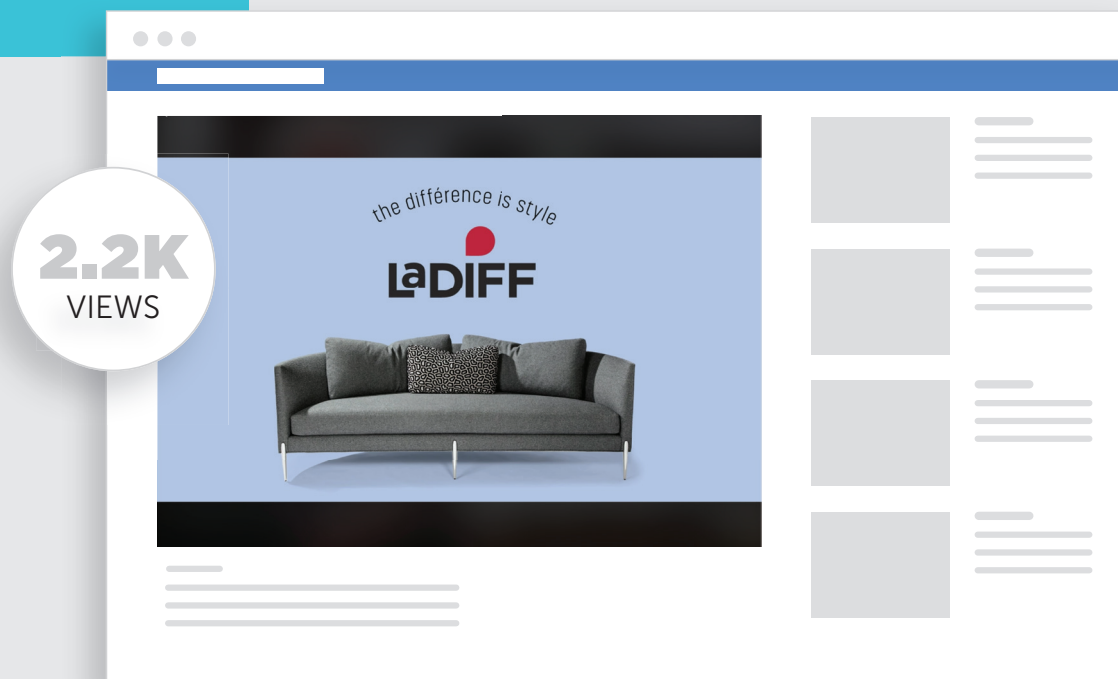
300px by 250px

Home page display, 33 percent rotation

Department page display, 50 percent rotation

VIDEO LEAD-INS

WE'LL ANIMATE YOUR SPONSORSHIP!
JUST PROVIDE YOUR LOGO AND A TAGLINE!



Video Sponsorship

Imagine your logo at the beginning of one or more of our house-produced editorial videos, an exclusive way to reach our Facebook followers.

E-mail customstudio@richmag.com for more information

POP-UP ADS

SIMPLY SUPPLY YOUR IMAGERY AND TEXT FOR ONE
OF OUR MOBILE-FRIENDLY TEMPLATES!



YOUR
IMAGE
HERE

Additional information and copy here
Any disclaimers or dates.

CALL TO ACTION >

[Skip to website](#)

Interstitial/ Pop-up Unit

Your message shows up front and center to each unique visitor
daily for a week.

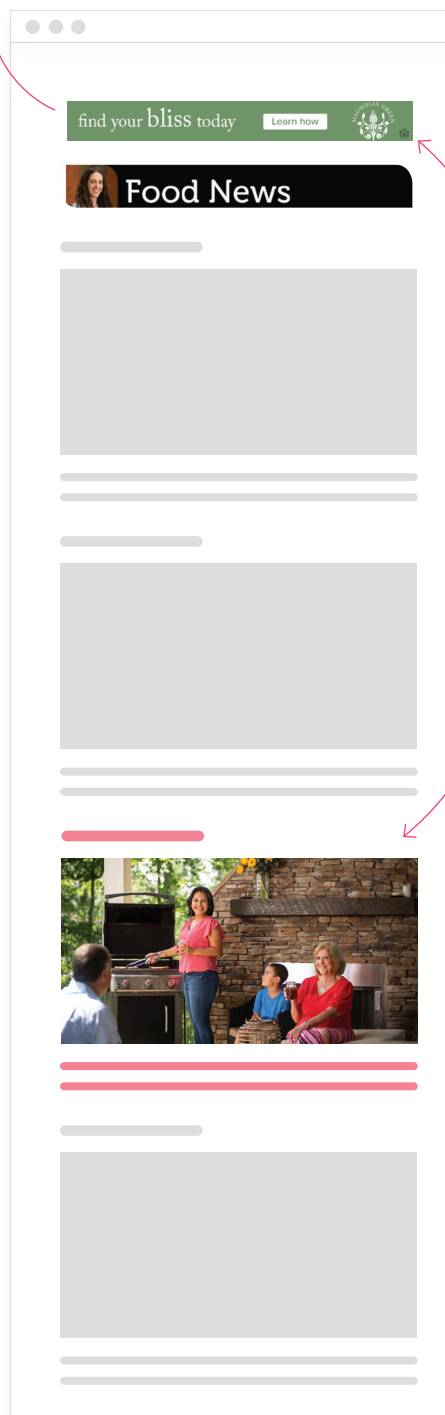
Your 600 x 500 px jpg or gif
Up to 20 words description
3-15 character call to action for the button (of your color choice).

E-NEWSLETTERS SPONSORSHIP

INCLUDES CONTENT-SPECIFIC
LEADERBOARD

Leaderboard Dimensions

970px by 90px
(728px by 90px on device)
(320px by 50px on mobile)



SPONSORED CONTENT IS HIGHLIGHTED
TO DRAW ATTENTION TO YOUR BRAND.

HIGH-OPEN RATES
ENGAGED AUDIENCES

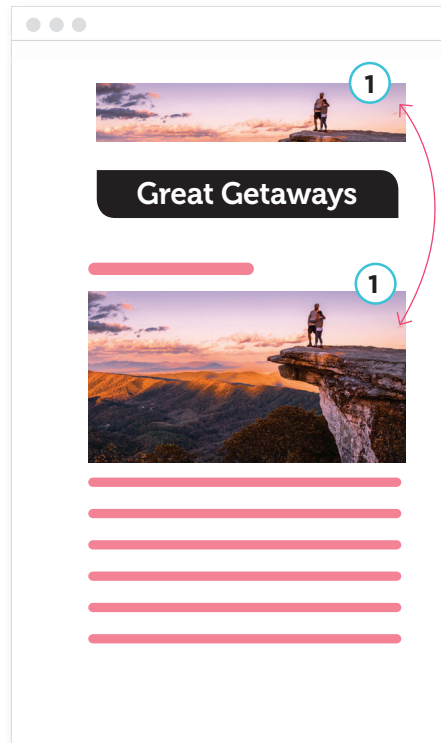
Five Choices

Every newsletter reaches 16,000+ subscribers. This engaged audience consistently opens Richmond Magazine e-mails well above the average industry rates. Sponsorship includes a **content-specific leaderboard ad** and **sponsored-content module** within the body of the email.

- 1 Editor's First Look**
Leaderboard on Best of Richmond and two newsletters
- 2 R•Home**
Leaderboard on R•Home and two newsletters
- 3 Food News**
Leaderboard on Food & Drink and four newsletters
- 4 Sunday Story**
Leaderboard on News & Features and four newsletters
- 5 (NEW!) River City Roundup**
(events for the week ahead)
Leaderboard on Arts and four newsletters

SPONSORED CONTENT TRAVEL NEWSLETTER

ONCE A MONTH



Travel Newsletter

- 1 Each newsletter will include leaderboard ad, two photos and 400 words of sponsored content for the client. This newsletter will go out the first Tuesday of each month.

add-on for print clients

INSTAGRAM

WE OFFER ONLY ONE SPONSORED INSTAGRAM* POST PER WEEK
ON OUR ACCOUNT WITH 38.5K FOLLOWERS.



The sponsored post must include a giveaway worth \$250 or more and not be a discount coupon.

Clients must provide three clean photos that they own the rights to or that are nonprofessional for Richmond magazine to choose from.

* All Instagram giveaways are subject to approval and at the discretion of the associate publisher.