

Prince of Petw^{***}orth

media kit

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presented by
blankslate.

About Prince of Petworth

- Prince of Petworth (PoP) is DC's leading neighborhood blog
- PoP's editor, Dan Silverman, has been featured in *The New York Times*, *Financial Times*, *The Washington Post*, *Washingtonian Magazine*, *The Washington Examiner*, and on several local and national television and radio stations
- 200,000+ Unique visitors and 900,000+ Pageviews monthly

The screenshot shows the Prince of Petworth website interface. At the top, there is a navigation bar with links for HOME, RESTAURANTS, FORUM, and REAL ESTATE. A featured article titled "All Souls Neighborhood Bar Coming to Shaw" is prominently displayed, accompanied by a photo of a brick building. To the right of the article is a real estate advertisement for "Discover the World of Beer" featuring a barrel logo and contact information for a realtor. Below the article, there are sections for "Top Stories" and "Neighborhoods" with links to various local news items. A sidebar on the left contains a "Nov. 19-20 AKC Meet the Breeds" event announcement. At the bottom right, there is a "Featured Real Estate Listings" section with details for properties in Randle Heights and Anacostia.

Prince of Petworth Content

- Daily in-depth coverage of real estate, renovation and development, restaurants and bars, music and art, and general quality of life stories

The site features:

- **Real Estate:** Continuously updated, MLS-fed DC neighborhood listings marketplace
- **Forum:** Expert and reader driven Q&A
- **Classifieds:** Local marketplace for reader and merchant goods and services

Prince of Petworth readers are...

Engaged and influenced

- 86% of readers visit the site at least once a day
- 68% of readers have sourced a business or service provider from the site in the past year
- 78% have gone to a restaurant mentioned on the site
- 86% of readers consider the site “highly trusted”

Prince of Petworth search traffic is...

Targeted & Organic

Washington DC, Petworth, Columbia Heights, Adam's Morgan, Mount Pleasant, Dupont Circle, Restaurant, Real Estate, Construction, **building**, lofts, lounge, pizza, school, **renovate**, rowhouse, menus, garden, coop, dog walker, cafe, laundry, Logan Circle, stores, dives, **neighborhood**, **condos**, photographs, metro station, plumbers, **retail space**, clothing, **fitness**, gallery, health, broker

Advertise on the Homepage

Prime Display Ads

- **728x90px** Leaderboard
\$12/CPM*
- **300x250px** (1)
\$12/CPM
- **300x250px** (2)
\$10/CPM
- **160x600px** Skyscraper
\$10/CPM

* CPM: Cost per thousand impressions.

Terms:

- Minimum Purchase 100,000 impressions/month
- All rates are net of agency fees

The image shows a screenshot of the Prince of Petworth website homepage with several ad placements highlighted by arrows and labels:

- 728x90px Leaderboard:** Located at the top of the page, below the navigation bar, featuring a banner for "LOUIS RESTAURANTS" with the text "23 HDTV's • OUTDOOR PATIO • 24 TAPS • 140-INCH HD SCREEN".
- 300x250px (1):** A square ad for "DISCOVER THE WORLD OF BEER" featuring a barrel logo and the text "BARREL".
- 300x250px (2):** A square ad titled "What's your home worth?" with the text "Find out now at www.WashingtonDChomesales.com" and a photo of a man.
- 160x600px Skyscraper:** A vertical ad on the left side of the page titled "Nov. 19-20 AKC Meet the Breeds" with a "Click for info >>>" button.

The website content includes a header with the "Prince of Petworth" logo, navigation links (HOME, RESTAURANTS, FORUM, REAL ESTATE), and a main article titled "All Souls Neighborhood Bar Coming to Shaw" with a photo of the building. There are also sections for "Top Stories", "Neighborhoods", "Blog Categories", and "Featured Real Estate Listings".

Advertise on the Homepage

Secondary Display Ads

- **300x250px** Rectangle
\$6/CPM*
- **160x600px** Skyscraper
\$6/CPM

* CPM: Cost per thousand impressions.

Terms:

- Minimum Purchase 100,000 impressions/month
- All rates are net of agency fees

160x600px
Skyscraper

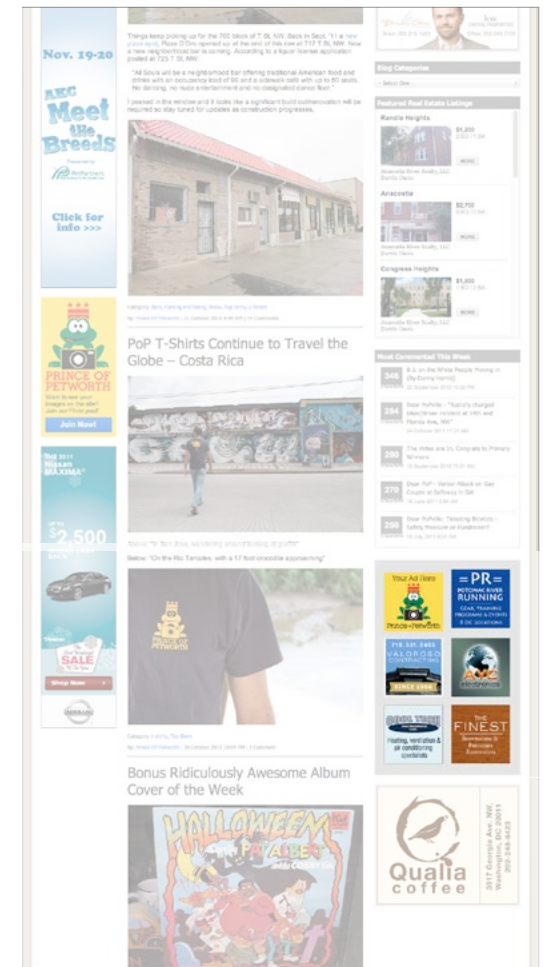
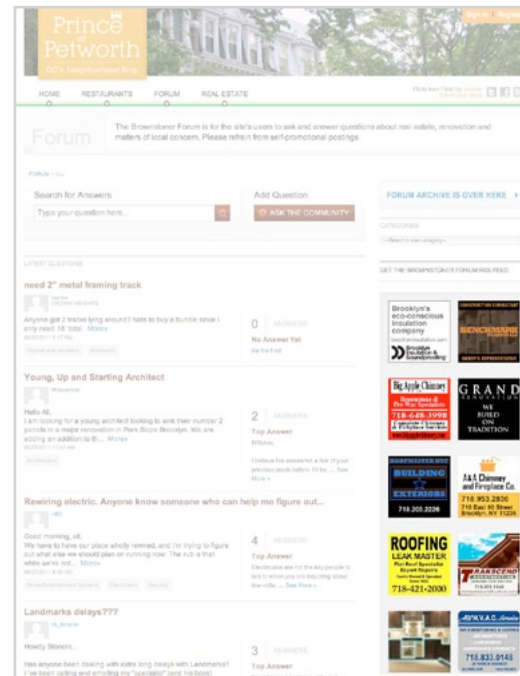
300x250px
Rectangle

The screenshot displays a website homepage with several advertisements and content blocks. On the left side, there is a vertical skyscraper ad for 'PRINCE OF PETWORTH' featuring a green frog character and a 'Join Now!' button. Below it is a Nissan Maxima advertisement with a 'Shop Now' button. In the center, there is a post titled 'PoP T-Shirts Continue to Travel the Globe - Costa Rica' with a photo of a person in a t-shirt and a caption about San Jose. Below that is another post titled 'Bonus Ridiculously Awesome Album Cover of the Week' with a photo of a 'HALLOWEEN' album cover. On the right side, there is a 'Most Commented This Week' section with a list of comments, a 'Your Ad Here' section with various ad spots, and a 'Qualia coffee' advertisement at the bottom right.

Advertise in Forum

Shingle Display Ads

- Ads rotate in 10 spots on the Forum + 6 spots on the Homepage
- Guaranteed 200,000 impressions/month
- **125x125px** – \$300/month



Advertise in Blog

In-Blog Ads

- In-Blog Features are great for events, open houses and other time-sensitive promotions
- **450x350px** – \$200/ad

The screenshot displays the Prince of Petworth website interface. At the top, the logo 'Prince of Petworth' is visible, along with navigation links for HOME, RESTAURANTS, FORUM, and REAL ESTATE. A prominent advertisement for 'Lou's' bar is featured, highlighting amenities like 23 HDTV's, an outdoor patio, 24 taps, and a 140-inch HD screen. Below this, there are sections for 'Top Stories' and 'Neighborhoods'. A large advertisement for 'the collection apartments' is shown, offering 21 condominiums with various amenities and financing options. To the right, there are ads for 'Smoke and Barrel' beer and a real estate listing for 'What's your home worth?' featuring a realtor from Keller Williams.

Advertise in Real Estate

Display Advertising:

- Display ads are available in various sections of the Real Estate Homepage
- Price based on size and placement
- \$300-1,200/month

The screenshot displays a real estate website interface with several key sections:

- Navigation:** Quick Links (Home, Sales, Rentals, Commercial Sales, Commercial Rentals).
- Search Filters:** SELECT TYPE (Sale, Rent, Commercial Sale, Commercial Rental), SELECT NEIGHBORHOOD(S) (16th Street Heights, Adams Morgan, American University Park, Anacostia, Brook Edge), CHOOSE CRITERIA (Min Price, Bedrooms).
- OPEN HOUSES THIS WEEK:** A map showing various neighborhoods in the DC area.
- POPULAR NEIGHBORHOODS:** Lists neighborhoods for sale and for rent, such as Deanwood, Old City, Columbia Heights, and Petworth.
- Advertisements:** Includes a beer tap ad, a Prince of Petworth ad, a PR= Potomac River Running ad, a Valeroso Contracting ad, a Cool Tech ad, and a The Finest ad.
- Latest Listings:** Sections for 'LATEST FOR SALE LISTINGS' and 'LATEST FOR RENT LISTINGS' with property details and photos.
- Bottom Ad:** A 'What's your home worth?' ad for Capital Properties.

Advertise in Real Estate

Basic Listings:

- **Rental:** \$10/mo.
- **Sales:** \$25/mo.

Featured Listings:

- Featured exposure on the Homepage and at the top of the Listings Homepage
- \$200/month

The screenshot shows a featured real estate listing on the Prince of Petworth website. The listing is for a property at 1341 Newton Street Northwest, Columbia Heights. The price is \$495,000. The listing includes a large photo of the property, a smaller photo of the interior, and a map showing the location. The listing is titled "Elizabeth Lowmes" and is listed by Elizabeth Lowmes, a Prudential Camarillo Realtor. The listing is marked as a "REGULAR SALE" and includes a "More photos" link.

The screenshot shows the Prince of Petworth Real Estate homepage. The page features a navigation menu with links for Home, Restaurants, Forum, and Real Estate. Below the navigation menu, there is a "Real Estate" section with a welcome message and a link to "ADD YOUR LISTING". The main content area displays a grid of featured listings, including "American University Park", "West End", "Marshall Heights", "Lafayette Park", and "Neville Heights". Each listing includes a small photo and a price. Below the grid, there is a search filter section with options for "SELECT TYPE", "SELECT NEIGHBORHOODS", and "CHOOSE CRITERIA". The search filter includes a "SEARCH" button. To the right of the search filter, there is a promotional banner for "DRAFT COUNTDOWN" with details about draft beer specials. Below the search filter, there is a "OPEN HOUSES THIS WEEK" section with a map showing the locations of open houses. The page also includes a "POPULAR NEIGHBORHOODS" section with a list of neighborhoods and their respective listing counts. At the bottom of the page, there is a "PR = POTOMAC RIVER RUNNING" logo and a "PR = POTOMAC RIVER RUNNING" logo.

Advertise in Real Estate

Neighborhood Sponsorship Ad:

- Display Ad is featured prominently in neighborhood search listings results.
- Price based on neighborhood popularity and total listings.
- **728x90px** - \$500-\$1000/mo.

The screenshot displays a real estate website interface. At the top, there is a navigation bar with links for HOME, RESTAURANTS, FORUM, REAL ESTATE, and CLASSIFIEDS. A welcome message reads: "Welcome to DC's leading real estate listings marketplace. It only takes a couple minutes to add a listing. LOGIN | ADD YOUR LISTING".

On the left side, there is a "NEIGHBORHOODS" section with a list of neighborhoods and their listing counts, such as "All Neighborhoods (2157)", "10th Street Heights (18)", "Adams Morgan (38)", "American University Park (16)", "Anacostia (84)", "Barr Farm (18)", "Bloomington (4)", "Brentwood (21)", "Brightwood (48)", "Brookland (75)", "Burleith (1)", "Capitol Hill (32)", "Cathedral Heights (18)", "Chevy Chase (32)", "Chillum (15)", "Congress Heights (1)", "Cleveland Park (32)", "Colonial Village (5)", "Columbia Heights (118)", "Congress Heights (48)", "Convention Center (1)", "Crestwood (18)", "Deanwood (188)", "Downtown (31)", "Dupont (47)", "Eckington (34)", "Foggy Bottom (54)", "Forest Hills (36)", "Fort Dupont Park (37)", "Georgetown (40)", "Glenncrest (3)", "Glover Park (44)", "H Street Corridor (1)", "Harbour Square (3)", "Harrison Square (1)", "Hawthorne (2)", and "Hill Crest (3)".

The main content area features a "Quick Links" section with tabs for Home, Sales, Rentals, Commercial Sales, and Commercial Rentals. Below this is a "SELECT NEIGHBORHOODS(S):" section with checkboxes for 16th Street Heights, Adams Morgan, American University Park, Anacostia, and Barr Farm. To the right, there is a "CHOOSE CRITERIA:" section with dropdown menus for Min Price, Max Price, and Bedrooms. Further right is a "SHOW ONLY:" section with checkboxes for By Owner, New Development, Open Houses, and Last 7 Days. A "Search" button is located at the bottom right of this section.

Below the search section, there is a "PROPERTIES FOR SALE - ALL" section. It shows "Showing 1 - 20 of 2157 listings" and a "Sort By: Price (High to Low)" option. The first three listings are:

- 2933 Benton Place Northwest**: \$12,000,000, 11 Bed / 12 Bath, Single Family Detached. Agent: Samir Qureshi, Wc & An Miller Realtors, A Long. Description: "Huge reduction! Mediterranean villa style grandeur, elegance & privacy More>"
- 34 Kalorama Circle Northwest**: \$6,675,000, 8 Bed / 9 Bath, Single Family Detached. Agent: Jeffrey Mauer, Coldwell Banker Residential. Description: "REDUCED 3200! Exquisite 2009 restoration and addition of elegant 1930 More>"
- 3400 Massachusetts Avenue Northwest**: \$6,300,000, 5 Bed / 7 Bath, Single Family Detached. Agent: Theresa Robinson, Long & Foster Real Estate, Inc. Description: "Elegant mansion next to VP Res. - First offering in 50 years. Remarkab More>"

Below the listings, there is a "Coldwell Banker Dupont" advertisement with the text: "The local knowledge of Washington, DC... with the global reach of Coldwell Banker". It includes the address "1606 17th Street, NW" and phone number "(202) 387-6180".

The bottom section shows two more listings:

- 2151 Dunmore Lane Northwest**: \$4,995,000, 5 Bed / 7 Bath, Single Family Detached. Agent: Marc Fleisher, Long & Foster Real Estate, Inc. Description: "SENSATIONAL CUSTOM FRENCH COUNTRY MASTERPIECE DESIGNED BY DAVID JONES More>"
- 3134 Ellilcott Street Northwest**: \$4,900,000, 8 Bed / 6 Bath, Single Family Detached. Agent: Ellen Wilner, Coldwell Banker Residential.

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