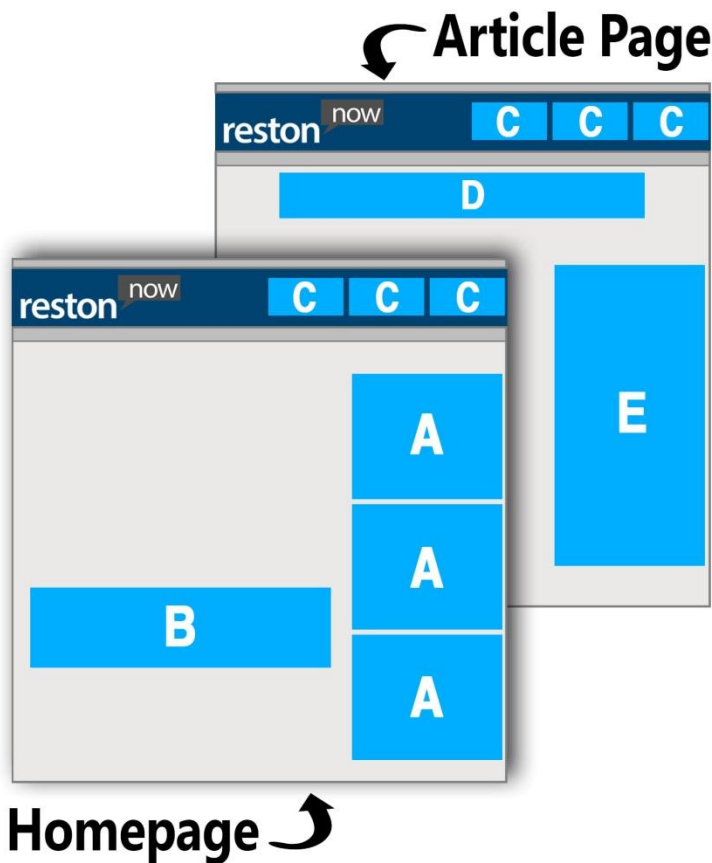


Display Advertising



[A] Homepage Sidebar

- Rotating position
- 300x250px

[B] Homepage River

- Between 1st and 2nd posts
- 600x160px

[C] Masthead Top

- Across all pages
- 150x75px

[D] Article Leaderboard

- 728x90px

[E] Article Sidebar

- 300x600px

Content Marketing

Coupons > Printable and mobile-friendly coupons that are linked to in our "ticker."

Sponsored Column > Powerful branding vehicle allow you to be the community's expert on a given topic. Published weekly or biweekly.

Site Takeover > Take over the site's background and the three masthead top ad positions for one week. Maximum exposure for those who want to make a big splash.

Social Advertising Add-On > Change the text of your ad with Facebook, Twitter or a text message.

Fall 2013 Advertising Rates

- **Homepage Sidebar**
 - \$300/mo (100% Share of Voice, variable position)
- **Homepage River**
 - \$200/month (20% Share of Voice)
- **Masthead Top**
 - \$200/week (100% Share of Voice)
- **Article Sidebar**
 - \$600/month (20% Share of Voice)
- **Article Leaderboard**
 - \$400/month (20% Share of Voice)
- **Social Advertising Add-On**
 - \$100/month
- **Site Takeover**
 - \$1,500/week
- **Coupons**
 - \$100/week/coupon
- **Sponsored Column, Video Production, etc.**
 - Ask
- **Professional ad design**
 - \$100/ad (non-animated)
 - \$150/ad (animated)
 - FREE (with \$500 or greater advertising purchase; static only)

Long-Term Campaign Discount

- **3-5 months** - 10%
- **6-11 months** - 15%
- **12+ months** - 20%

Introductory Advertising Specials (Valid through 12/1/13)

For a limited time, in celebration of our launch, you can support RestonNow.com and lock in low rates for 2014. These 12-month packages include free advertising for the remainder of November 2013 (if applicable).

- **Standard Package (up to 10 available)**
 - Homepage Sidebar ad (100% SOV)
 - Article Leaderboard ad (10% SOV)
 - 6 coupons
 - Free ad design with up to 3 revisions/ad
 - Runs through Nov. 30, 2014
 - Investment: \$1,250/quarter
- **Deluxe Package (up to 5 available)**
 - Homepage Sidebar ad (100% SOV)
 - Article Sidebar ad (20% SOV)
 - Email Newsletter ad (100% SOV)
 - Social Advertising Add-On
 - 12 coupons
 - Free ad design with up to 6 revisions/ad
 - Runs through Nov. 30, 2014
 - Investment: \$2,500/quarter
- **Sponsored Column (available in the following categories)**
 - Real estate -- \$200/week
 - Hospital/medical provider -- \$200/week
 - Legal -- \$175/week
 - Financial services -- \$175/week
 - Builder/contractor -- \$175/week
 - Lawn/garden -- \$150/week
 - Personal fitness/nutrition -- \$150/week
 - Arts/entertainment -- \$125/week
 - Other -- (Ask)