AMPLIFY YOUR MARKETING

2022 MEDIA KIT
Connect with Capitol Communicator

Amplify your marketing with Capitol Communicator. As a trusted media go-to among agencies and professionals, Capitol Communicator connects the Mid-Atlantic region’s brightest minds with colorful events, news, and thought leadership content. Become a leader among agencies, brands and professionals with unbeatable sponsorship opportunities.

connect with Capitol Communicator

@CapitolCom is the single best destination to connect with communicators. Their industry insight and instinct make them the go-to source for the pulse of communications in our region.”
Marketing Opportunities

Capitol Communicator serves advertising, marketing, public relations, digital, freelance, service and media communications professionals in the Mid-Atlantic region. A community of experts engage with Capitol Communicator to broaden their skills with the latest insights, news, trends, education, networking, and promotion of great ideas. Immerse your brand with audiences by exploring which opportunity aligns with your marketing goals.

Lead Generation with CommunicationsMatch™ and Agency Select™ Integration
Our integrated agency search, services & hiring tools help marketing and communications professionals from corporations, associations, non-profits and government entities find advertising, marketing, public relations, digital, consultants, freelancers and services that match needs. Over 6,000 profiles nationally and growing. Search is free. Clients can use Agency Select™ to request information and issue RFPs. Discounts on profiles and tools offered as a benefit of our compelling marketing programs.

Capitol Communicator Content Marketing Programs
Engage a vibrant community of MarCom professionals with compelling content marketing programs. Rise among the region’s top marketing minds with content marketing, native advertising, and branded content opportunities.

Mid-Atlantic Marketing Summit: November 3, 2022, Capital One Hall, Tysons, VA
The annual Mid-Atlantic Marketing Summit has become the “must-attend” marketing event for the Mid-Atlantic region, and beyond. The Summit brings together 400+ CMOs, senior marketers, agency professionals, and technology executives.

PR Summit DC: November 3, 2022, Capital One Hall, Tysons, VA
PR Summit DC is the region’s premier full-day event addressing the disruptive convergence of communications, technology, and media. Experts from traditional and “new” media share the latest insights and techniques required for navigating crisis communications and cultivating a branded reputation.
Engaging Marketing Opportunities

"@CapitolCom is my GO-TO source for information about the Mid-Atlantic marketing industry."
Reach Key Audiences

Capitol Communicator has earned a strong reputation as a trusted media source among associations, non-profits, corporations, and the government. Its robust website, weekly digital newsletters, and hyper-targeted annual events engage this captivating audience.

Capitol Communicator by the Numbers
200,000 Website Users Annually
250,000 Website Sessions Annually
12,000 Website Active Users
7,000 Weekly E-Mail Subscribers
8,000 Social Followers

Capitol Communicator’s audience includes 56% internal marketing and communications professionals (corporate, association, non-profit, government) and 44% agency professionals (advertising, marketing, public relations & their service providers).
Content and Brand Marketing Programs

Getting discovered is the first step to building brand awareness. Capitol Communicator’s content marketing programs offer brands several options with the advantage of capturing the interest of industry experts and nurturing them into leads with unique content strategies.

Thought Leadership/Subject Matter Expert
Position your company and its executives as subject matter experts in your field. This integrated marketing program allows your brand the flexibility to captivate audiences on traditional and new media platforms for optimal brand awareness.

Native Advertising
Capitol Communicator’s dynamic native advertising program gives you the opportunity to submit relevant articles to key audiences on capitolcommunicator.com. Each article submission is a chance to establish and reinforce your Brand to Capitol Communicator’s client-side network of advertising, marketing, public relations and media professionals.

Display Advertising
Whether it is a notice, call to action or branding, Capitol Communicator’s leaderboard and tower display advertising have solid click-through rates.

Searchable Agency, Services & Professional Profiles
When clients are looking to hire agencies, service providers and professionals with specific expertise, there’s nothing more important than being found. Creating a profile in CommunicationsMatch™ helps ensure that clients within the Capitol Communicator network and nationally can find, shortlist and engage you. Directory profiles are included with the above programs with discounts on comprehensive profiles and Agency Select.
CONTENT MARKETING PROGRAM

Thought Leadership/Subject Matter Expert

For the Integrated Innovator
$1,000/month (12-month term)

This package includes:
• Campaign theme exclusivity
• Premium branding and display advertising in prime locations throughout Capitol Communicator’s website and e-newsletters
• Rich posts with links on news stories curated by editor
• Event email advertising
• Discount job postings
• CommunicationsMatch™ Profile and Agency Select™
• Content and brand marketing posts (unlimited featured authors and submissions per month, provided by sponsor)
• Posts featured in weekly e-newsletter

BUNDLE & SAVE
Bundle this sponsorship opportunity with our Mid-Atlantic Marketing Summit or PR Summit DC (being held concurrently) and save 30% on the event sponsorship.
CONTENT MARKETING PROGRAM

Native Advertising

For the Creative Content Advertiser
$575/month (12-month term)

This package includes:
• One native advertising article submission per month with author recognition
• Branding and display advertising on Capitol Communicator’s website and e-newsletter
• CommunicationsMatchTM Profile and Agency SelectTM
• Event email advertising
• Discount job postings
• Posts featured in the weekly e-newsletter

BUNDLE & SAVE
Bundle this sponsorship opportunity with our Mid-Atlantic Summit or PR Summit DC being held concurrently and save 15% on the event sponsorship.
CONTENT MARKETING PROGRAM

Display Advertising

For the Digital Promoter
$375/month (3-month term)

This package includes:
• Display advertising on Capitol Communicator’s website
• Event listing on Capitol Communicator’s website calendar and advertising in event newsletter
• CommunicationsMatchTM Profile and Agency SelectTM
SEARCH AND HIRING TOOLS

CommunicationsMatch™
Profiles Start at $100/Annually

Corporations, associations, non-profits and government entities can search for advertising, marketing, public relations, digital, consultants, freelancers and resources by industry and communications expertise, size, diversity and more in the Capitol Communicator network or nationally. Search is Free.

Agency, services and professional profiles, as well as the industry’s first integrated online tools to stream the RFP process are offered at a discount for the Capitol Communicator network or are included with our other marketing programs.
PODCAST MARKETING PROGRAM

Thought Leadership/Subject Matter Expert

In Partnership with The Agile Brand hosted by Greg Kihlström
$750/quarter (12-month term)

This package includes:

• One episode (20-25 minutes in length) per quarter (4 episodes per year) on a special Capitol Communicator episode of The Agile Brand podcast
• Subject matter and guest of your choosing (can include customers/clients or internal leadership/staff)
• 25,000 monthly downloads/listens on Apple, Spotify, Amazon, Google and other major podcast platforms
• Native advertising posts and social media shares to a combined audience of 45,000

BUNDLE & SAVE
Bundle this sponsorship opportunity with our Mid-Atlantic Summit or PR Summit DC being held concurrently and save 10% on the event sponsorship.
EVENT SPONSORSHIP

Mid-Atlantic Marketing Summit 2022

Date: November 3, 2022 | City: Tysons, VA | Venue: Capital One Hall

Since 2012, the Mid-Atlantic Marketing Summit has become the region’s go-to event in marketing and technology. The event brings together sell-out gatherings of marketing executives to discuss high-level issues through panels, keynotes, presentations, and networking. Over 60% of attendees have been management level and above at past Summits. The Summit will be held concurrently with the PR Summit DC.
# EVENT SPONSORSHIP

## Mid-Atlantic Marketing Summit 2022

**Date:** November 3, 2022  |  **City:** Tysons, VA  |  **Venue:** Capital One Hall

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
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<th>Gold</th>
<th>Silver</th>
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<tr>
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<tr>
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<tr>
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"Year after year, I’ve found @mamsummit to be the best local marketing conference for networking and industry information."
EVENT SPONSORSHIP

**PR Summit DC**

Date: November 3, 2022 | City: Tysons, VA | Venue: Capital One Hall

The PR Summit DC hosts public relations, public affairs, communications, and media executives focusing on emerging trends and the technologies that are creating a major shift in how organizations manage, report, and distribute information. The summit will be held concurrently with the Mid-Atlantic Marketing Summit.
**EVENT SPONSORSHIP**

**PR Summit DC**

Date: November 3, 2022 | City: Tysons, VA
Venue: Capital One Hall

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"Blown away by the panels at this year’s #PRSummitDC Special thanks to @CapitolCom.”
### Sponsorship Pricing Overview

#### CONTENT AND BRAND MARKETING PRICING

<table>
<thead>
<tr>
<th>Content Marketing Program</th>
<th>Price</th>
<th>Term</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Thought Leadership/Subject Matter Expert</td>
<td>$1,000 per month</td>
<td>12 months</td>
<td>$12,000</td>
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<tr>
<td>Native Advertising</td>
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<td>12 months</td>
<td>$6,900</td>
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<tr>
<td>Display Advertising</td>
<td>$375 per month</td>
<td>3 months</td>
<td>$1,125</td>
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#### EVENT SPONSORSHIP PRICING

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<tbody>
<tr>
<td>Mid-Atlantic Marketing Summit</td>
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<td>$2,500</td>
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<td></td>
<td>With Thought Leadership/</td>
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<td>$2,450</td>
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<td>SME Bundle</td>
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<td></td>
<td>With Native Advertising</td>
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# Event, Sponsorship & Advertising Contract

Please call or email Paul Duning at (202) 744-2339 or paul.duning@capitolcommunicator.com with questions.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Website</th>
<th>Contact Name</th>
<th>Phone</th>
<th>Email</th>
<th>Mailing Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
</table>

We, the undersigned, agree to the below subject to the Sponsorship & Advertising Terms & Conditions governing Capitol Communicator, LLC.

**Capitol Communicator**
- Thought Leadership Sponsorship (12 month-term) | $1,000, monthly
- Native Advertising (12 month-term) | $575, monthly
- Display Advertising (3 month-term) | $375, monthly
- Other:

**Mid-Atlantic Marketing Summit**
**Date:** 11/3/22 | **City:** Tysons, VA
- Platinum Sponsorship $5,000
- Gold Sponsorship $3,500
- Silver Sponsorship $2,500
- Other: ________________

**PR Summit DC**
**Date:** 11/3/22 | **City:** Tysons, VA
- Platinum Sponsorship $5,000
- Gold Sponsorship $3,500
- Silver Sponsorship $2,500
- Other: ________________

**Bundled services** ___________________________________________ Total __________________________

---

Total _______ Signature ___________________________ Name ___________________________ Date _______

Capitol Communicator 2022 Media Kit  I  paul.duning@capitolcommunicator.com
Sponsorship & Advertising Terms & Conditions

WHEREAS, Capitol Communicator is an online community, electric newsletter and resource for communications professionals in, but not limited to, the Mid-Atlantic region; and
WHEREAS, Client desires to sponsor, advertise, contribute content, sponsor content, sponsor events and/or receive other Capitol Communicator-related services as set forth in Event, Sponsorship & Advertising Contract;
NOW, THEREFORE, in consideration of the mutual covenants of Capitol Communicator and Client and for other good and valuable consideration, the receipt and sufficiency of which Client hereby acknowledges, Capitol Communicator and Client hereby agree as follows:

1. Capitol Communicator Shall Publish Client's Content. Capitol Communicator shall publish Client's Content on the terms provided in this Agreement.
2. Client Shall Pay Capitol Communicator. Client shall pay Capitol Communicator according to the pricing and payment terms set forth in this Agreement.
3. Term and Termination. The initial term of this Agreement will be 3 months display or 12 months native/thought leadership advertising. Thereafter, this Agreement will automatically renew on a month-to-month basis until terminated. Either Party may terminate this Agreement at any time after the initial term by giving the other Party 45 days prior written notice.
4. Service and Support.
   a. Uptime. Subject to the terms and conditions of this Agreement, Capitol Communicator shall use commercially reasonable efforts to host the Content on its servers such that the Content is available to its audience twenty-four (24) hours a day, seven (7) days a week, throughout the term of this Agreement. Client agrees that from time to time the hosting services may not display the Content as applicable or may be inaccessible or inoperable for any reason, including, without limitation: (i) equipment malfunctions; (ii) periodic maintenance procedures or repairs which Capitol Communicator, may undertake or (iii) causes beyond the control of Capitol Communicator, including, without limitation, interruption or failure of telecommunication or digital transmission links, hostile network attacks and network congestion, force majeure, and/or other failures. Client also agrees that the Content will not be available to the public during the alpha testing phase.
   b. Security Measures. Capitol Communicator shall undertake measures to prevent unauthorized use and ensure the security, confidentiality and integrity of the Capitol Communicator website and online materials.
   c. Client Reporting. Client shall document and promptly report all errors or malfunctions to Capitol Communicator.
5. Content.
   a. Client Ownership of Content. Client shall be solely responsible for its Content and the consequences of posting or publishing such Content. Client further agrees that it will not submit material that is copyrighted, protected by trade secret or otherwise subject to third-party proprietary rights, including privacy and publicity rights, unless Client is the owner of such rights or has permission from their rightful owner to post the material and to grant Capitol Communicator, all of the license rights granted herein. Client agrees to indemnify and/or hold Capitol Communicator and its officers, directors, owners, employees, agents, heirs and assigns harmless with regard to any breach of this provision.
   b. Unacceptable Content. Capitol Communicator reserves the right, at any time and at Capitol Communicator’s sole discretion, to control and restrict any and all of Client’s Content that: (a) fails to conform to the format and technical specifications set forth in this Agreement; (b) may constitute or is the subject of a notice or claim of any Lanham Act violation, false designation of origin, false advertising or unfair competition under the law of any jurisdiction; (c) contains or is alleged to contain any content, work, name, mark, designation, materials or link that actually or potentially violates any applicable law or regulation or infringes any proprietary, intellectual property, contract or tort right of any person; or (d) contains any content, work, name, mark, designation, materials or link that, to a reasonable person, may be abusive, obscene, pornographic, defamatory, harassing, grossly offensive, vulgar, threatening or malicious.
   a. Limitations on Direct Damages. There may be situations in which Client claims damages or payment from Capitol Communicator. Except as otherwise specifically provided in this paragraph, whatever the legal basis for Client’s claims, Capitol Communicator’s total liability will be limited, to the maximum extent permitted by applicable law, to direct damages up to the amount Client has paid under this Agreement.
   b. No Liability for Certain Damages. To the maximum extent permitted by applicable law, NO PARTY WILL BE LIABLE FOR ANY INDIRECT DAMAGES (including without limitation, consequential, special, or incidental damages, damages for loss of profits or revenues, business interruption, or loss of business information), arising in connection with this Agreement, even if advised of the possibility of such damages or if such possibility was reasonably foreseeable.
7. In claiming any indemnification hereunder, the Party claiming indemnification shall provide the other Party with written notice of any claim which the Party seeking indemnification believes calls for indemnification under this Agreement within a reasonable period of time.
Sponsorship & Advertising Terms & Conditions

Continued from previous page

9. Indemnification. Client will indemnify, defend and hold harmless Capitol Communicator, and its directors, officers, owners, employees, agents, independent contractors and representatives from and against any and all Losses resulting from or arising out of any breach of this Agreement or Action brought against Capitol Communicator, and its directors, officers, owners, employees, agents, independent contractors and representatives alleging any damage caused by Client, its representative(s) or designees. Client will indemnify, defend and hold Capitol Communicator, and its directors, officers, owners, employees, agents, independent contractors and representatives harmless from any third-party claim that Client's Content is copyrighted, protected by trade secret or otherwise subject to third-party proprietary rights, including privacy and publicity rights.

10. Notices. All notices hereunder shall be given at the addresses provided in this Agreement. Any notice pursuant to this Agreement shall be in writing and shall be given by registered, certified or express mail, or reliable overnight courier (such as FedEx) addressed to the addresses in this Agreement. Notice shall be deemed to be given upon the earlier of actual receipt or three (3) days after it has been sent by mail or the equivalent, properly addressed and with postage prepaid. Any Party may change its address for notice by means of notice to the other Party given in accordance with this Section.

11. Assignment. Client may not assign this Agreement, in whole or in part, either voluntarily or by operation of law, and any attempt to do so shall be void and a default of this Agreement.

12. Governing Law/Forum. This Agreement is made under and will be governed by and construed in accordance with the laws of the District of Columbia. Each Party consents to the jurisdiction of the courts of District of Columbia, for any claim or dispute arising under this Agreement.

13. Publicity. Capitol Communicator may use Client in its client list. Any Party may promote the existence, or general non-confidential business terms, of this Agreement and subsequent services provided pursuant to this Agreement, subject to the prior approval of the other Party, which approval shall not be unreasonably withheld.

14. Force Majeure. No Party will be liable for any default or delay in the performance of its obligations under this Agreement: (a) if and to the extent such default or delay is caused by fire, flood, earthquake, elements of nature or acts of God, riots, civil disorders, war, terrorism, rebellions or revolutions in the United States, or any other similar cause beyond the reasonable control of such Party; and (b) provided the non-performing Party is without fault in causing such default or delay, and such default or delay could not have been prevented by reasonable precautions and cannot reasonably be circumvented by the non-performing Party through the use of alternate sources, workaround plans or other means. The affected Party will promptly notify the other Party of the circumstances causing its delay or failure to perform and of its plans and efforts to implement a work-around solution. For as long as such circumstances prevail, the Party whose performance is delayed or hindered will continue to use all commercially reasonable efforts to recommence performance without delay.

15. Invoice Payment Terms. Client agrees that Capitol Communicator’s terms are payment in full upon invoice date. Capitol Communicator reserves the right to not publish or provide services to Client until payment is made in full. Capitol Communicator reserves the right to charge a monthly interest rate of 1.5% (18% per annum) on all outstanding balances more than 30 days past due and the right to suspend service to any account that is 60 days past due. Client agrees that, if it has unpaid invoices or past due accounts of more than 60 days, it will be obligated to pay all costs of collection, including, without limitation, all collection costs, fees and expenses, and any legal costs, legal fees and reasonable attorney’s fees of 33 1/3% of the principal.

16. Independent Contractors. The Parties and their respective personnel are and shall be independent contractors and no Party by virtue of this Agreement shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other Party.

17. Entire Agreement. This Agreement constitutes the Parties’ entire agreement concerning the subject matter of this Agreement, and supersedes any other prior and/or contemporaneous communications, agreements, statements, and representations.

18. Exhibits Incorporated Into Agreement. All Exhibits to this Agreement are incorporated into this Agreement by this reference.

19. Severability. In the event any provision of this Agreement is determined to be illegal, invalid or unenforceable, the remaining provisions will remain in full force and effect and the Parties will amend the Agreement to give effect to the stricken clause to the maximum extent possible.

20. Survival. Any provision of this Agreement that contemplates performance or observance subsequent to any termination of this Agreement will survive any termination of this Agreement and continue in full force and effect.

21. Amendment. This Agreement may be modified only by a further writing executed by both Parties.
Event Terms & Conditions

1. Table-Top Exhibit Space—Capitol Communicator reserves the right to restrict displays, which, because of noise, odors, methods of operation, or any other reason, become objectionable, otherwise detract from or are out of keeping with the character of the event as a whole. This reservation includes persons, gaming devices, things, live animals, printed material and conduct.

2. Capitol Communicator reserves the right to approve, prohibit and/or restrict the distribution of any promotional and/or giveaway items.

3. No two companies of different ownership can share a single Table-Top Exhibit Space without prior written approval.

4. The sponsor/exhibitor agrees to comply with applicable federal, state and local laws.

5. The sponsor/exhibitor shall secure any and all necessary licenses for (a) any performances, displays or other uses of copyrighted works or inventions: and (b) any use of a name, likeness, signature, voice impression or other intellectual property used directly or indirectly by the exhibitor.

6. Products, circulars, publications and advertising matter must be confined to, and may only be distributed and/or operated within, the assigned space.

7. Nothing shall be posted on, tacked on, nailed to, screwed into or otherwise attached to columns, walls, floors or other parts of the building or furniture.

8. The sponsor/exhibitor is advised to carry floater insurance to cover exhibit materials against damage and loss and public liability insurance against injury to persons and property of others. All property of the sponsor/exhibitor is understood to remain under his custody and control in transit to and from all confines of the hall, subject to the rules and regulations of Capitol Communicator.

9. The sponsor/exhibitor agrees to protect, save and keep Capitol Communicator and the event facility forever harmless from any damage or charges for violation of any law or ordinance, whether caused by the sponsor/exhibitor and its agents and employees or those holding under the event, except that the foregoing shall not apply to injury, loss, damages or charges caused by or resulting from the negligence or willful misconduct of Capitol Communicator or the event facility. Further, the sponsor/exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of its activities on the event facility premises and will indemnify, defend and hold harmless Capitol Communicator, the event facility, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

10. The sponsor/exhibitor, on signing this contract, expressly releases Capitol Communicator and the event facility, and agrees to indemnify same against any and all claims for such loss, damage or injury, except that the foregoing shall not apply to injury, loss, damages or charges caused by or resulting from the negligence or willful misconduct of Capitol Communicator or the event facility.

11. Should the premises in which said event is to be held becomes, in the sole judgment of Capitol Communicator, unfit for occupancy, or should the event be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency or any other act beyond the control of Capitol Communicator, the contract may be terminated. Capitol Communicator will not incur liability for damages sustained by sponsor/exhibitor as a result of such termination.