



# capitol**communicator**

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## **2018 Media Kit**

Your opportunity to educate, engage and entertain the professional communications community of the greater Mid-Atlantic Region



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### WE ENGAGE:



**54%**  
**Client Side**

(corporate, association, non-profit & government)

**vs**



**46%**  
**Agency**

(advertising, marketing, public relations & their service providers)









## History

Nearly a decade ago, Capitol Communicator set out to connect and inform the marketing and communications professionals throughout the greater Capitol region from Washington, DC to Baltimore, MD.

Today, Capitol Communicator is recognized as a highly visible, must-read source for area communicators, who are drawn to our unique mix of news, insights and people. Our strong reputation as a trusted-source guides us as we reach professionals across a wide range of sectors from the association and non-profit market to corporations and government. Our robust website, weekly eNews and hyper-targeted annual events educate, engage and entertain this captive audience.

Agencies, as well as product and service providers, turn to us to communicate their unique position, brand value and expertise through numerous content and event sponsorship opportunities.

# Demographics

Capitol Communicator	
 <b>SITE VISITS</b> 80,000+ Annually	 <b>UNIQUE VISITORS</b> 65,000+ Annually
 <b>PAGE VIEWS</b> 121,000+ Annually	 <b>WEEKLY ENEWS SUBSCRIBERS</b> 6,500+
 <b>SOCIAL FOLLOWERS</b> 6,200+	 <b>PR SUMMIT DC ATTENDEES</b> 225+
 <b>MAMS DC ATTENDEES</b> 320+	 <b>MAMS BALTIMORE ATTENDEES</b> 275+

Capitol Communicator offers the opportunity to educate, engage and entertain through its media properties and events with:

**Content Marketing:** A type of marketing that involves the creation and sharing of online material (such as videos, blogs and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

**Native Advertising:** Material in an online publication which resembles the publication’s editorial content but is paid for by an advertiser and intended to promote the advertiser’s product.

**Branded Content:** Is a form of advertising that uses the generation of content as a way to promote the particular brand which funds the contents’ production.

## Overview of Opportunities

1. Capitol Communicator
2. Mid-Atlantic Marketing Summits
3. PR Summit DC

# Capitol Communicator

CapitolCommunicator.com is a highly-targeted news platform connecting communicators in public relations, advertising, marketing and media throughout the Mid-Atlantic region. Capitol Communicator provides its loyal readers with news and insights from the marcomm professional space every day.



Educate, entertain and engage our vibrant professional community with one of the following content sponsorship opportunities:

1. **Thought Leadership/Subject Matter Expert:** This content marketing program positions your company and its leaders as subject matter experts.
  - **Package includes**—Premium branding and display advertising in prime locations throughout site & e-newsletter, rich posts with links on news stories curated by editor, event email advertising, discount job postings, native advertising, content and brand marketing posts (unlimited featured authors and submissions per month, provided by sponsor). Posts featured in weekly newsletter. “Campaign Theme” exclusivity.
2. **Native Advertising:** Our dynamic native advertising program gives you the opportunity to submit articles relevant to our audience for publication on Capitolcommunicator.com. Each article submission is a chance to communicate your company’s strengths to the marcomm professionals of the region.
  - **Package includes**—One native advertising article submission per month with author recognition as well as brand advertising on the website and newsletter.
3. **Display Advertising:** Placed strategically across our various digital properties, display advertising offers a tremendous branding opportunity to the hard to reach Mid-Atlantic marcomm professional.
  - **Package includes**—branding and display advertising throughout site & e-newsletter.

## Pricing

**Thought Leadership:**  
\$1,000 per month  
(12-month term)

**Native Advertising:**  
\$575 per month  
(6 month term)

**Display Advertising:**  
\$375 per month  
(3 month term)



Mid-Atlantic Marketing Summit (MAMS) DC and Baltimore are the region's go-to marketing events. With over 250 attendees at each event, both of our annual marketing summits gather diverse groups of marcomm and technology professionals to explore shifts and new developments in the marketing space.

## Sponsorships

From Platinum to Silver, our sponsorships include it all. Table top displays, branding and native advertising. A Thought Leadership package includes track exclusivity. This is a unique opportunity to amplify your company's brand.

Sponsorship Benefits	Platinum	Gold	Silver
Summit Registrations	✓✓✓✓✓	✓✓✓✓	✓✓
Invited Prospects	✓✓✓✓	✓✓	
Native Advertising Post on CapitolCommunicator.com	✓✓✓	✓✓	✓
Logo on Summit Agenda, PowerPoint, Signage and MAMSummit.com	✓	✓	✓
Logo, Link on Registration Site	✓	✓	✓
Table-Top Exhibit Space	✓	✓	✓
Flyer/Swag in Attendee Packet	✓	✓	✓
Opt-in Attendee List	✓	✓	
Corporate Description on MAMSummit.com	✓		
Thought Leadership Presentation	✓		

**Paul Duning, Co-Founder**

[paul.duning@capitolcommunicator.com](mailto:paul.duning@capitolcommunicator.com)

## Pricing

### Platinum Level:

\$5,000 DC

\$4,500 Baltimore

### Gold Level:

\$3,000 DC

\$2,500 Baltimore

### Silver Level:

\$2,000 DC

\$1,500 Baltimore



PR Summit DC is the region’s premier event addressing the disruptive convergence of communications and media. This one-day educational summit brings together more than 225 attendees. PR Summit DC is the place to engage with an audience of communications professionals on both the client and agency side. Stay top of mind by investing in one of our comprehensive sponsorship programs.

### Sponsorships

From Platinum to Silver, our sponsorships include it all. Table top displays, branding and native advertising. A Thought Leadership package includes track exclusivity. This is your opportunity to show your expertise within this targeted, niche market.

**Pricing**

**Platinum Sponsorship:**  
\$5,000

**Gold Sponsorship:**  
3,000

**Silver Sponsorship:**  
\$2,000

Sponsorship Benefits	Platinum	Gold	Silver
Summit Registrations	✓✓✓✓✓	✓✓✓✓	✓✓
Invited Prospects	✓✓✓✓	✓✓	
Native Advertising Post on CapitolCommunicator.com	✓✓✓	✓✓	✓
Logo on Summit Agenda, PowerPoint, Signage and PRSummitDC.com	✓	✓	✓
Logo, Link on Registration Site	✓	✓	✓
Table-Top Exhibit Space	✓	✓	✓
Flyer/Swag in Attendee Packet	✓	✓	✓
Opt-in Attendee List	✓	✓	
Corporate Description on PRSummitDC.com	✓		
Thought Leadership Presentation	✓		

**Paul Duning, Co-Founder**  
[paul.duning@capitolcommunicator.com](mailto:paul.duning@capitolcommunicator.com)

## Testimonials

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“@CapitolCom is my GO-TO source for information about the Mid-Atlantic marketing industry.”

“Last Friday was awesome! Great event @mamsummit—you know what ‘THEY’ say . . . ‘Content is Everything’”

“Blown away by the panels at this year’s #PRSummitDC  
Special thanks to @CapitolCom”

“Year after year, I’ve found @mamsummit to be the best local marketing conference for networking and industry information.”

“@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.”



## Event, Sponsorship & Advertising Contract

Please call or email Paul Duning at 202.744.2339 or [paul.duning@capitolcommunicator.com](mailto:paul.duning@capitolcommunicator.com) with questions.

Company Name \_\_\_\_\_ Website \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

<p><b>We</b>, the undersigned, agree to the below subject to the <b>Sponsorship &amp; Advertising</b> Terms &amp; Conditions governing Capitol Communicator, LLC, as stated on page 10, which we accept as part of the agreement.</p>	<b>Capitol Communicator</b>		
	Thought Leadership Sponsorship (12 month-term)	\$1,000, monthly	<input type="checkbox"/>
	Native Advertising (6 month-term)	\$575, monthly	<input type="checkbox"/>
	Display Advertising (3 month-term)	\$375, monthly	<input type="checkbox"/>
	Other: _____		<input type="checkbox"/>

**We**, the undersigned, agree to the below subject to the **Event Terms & Conditions** governing Capitol Communicator, LLC, as stated on page 12, which we accept as part of the agreement.

Mid-Atlantic Marketing Summit <i>Spring &amp; Fall 2018</i>				PR Summit DC <i>Summer 2018</i>		
	Washington, DC		Baltimore, MD		Washington, DC	
Platinum Sponsorship	\$5,000 <input type="checkbox"/>		\$4,500 <input type="checkbox"/>	Platinum Sponsorship	\$5,000	<input type="checkbox"/>
Gold Sponsorship	\$3,000 <input type="checkbox"/>		\$2,500 <input type="checkbox"/>	Gold Sponsorship	\$3,000	<input type="checkbox"/>
Silver Sponsorship	\$2,000 <input type="checkbox"/>		\$1,500 <input type="checkbox"/>	Silver Sponsorship	\$2,000	<input type="checkbox"/>
Other:	_____ <input type="checkbox"/>		_____ <input type="checkbox"/>	Other:	_____	<input type="checkbox"/>

**TOTAL** \_\_\_\_\_ **Signature** \_\_\_\_\_

**Name** \_\_\_\_\_ **Date** \_\_\_\_\_

# Sponsorship & Advertising Terms & Conditions

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**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. Client is solely responsible for producing all Content relating to this Agreement.
2. Client Shall Pay Capitol Communicator. Client shall pay Capitol Communicator according to the pricing and payment terms set forth in Exhibit A and in paragraph 18 of this Agreement.
3. Term and Termination. The initial term of this Agreement will be 3, 6 or 12 months. 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.
6. Limitations of Liability.
  - 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. 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.

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.

8. Disclaimer of Warranties. Capitol Communicator specifically disclaims all express and implied warranties, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose. Except as otherwise provided in this Agreement, any written materials by Capitol Communicator, or information on Capitol Communicator's website shall be for informational purposes only, and, whether delivered or disseminated before or after the date of this Agreement, shall not create any express or implied warranties, guaranty of performance, or contractual obligations.

9. 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.

10. 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.

11. Waiver. No waiver of any breach of this Agreement will be a waiver of any other breach, and no waiver will be effective unless made in writing and signed by an authorized representative of the waiving Party.

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, work-around 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

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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.