



AMPLIFY YOUR MARKETING



capitol**communicator**

2024 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.

“@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.

Capitol Communicator Content Marketing, Display Advertising, Podcast and Webinar Programs

Engage a vibrant community of AdMarCom professionals with compelling content marketing programs. Rise among the region's top marketing minds with content marketing, native advertising, branded content, display advertising opportunities, podcast and webinars.

B2B MarCom Summit: May 23, 2024, Reston, VA

Capitol Communicator and its partner **Potomac Tech Wire**, the DC region's must-read newsletter for technology, venture and startup ecosystem have co-produced over 25 conferences covering advertising, marketing and communications technology. We are the producers of one of the largest conferences on the east coast, Mid-Atlantic MarCom Summit. The full-day B2B summit will focus on marketing and communications strategies, tactics and insights.

Mid-Atlantic MarCom Summit : October 30, 2024, Arlington, VA

The summit is one of the largest conferences for advertising, marketing, public relations and media professionals on the east coast. It brings together 500+ professionals from brands, associations, non-profits, professional services firms, government, tech companies and more to discuss industry trends, best practices and challenges. The event also hosts the American Advertising Federation's DC chapter event ADWKDC which features a track of sessions for the advertising community.

The summit is ideal for CMOs, brand marketers, marketing executives, communications executives, media planners, creative directors, service providers, technologists, entrepreneurs, investors and others involved in advertising, marketing, public relations and media.

REACH KEY AUDIENCES

CAPITOL COMMUNICATOR BY THE NUMBERS:

250,000+

WEBSITE USERS
ANNUALLY

8,000

SOCIAL FOLLOWERS

986,000

WEBSITE SESSIONS
ANNUALLY

6,000

WEEKLY E-MAIL
SUBSCRIBERS

500+

SUMMIT ATTENDEES



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

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).

THOUGHT LEADERSHIP/SUBJECT MATTER EXPERT CONTENT MARKETING PROGRAM

THE INTEGRATED INNOVATOR PACKAGE \$750/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
- Posts shared on social media channels
- Content and brand marketing posts
(unlimited featured authors and submissions per month, provided by sponsor)
- Posts featured in weekly e-newsletter

BUNDLE AND SAVE

Bundle this sponsorship Opportunity with our
B2B MarCom Summit or **Mid-Atlantic MarCom Summit**
or both and save!

 [CLICK TO LEARN MORE!](#)



NATIVE ADVERTISING

CONTENT MARKETING PROGRAM

THE CREATIVE CONTENT ADVERTISER PACKAGE

\$575/MONTH (12-MONTH TERM)

THIS PACKAGE INCLUDES:

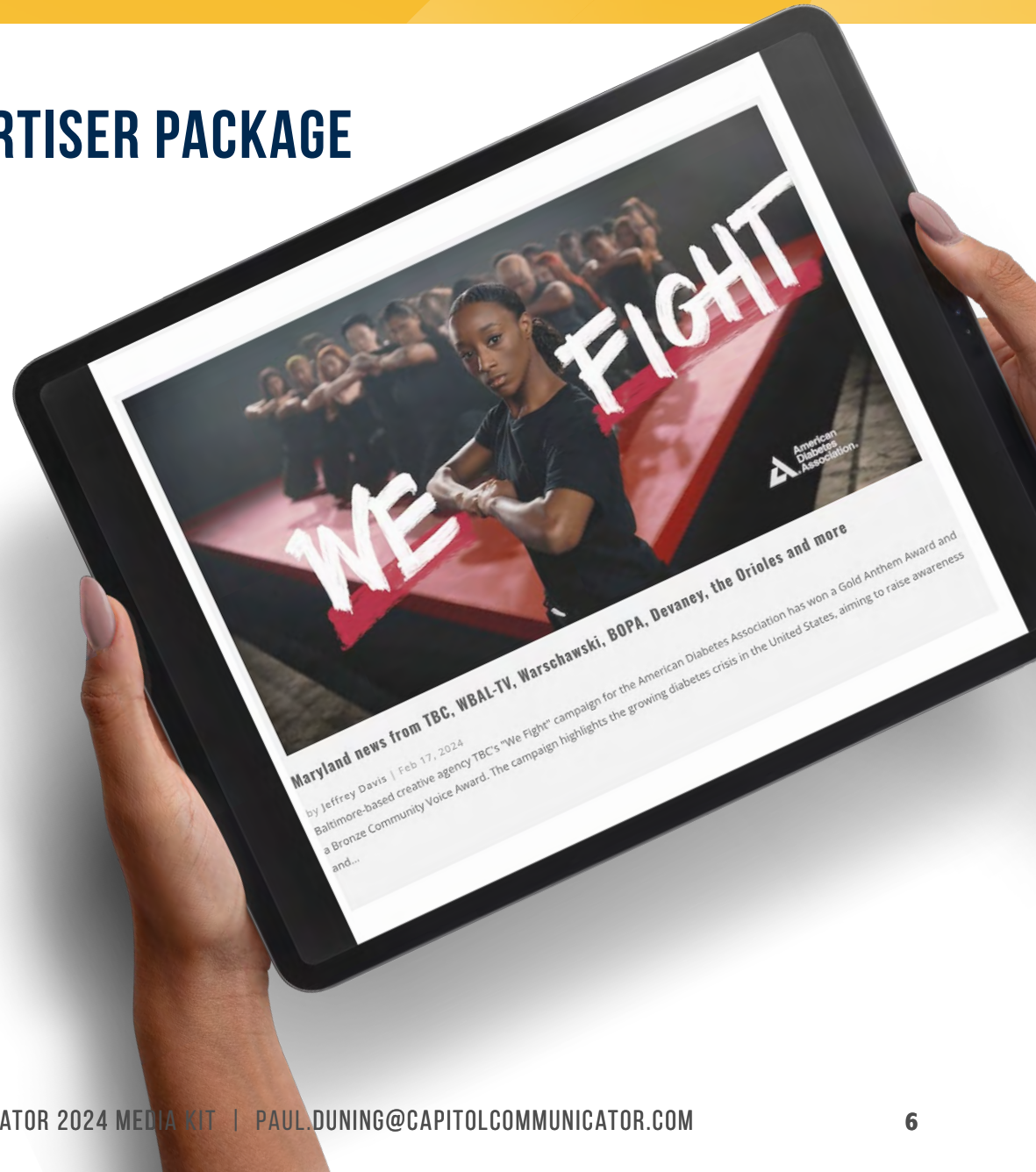
- Native advertising article submissions with author or guest recognition
- Branding and display advertising on Capitol Communicator's website and e-newsletter
- Event email advertising
- Discount job postings
- Posts featured in the weekly e-newsletter
- Posts shared on Capitol Communicator social channels

BUNDLE AND SAVE

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CLICK TO LEARN MORE!



DISPLAY AND LINK ADVERTISING

CONTENT MARKETING PROGRAM

THE DISPLAY PACKAGE

\$300/MONTH (3-MONTH TERM)

DO-FOLLOW LINK - \$300

(CONTENT MUST BE RELEVANT AND CC RETAINS EDITORIAL CONTROL)

THIS PACKAGE INCLUDES:

- Display advertising on Capitol Communicator's website
- Event listing on Capitol Communicator's website calendar and advertising in event newsletter
- Content and publishing rules apply to link building services



THOUGHT LEADERSHIP/SUBJECT MATTER EXPERT

PODCAST MARKETING PROGRAM

IN PARTNERSHIP WITH THE AGILE BRAND HOSTED BY GREG KIHLSSTRÖM

\$420/MONTH (12-MONTH TERM)

THIS PACKAGE INCLUDES:

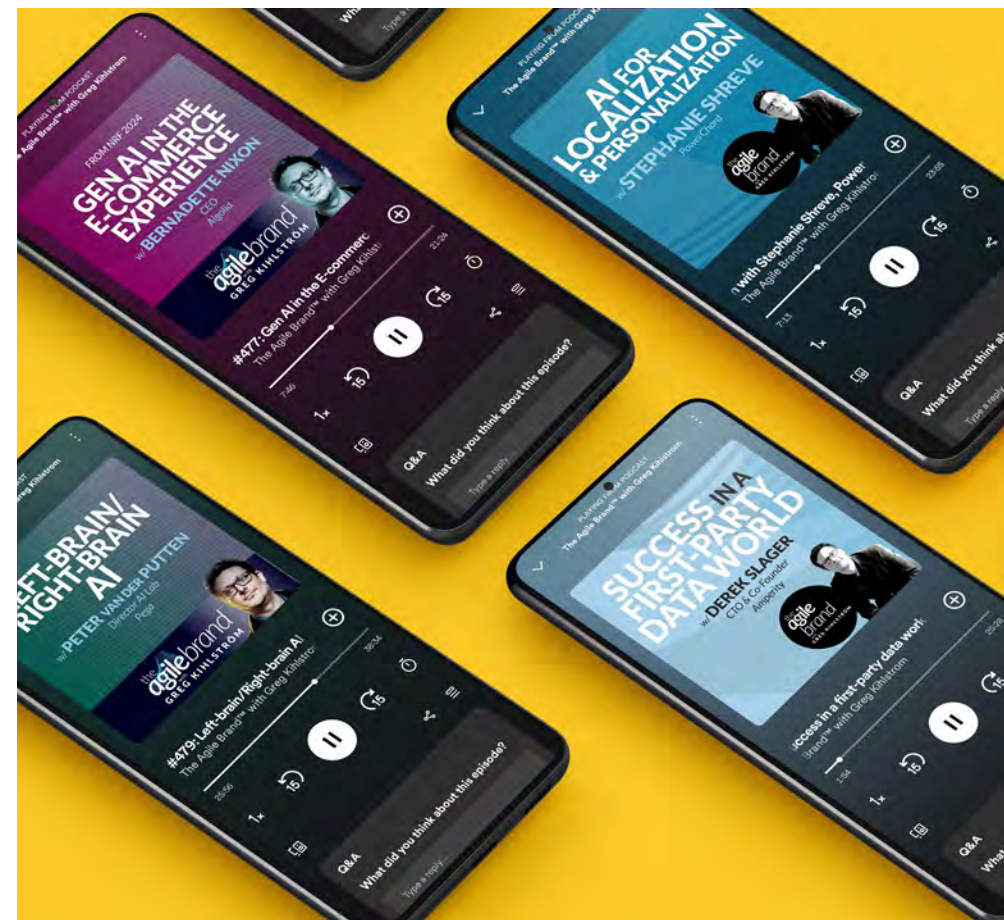
- One episode (20-25 minutes in length) per quarter (4 episodes per year) on a special Capitol Communicator episode of **The Agile Brand** podcast
- Subject matter and guest of your choosing (can include customers/clients or internal leadership/staff)
- 200,000 monthly downloads/listens on Apple, Spotify, Amazon, Google and other major podcast platforms
- Top 25 of Apple's Marketing Charts with an overall audience of over 100,000 leaders

BUNDLE AND SAVE

Bundle this sponsorship Opportunity with our **B2B MarCom Summit** or **Mid-Atlantic MarCom Summit** or both and save!



CLICK TO LEARN MORE!



THOUGHT LEADERSHIP/SUBJECT MATTER EXPERT

WEBINAR MARKETING PROGRAM

ELEVATE YOUR WITH A WEBINAR ON CUTTING-EDGE MARKETING AND PUBLIC RELATIONS STRATEGIES

Connect with a diverse and engaged audience of professionals, marketers, and PR pros eager to stay ahead in the dynamic landscape

Expert Speakers: you can provide or work with our team to build a program featuring industry experts sharing their insights and success stories

To discuss a customized sponsorship package tailored to your brand's goals contact Capitol Communicator

BUNDLE AND SAVE

Bundle this sponsorship Opportunity with our **B2B MarCom Summit** or **Mid-Atlantic MarCom Summit** or both and save!

 [CLICK TO LEARN MORE!](#)



EVENT SPONSORSHIP

B2B MarCom Summit | Mid-Atlantic MarCom Summit



EVENT SPONSORSHIP
B2B MARCOM SUMMIT | MAY 23, 2024 | RESTON, VA



**THE B2B MARCOM SUMMIT IS COMING TO
THE CARASOFT CONFERENCE AND COLLABORATION CENTER ON MAY 23.**



This conference will bring together industry leaders and B2B marketing and communications professionals to share insights and best practices on topics such as marketing trends, social media and content marketing, customer relationships, corporate communications and data analysis.

Attendees can expect to hear from a lineup of expert speakers from top companies and organizations both in the region and nationwide and will have opportunities to network with their peers and industry leaders during the conference. Exhibitors will also be on hand to showcase B2B-focused marketing solutions and services.



EVENT SPONSORSHIP

B2B MARCOM SUMMIT | MAY 23, 2024 | RESTON, VA CARASOFT CONFERENCE AND COLLABORATION CENTER



Sponsorship Price and Benefits	Diamond \$10,000	Platinum \$7,000	Gold \$5,000	Silver \$3,500
Summit Registrations (in addition to speaker(s))	8	6	4	2
5 Minute Presentation Before Keynote	X			
Exclusive Panel or Presentation Speaking Slot (Max 2 Speakers)		X		
Premium Exhibit Space	X	X		
Speaking Slot on Panel	X		X	
Opt-in Attendee List	X	X	X	+\$500
Summit Branding	X	X	X	X
Flyer/Swag in Attendee Packet	X	X	X	X
Table-Top Exhibit Space			X	X

Additional Sponsorship Opportunities

Bag Sponsor – \$3,000

Lanyard Sponsor – \$3,000

Reception Sponsor – \$4,000

Breakfast Sponsor – \$2,000

Coffee Break Sponsor – \$2,000

Lunch Sponsor – \$4,000

**BLOWN AWAY BY THE PANELS
AT THIS YEAR'S #MARCOMSUMMITDC.
SPECIAL THANKS TO @CAPITOLCOM.**

EVENT SPONSORSHIP

MID-ATLANTIC MARCOM SUMMIT | OCTOBER 30, 2024 | ARLINGTON, VA



In 2023, the decade plus conferences **Mid-Atlantic Marketing Summit** and **PR Summit DC** were combined and rebranded as the **Mid-Atlantic MarCom Summit** which also became the host for the American Advertising Federation's DC chapter **ADWKDC**. This summit converged the disciplines of advertising, marketing, public relations and media. We received very high praise for bringing over 500 professionals from these communities together and will be returning with this highly successful conference in 2024.



EVENT SPONSORSHIP

MID-ATLANTIC MARCOM SUMMIT | OCTOBER 30, 2024 ARLINGTON, VA | CONVENE



Sponsorship Price and Benefits Early Bird Pricing (before July 1, 2024)	Diamond \$9,500	Platinum \$6,500	Gold \$4,500	Silver \$3,000
Summit Registrations (in addition to speaker(s))	8	6	4	2
5 Minute Presentation Before Keynote	X			
Exclusive Panel or Presentation Speaking Slot (Max 2 Speakers)		X		
Premium Exhibit Space	X	X		
Speaking Slot on Panel	X		X	
Opt-in Attendee List	X	X	X	+\$500
Summit Branding	X	X	X	X
Flyer/Swag in Attendee Packet	X	X	X	X
Table-Top Exhibit Space			X	X

Additional Sponsorship Opportunities

Bag Sponsor – \$3,000

Lanyard Sponsor – \$3,000

Reception Sponsor – \$4,000

Breakfast Sponsor – \$2,000

Coffee Break Sponsor – \$2,000

Lunch Sponsor – \$4,000

YEAR AFTER YEAR,
I'VE FOUND CAPITOL COMMUNICATOR'S
SUMMITS TO BE THE BEST REGIONAL
MARKETING CONFERENCES
FOR NETWORKING AND
INDUSTRY INFORMATION.

ADVERTISING, SPONSORSHIP & EVENT CONTRACT

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



Company Name _____ Website _____
Contact Name _____ Phone _____
Email _____
Mailing Address _____
City _____ State _____ Zip _____

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) | \$750 monthly
- ☐ Native Advertising (12 month-term) | \$575 monthly
- ☐ Display Advertising (3 month-term) | \$300 monthly
- ☐ Other: _____

We, the undersigned agree to the below subject to the Event & Terms Conditions governing Capitol Communicator, LLC

☐ B2B MarCom Summit

- ☐ Diamond Sponsorship \$10,000
- ☐ Platinum Sponsorship \$7,000
- ☐ Gold Sponsorship \$5,000

☐ Mid-Atlantic MarCom Summit

- ☐ Diamond Sponsorship \$9,500 EB
- ☐ Platinum Sponsorship \$6,500 EB
- ☐ Gold Sponsorship \$4,500 EB

Notes: _____

Total _____ Signature _____ Name _____ Date _____

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. 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.

SPONSORSHIP & ADVERTISING TERMS & CONDITIONS

CONTINUED FROM PREVIOUS PAGE



6. **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.
7. **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.
8. 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.
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. **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.

SPONSORSHIP & ADVERTISING TERMS & CONDITIONS

CONTINUED FROM PREVIOUS PAGE



13. **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.
14. **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.
15. **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, pandemics, 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.
16. **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.
17. **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.
18. **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.
19. **Exhibits Incorporated Into Agreement.** All Exhibits to this Agreement are incorporated into this Agreement by this reference.
20. **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.
21. **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.
22. **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, pandemic, 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.