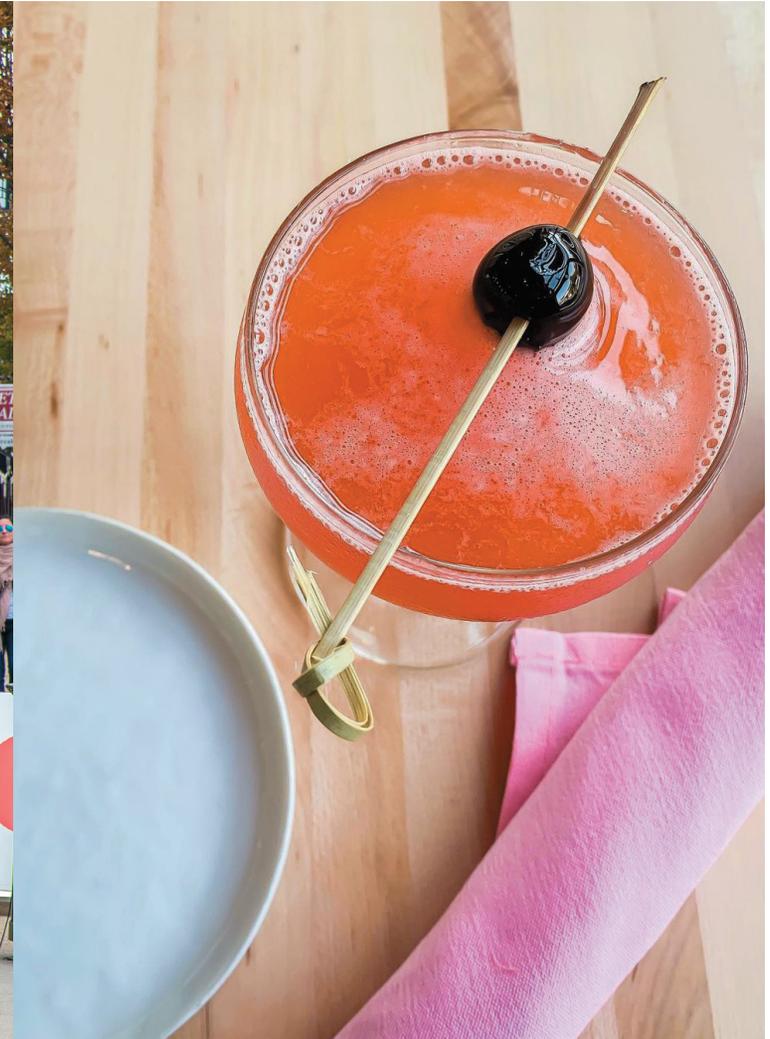


**2024  
ONLINE/DIGITAL  
ADVERTISING**

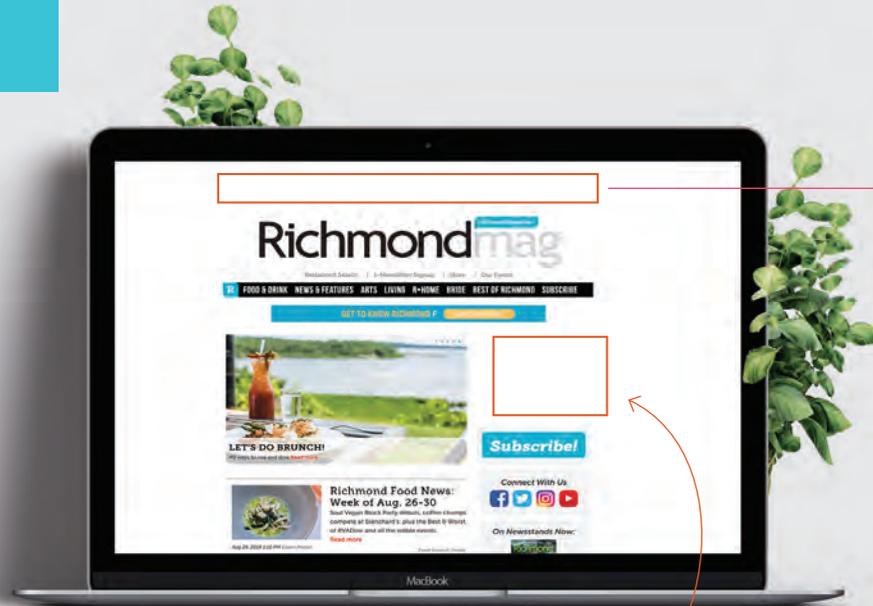


**Richmond**<sup>richmondmag.com</sup>**mag**

**1910 BYRD AVE SUITE 100, RICHMOND, VA 23230  
PHONE: 804-355-01111 • FAX: 804-355-5442  
RICHMONDMAGAZINE.COM**

# WEBSITE ADS

PROMINENT, HIGH-IMPRESSION RATE



## Home Page Leaderboard

970px by 90px  
(728 px by 90 on device)  
(320px by 50px on mobile)

On home page for an entire  
month—no rotation and  
one home page display ad,  
33 percent rotation

**\$2,000**

## Display

300px by 250px

Home page display, 33 percent rotation

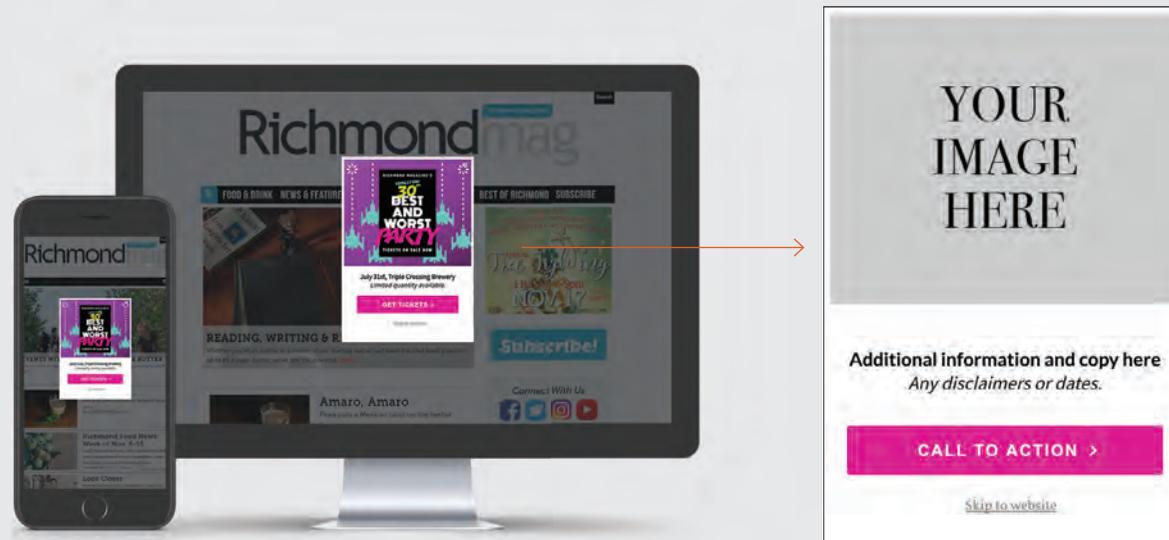
**\$500**

Department page display, 50 percent rotation

**\$400**

# POP-UP ADS

SIMPLY SUPPLY YOUR IMAGERY AND TEXT FOR ONE  
OF OUR MOBILE-FRIENDLY TEMPLATES!



## Interstitial/ Pop-up Unit

Your message shows up front and center to each unique visitor  
**daily for a week.**

**\$1,500**

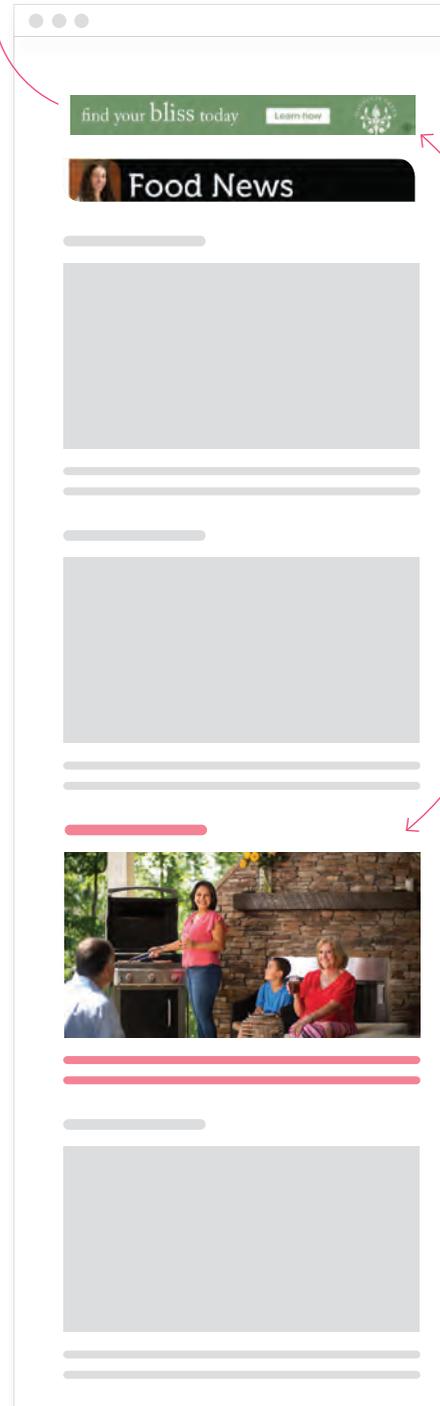
Your 600 x 500 px jpg or gif  
Up to 20 words description  
3-15 character call to action for the button (of your color choice).

# E-NEWSLETTERS SPONSORSHIP

INCLUDES CONTENT-SPECIFIC  
LEADERBOARD

## Leaderboard Dimensions

970px by 90px  
(728px by 90px on device)  
(320px by 50px on mobile)



**SPONSORED CONTENT IS HIGHLIGHTED  
TO DRAW ATTENTION TO YOUR BRAND.**

**HIGH-OPEN RATES  
ENGAGED AUDIENCES**

## Five Choices

Every newsletter reaches 16,000+ subscribers. This engaged audience consistently opens Richmond Magazine e-mails well above the average industry rates. Sponsorship includes a **content-specific leaderboard ad** and **sponsored-content module** within the body of the email.

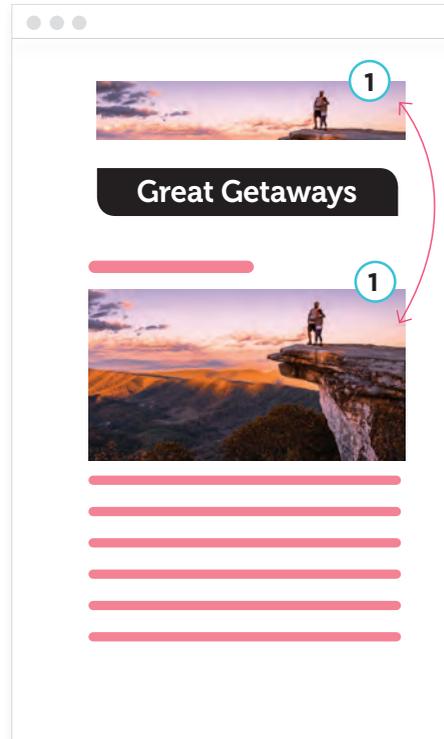
**YOUR  
ADS  
HERE**

- 1 Editor's First Look \$1,200**  
Leaderboard on Best of Richmond  
and two newsletters
- 2 R•Home \$1,200**  
Leaderboard on R•Home  
and two newsletters
- 3 Food News \$1,800**  
Leaderboard on Food & Drink  
and four newsletters
- 4 Sunday Story \$1,200**  
Leaderboard on News & Features  
and four newsletters
- 5 (NEW!) River City Roundup \$1,200**  
(events for the week ahead)  
Leaderboard on Arts  
and four newsletters

Richmond**mag**  
richmondmag.com

# SPONSORED CONTENT TRAVEL NEWSLETTER

ONCE A MONTH



## Travel Newsletter

- 1 Each newsletter will include leaderboard ad, two photos and 400 words of sponsored content for the client. This newsletter will go out the first Tuesday of each month. **\$500**

add-on for print clients

# INSTAGRAM

WE OFFER ONLY ONE SPONSORED INSTAGRAM\* POST PER WEEK ON OUR ACCOUNT WITH 38.5K FOLLOWERS.



The sponsored post must include a giveaway worth \$250 or more and not be a discount coupon.

Clients must provide three clean photos that they own the rights to or that are nonprofessional for Richmond magazine to choose from.

**\$250 add-on for print clients**

\* All Instagram giveaways are subject to approval and at the discretion of the associate publisher.