

The Baltimore Chop

thebaltimorechop.com

Advertising rates and options

Thanks for your interest in advertising on The Baltimore Chop. Publishing new content 5 days a week, The Chop covers a little bit of everything that's interesting in and around Baltimore City. As a fiercely independent blog with a strong editorial voice, this site is uniquely situated to connect loyal readers to credible local brands and businesses at a fraction of the ad rates charged by traditional media outlets, and even competitive websites.

Recognized by Baltimore City Paper as Baltimore's [Best Local Blog](#), and recipient of four [Mobbies awards](#) from the Baltimore Sun (*1 in 2010, 2 in 2011, 1 in 2012*) The Baltimore Chop has expanded its sphere of influence from a modest personal blog to a fully categorized website featuring the best in Baltimore music and the arts, our ongoing interest in baseball, along with regular coverage of fashion, cocktails, lifestyle, bars and restaurants, observations and editorials on local custom and much more.

The blog's social reach has grown as well, having recently joined Instagram, as well as keeping up with Tumblr and a very active Twitter presence with over 3000 followers.

Web traffic has grown continuously and steadily since beginning in 2010, with a dramatic rise after the site acquired its own domain and server space in October 2011. We're happy to report a **55% increase in unique visitors** and a **60% increase in pageviews** year over year for the period beginning June 1, 2011 until June 1, 2013.

We're excited to see these numbers continue to grow. Although they may be modest compared to traditional media outlets, our focus on quality content is unwavering and our readers are local, loyal, and like-minded. More detailed statistics and demographics are available upon request, and the next page will provide a snapshot of site traffic for the previous year as of June 1, 2013.

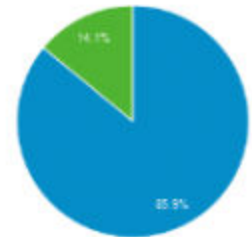
Traffic Snapshot, 2012



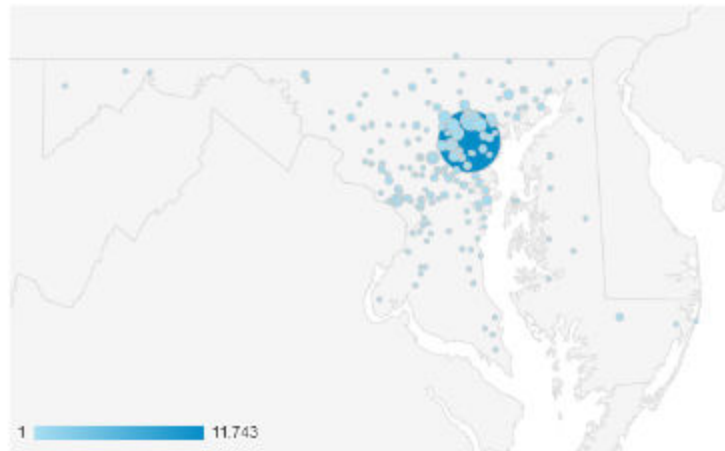
63,840 people visited this site



■ New Visitor ■ Returning Visitor



Visits



Primary Dimension: City Metro Other

Secondary dimension

advanced

City	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	21,655 % of Total: 33.47% (84,781)	1.92 Site Avg: 1.69 (20.82%)	00:01:30 Site Avg: 00:00:54 (53.11%)	75.10% Site Avg: 67.20% (-13.50%)	69.49% Site Avg: 76.32% (-8.35%)
1. Baltimore	11,743	2.04	00:01:45	69.66%	67.22%
2. Towson	1,050	1.62	00:01:20	79.62%	71.52%
3. Columbia	560	1.80	00:01:34	68.21%	70.36%
4. Bethesda	469	1.32	00:00:32	96.38%	89.34%
5. Owings Mills	450	1.64	00:01:06	82.10%	73.14%

Ad Styles and Pricing

The Baltimore Chop currently offers two distinct types of advertisements for sale on the site.

Sponsored Posts about your business, brand, event or product are available in a variety of formats. Some typical examples may include reviews, brief interviews, press release interpretations, list posts, and problem/solution type editorials. We're happy to work with you every step of the way regarding what information is included, which photos are selected, where keywords and links are placed and when exactly sponsored posts will be published. Sponsored post length should be in line with the length of typical posts, which range from 450-700 words.

Sponsored posts will range from \$195-\$295 depending on length, relevance, placement, and other factors. For examples please see <http://wp.me/p1UaQY-28O> and <http://wp.me/s1UaQY-carved>

Banner Ads are available on content pages in three basic types and can be bought on the upper or lower half of the right hand sidebar. (All lower half ads will be placed next to content, not buried in the comments.) All banners will be static images with direct links to your website.

Rectangular banners are 300x250 pixels and include a headline above the ad with the option for additional text below it for maximum visibility.

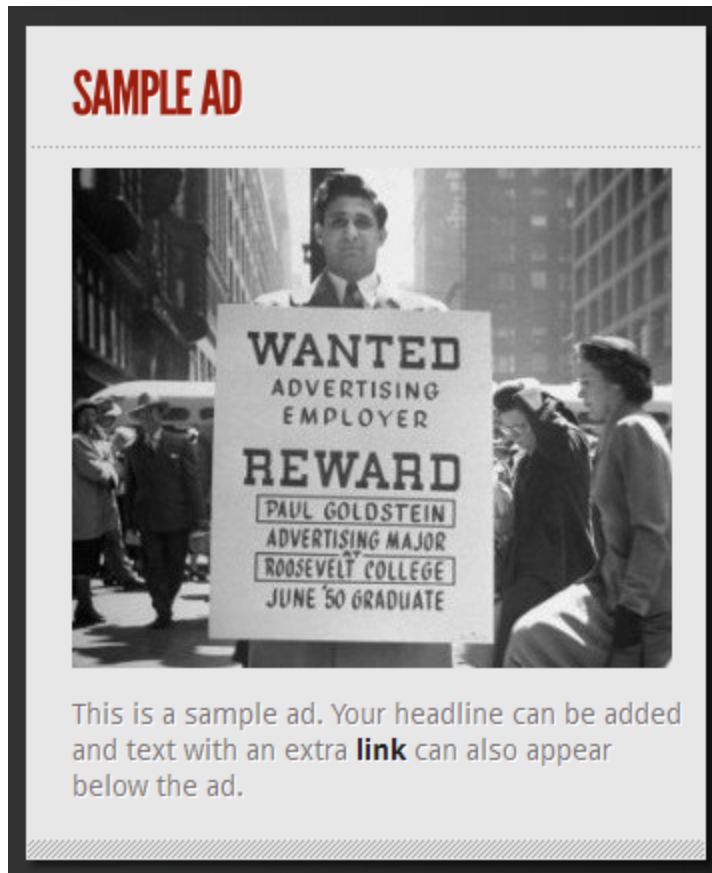
Skyscrapers also run in the right hand sidebar with headline and are 120x600 pixels. Additionally, wide skyscrapers (160x600) are also available. Each of these may be purchased alone or in pairs, and also include a headline and options for text below.

In-text banners measure 468x60 pixels and are embedded at the foot of all post content. These are non-widgetized ads and only one is available on the site at any given time.

Adding headlines and text to your ad is a unique feature which not only draws attention and interest, but also increases the ad's size substantially due to the way site widgets are formatted, thus we must charge a small premium for these options.

For examples, please see the next page:

Example Ads



Here we see a 300 x 250 rectangle photo with headline and text presented in actual size. These ads integrate seamlessly into the site's theme and can function as ads-within-ads, drawing attention to upcoming specials, sales, and promotions with the underlying text. Additionally, secondary links may point to a specific page within your site, such as a 'Buy Now' page.

Also displayed is a diagram of a page from the site with a rectangle ad highlighted in yellow, a wide skyscraper in orange, and an in-text banner in lime green.

Banner Ad Pricing

Below is the site's basic rate structure. These are merely simple guidelines for monthly display ads. Rates may be negotiable based on upper/lower half page placement and where your ad is situated among other ads or internal site widgets.

Multi-month purchase discounts are available, as are discounts for purchasing multiple banners and/or combining banners with a sponsored post. We're also pleased to offer a discount to charities, nonprofits and local small businesses.

Basic Pricing Table

Rectangle Banner	\$125
Skyscraper Banner	\$150
Wide Skyscraper	\$165
468 x 60 Banner	\$100
Add Text/Additional Link	\$50

Please feel free to contact thebaltimorechop@gmail.com with questions or concerns on ad placement/pricing or to place an order.

We honestly believe that the Baltimore Chop is on the leading edge of what a city-focused website should be, combining local expertise and dedication with a focused editorial vision and authentic narrative voice.

We're happy to partner with brands and businesses who share our values, and we look forward to working with our Charm City neighbors well into the future.