



## 2018 Advertising Kit

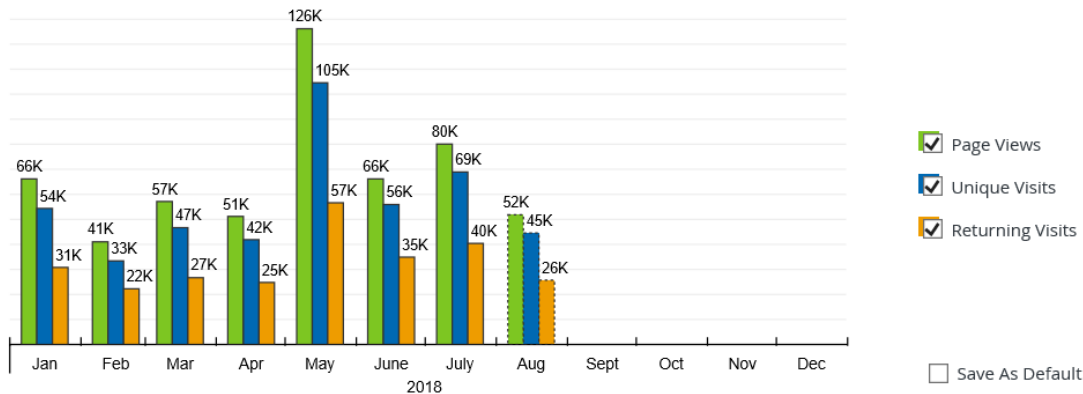
### SUMMARY

NottinghamMD.com is one of the most-read news blogs in northeastern Baltimore County. The content is unique, authentic, and often late-breaking. Becoming an advertiser provides an opportunity for you to reach a targeted, highly engaged audience that is responsive to products and services that meet their unique interests and needs.

To discuss your advertising needs, please contact Chris Montcalmo at [chris@nottinghammd.com](mailto:chris@nottinghammd.com).

### SITE TRAFFIC

These are the NottinghamMD.com traffic stats so far in 2018, as reported by StatCounter.com.\* In addition, the site has over 4,400 followers on Facebook.



Average Monthly Page Views

**67.5K**

Average Monthly Unique Visits

**56.3K**

Average Monthly First Time Visits

**23.5K**

Average Monthly Returning Visits

**32.8K**

\*Past traffic levels are not a guarantee of future performance.

## **DISPLAY ADS**

You can purchase these ads via:

### ***Top-of-Post Ads***

These ads can be any size, not to exceed 300x250 pixels and appear in between the headline and main post body. You will need to supply the graphic and a link to a landing page on your site. The graphic may not include animation.

\$500 per 30 days (non-refundable)

### ***Middle-of-Post Ads***

These ads can be any size, not to exceed 300x250 pixels and appear in the approximate middle of each post. You will need to supply the graphic and a link to a landing page on your site. The graphic may not include animation.

\$400 per 30 days (non-refundable)

### ***Bottom-of-Post Ads***

These ads can be any size, not to exceed 300x250 pixels and appear at the end of each post. You will need to supply the graphic and a link to a landing page on your site. The graphic may not include animation.

\$300 per 30 days (non-refundable)

### ***Bottom-of-Post Square Units***

These ads will be 125x125 pixels and will appear at the bottom of every post/story. You will need to supply the graphic and a link to a landing page on your site. The graphic may not include animation.

\$250 per 30 days (non-refundable)

## **GUIDELINES**

The design of your ad is your responsibility. Sizes and dimensions are enforced for everyone's mutual benefit. We do not allow animation on any ads.

If you would like to book a display ad, you may contact us at [chris@nottinghammd.com](mailto:chris@nottinghammd.com) or pay via PayPal at [chris@montcalmo.com](mailto:chris@montcalmo.com).

## **REVIEW**

We reserve the right to approve all ads and to reject any advertiser for any reason. We are not liable for any claims arising from your ad or any errors in it.

## **RATES**

All rates are subject to change. You may guarantee the price of ads by booking and paying in advance.

## **PAYMENT**

You can pay for display ads at the time of purchase via PayPal at [chris@montcalmo.com](mailto:chris@montcalmo.com). Payment for specialty ads is due in advance via PayPal. Prices advertised for these ads do not include service fees imposed by PayPal or any others.

## **ADDITIONAL INFORMATION**

For additional questions about advertising, please email Chris Montcalmo at [chris@nottinghammd.com](mailto:chris@nottinghammd.com).