

BALTIMORE SNAP

2020 MEDIA KIT



www.baltimoresnap.com



OUR STORY



Baltimore's famous social & style guru, Sloane Brown founded Baltimore Snap seeing the need to showcase the many events around town where we socialize and network. There's a lot of positive energy in this city. Baltimore Snap reflects that, showing we how we have fun while supporting the city we love – while offering unique marketing platform for local businesses to show their support, as well.

WHAT WE DO = FUN

Parties - Showing the wide diversity of parties and social events where Baltimoreans get together, have fun, maybe do a little business, or support a good cause - sometimes all at the same time.

Event Calendar - Sloane's picks of lively social events happening around town - from brewery events to happy hours, crab feasts to festivals, and business networking events to full-out galas.

Columns - Our columnists - known for standout style - explore who's wearing what, local fashion trends, the latest hot spots around town and so much more.

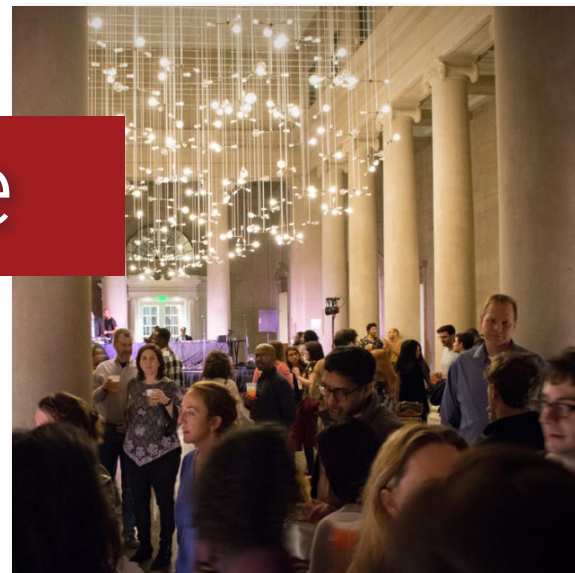
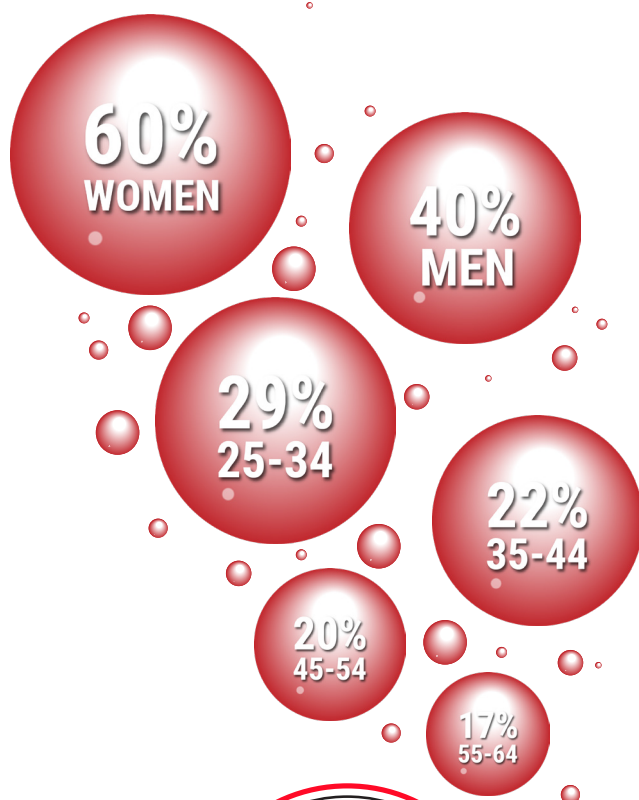


Columnists (LtoR) Elizabeth Massing, Brian Michael Lawrence, and Sascha Wolhandler.

Video columns - In "Cocktails & Conversation," Sloane takes a casual look at the lighter side of Baltimore's movers-and-shakers. Sponsorships are available. We are also developing other series that can be tailored to feature your business.



Reach/Engage



7,024

unique visitors
per month

8,179

visits
per month

14,224

page views
per month

6,500+

mailing list
subscribers

1,800

instagram
@baltimore_snap

9,700/

2,000 per week

facebook
@baltimoresnap

Sponsorship & Display Opportunities



EVENT CALENDAR

The only comprehensive list of its type in Baltimore – from super casual to black-tie – offering events connected to a wide range of special interests and causes. All hand-picked by Sloane because there's socializing or networking involved with a fun, positive vibe. The go-to for folks who like to be out and about, involved in Baltimore's social flow...and the perfect place to show that your business is right there in the flow, too.



\$1,000
 a month



Rotating Page takeover - Top & bottom banner leader boards with links, 3 & 6 month options

Home page - Logo in Social Calendar section - "Powered by (company logo)" with link & at bottom of page under "Our Partners"

Weekly Email Blast - Logo in Social Calendar section - "Powered by (company logo)" with link & at bottom of page under "Our Partners"

***Additional Opportunity** - One-year sponsorship commitment includes one of your events covered as a "Featured Event" in party coverage

PARTIES

The most extensive coverage of social events in Baltimore, with 4 to 5 gatherings published each week. From business networking events to nonprofit happy hours to charity galas, this is THE place to see what's been happening around town and who was there...and the place to see that your business is on top of it all.



\$750
 a month



Rotating Page takeover - Top & bottom banner leader boards with links, 3 & 6 month options

Home page - Logo above static cover photos, with "Powered by (company logo)" with link & at bottom of page under "Our Partners"

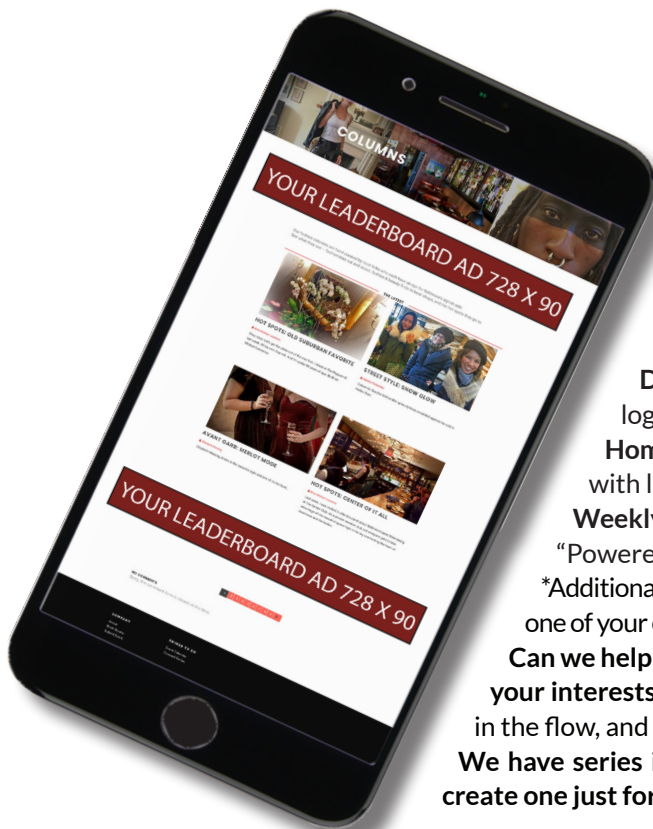
Weekly Email Blast - Logo in Parties heading - "Powered by (company name) with link

Additional Opportunity - One-year sponsorship commitment includes one of your events covered as a "Featured Event" in party coverage

COCKTAILS & CONVERSATION



Our wildly successful monthly video series that you can be part of. Sloane hosts an easy chat with one of the city's movers-and-shakers at the bars of Baltimore's top eateries. We learn why they do what they do, what else they care about (and sometimes what they don't) as well as the lighter sides of their lives.



\$600
 a month



Logo Branding – in each video, on landing page and social media

Dedicated Email – when each new episode debuts, your logo will appear under “Powered by” heading

Home Page – Logo with “Cocktails & Conversation” graphics with link & at bottom of page under “Our Partners”

Weekly Email Blast – Logo with “Cocktails & Conversation” – “Powered by (company logo)” with link

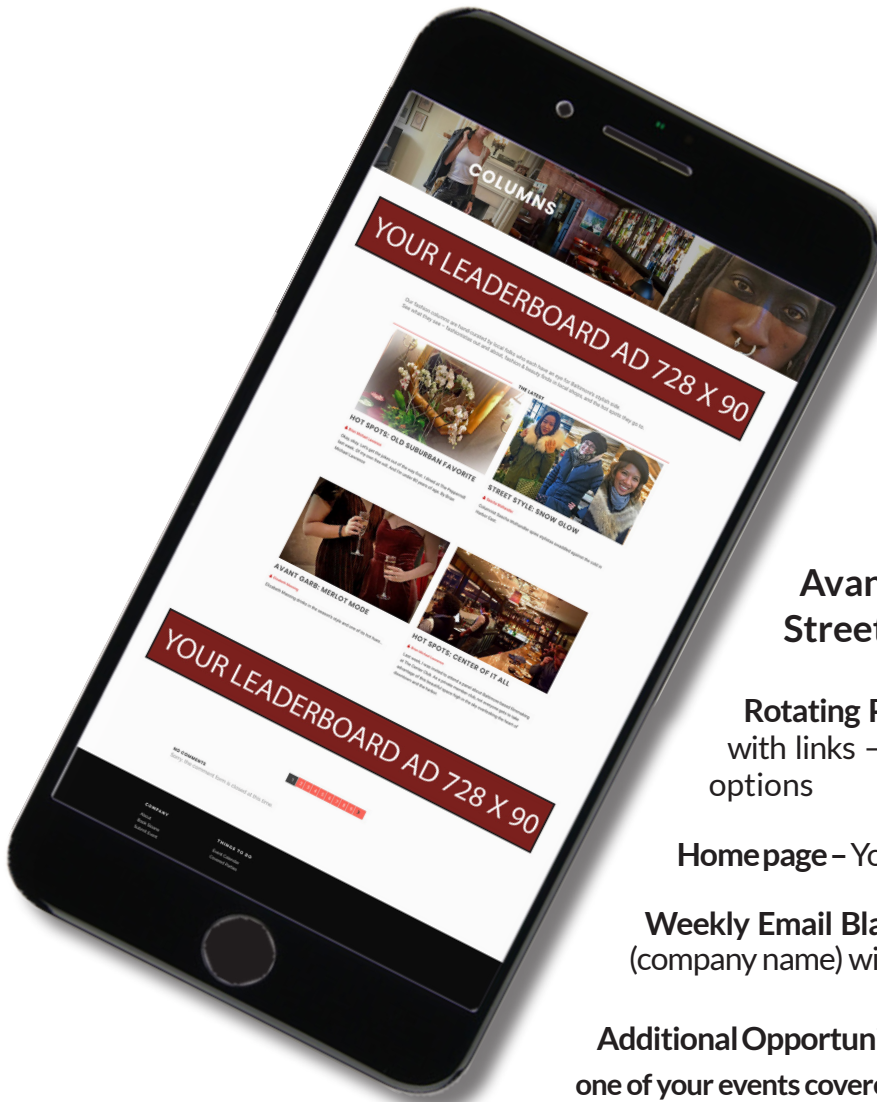
***Additional Opportunity** – One-year sponsorship commitment includes one of your events covered as a “Featured Event” in party coverage

Can we help promote your business with a video series that features your interests – and grabs the interest of Baltimoreans who love being in the flow, and being in the know?

We have series in development with sponsorship opportunities or can create one just for you!

COLUMNS

What's hot around Baltimore? Whether it's fashion or the current hot spots, Baltimore Snap columnists give you the scoop.



\$400
 a month



**Avant Garb, Hot Spots,
 Street Style, Fash Flash**

Rotating Page Takeover – Top & bottom leader boards with links – “Powered by (company logo)”, 3 & 6 month options

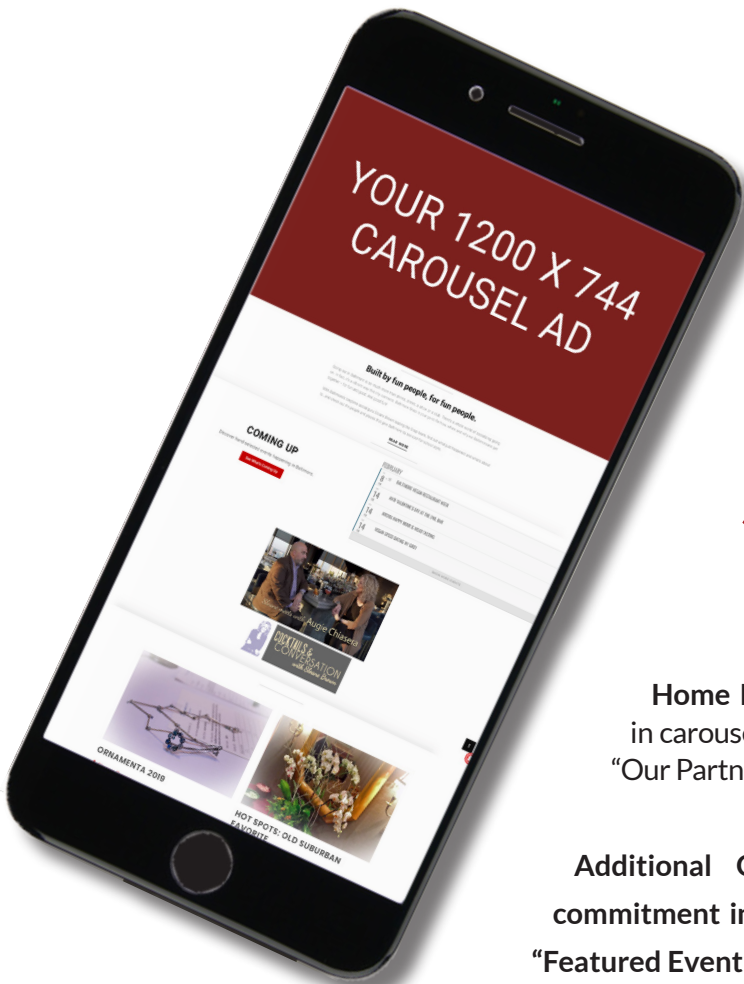
Homepage – Your logo at bottom of page under “Our Partners”

Weekly Email Blast - Logo in Columns heading – “Powered by (company name) with link

Additional Opportunity – One-year sponsorship commitment includes one of your events covered as a “Featured Event” in party coverage

HOME PAGE CAROUSEL

Let your brand be one of the first thing Baltimore Snap visitors see, as one of the images in the full-page carousel of rotating photos showing the most recent parties & columns.



\$800
 a month



Home Page - Ad included in carousel and at bottom of page under "Our Partners"

Additional Opportunity - One-year sponsorship commitment includes one of your events covered as a "Featured Event" in party coverage

WEEKLY EMAIL BLAST

The mailing list for our weekly email blast grows by as many as 100 new subscribers a week. It offers a taste of the wide range of fun social events available to them that week and shows them what they missed in the past week.



\$500
a month



Top leader board - \$150 week, \$500 a month
Lower ad placement. - \$75 a week, \$250 a month

FEATURED CONTENT

Guarantee your event is covered with our opportunities for sponsored content.

BASIC \$100

Let us show your party

Use your own photographer & get expanded event coverage on Baltimore Snap. You supply photos, captions & event description. We publish them on Baltimore Snap!

- 12 photos of specific people w/captions you supply
- 4 wide or action shots of the event itself w/captions/event description you supply
- Relaxed photo rules: can be more than 4 people per shot, include repeats, etc.
- Headline status on the Snap homepage at least 3 days
- Your event always remains easily accessible on Baltimore Snap

PRO \$250

Guaranteed Baltimore Snap coverage by Sloane herself

Sloane will come to your event for 1½ hours for expanded coverage on Baltimore Snap. She'll take photos for Baltimore Snap (& any extras for your own use, if there's time left!) She'll write captions & descriptions tailored to your needs.

- 12 photos of specific people for Snap (+ extras, time allowing)
- 4 wide or action shots of event for Snap (+ extras, time allowing)
- Relaxed photo rules: can be more than 4 people per shot, include repeats, etc.
- Relaxed caption rules: names + professional titles not required
- Headline status on the Snap homepage at least 3 days
- Your event always remains easily accessible on Baltimore Snap

Advanced Event Calendar Listing & Party Coverage Link

\$50 - event listing in "Event Calendar" further in advance than calendar's weekly listings

\$50 - direct link to business/nonprofit in coverage of a specific event in "Parties"

<https://www.baltimoresnap.com/event-submission/>

Contact us at 410-960-8394 ads@baltimoresnap.com





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DIGITAL SPECIFICATIONS

E-BLAST LEADERBOARD
AD 500px X 90px

**HOME PAGE
CAROUSEL AD**
1200px X 744px

WEBSITE LEADERBOARD
AD 728px X 90px

FORMATS ACCEPTED
jpg • png (for transparency)

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SNAP to it!



Let us build your brand and customize a branding solution for you that will get results. Call us at 410-960-8394 or email ads@baltimoresnap.com.

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