



Media Kit 2014

Subscription Rate - \$349.00 annually

- “Featured” status, which is the default in the search area
- Full description with the ability to post pictures, videos and answer questions today’s parents are asking in the “5 Compelling Questions” section
- Ability to post open and anticipated spots/seats at your school or care center. This is essential for the DC area that has a 16.9% annual transient population, the highest in the nation.
- Talk live with prospective parents when you are signed into your account and they are searching DCschoolHUB.com
- Opportunity to be a featured blogger raising your visibility and demonstrating your expertise in the field of child care and/or education

For all advertising opportunities below, the DCschoolHUB team is happy design your ad for a small additional fee.

Banner Ad - \$100.00 per month; \$1,000 for a year

- 719 wide x 70 high
- One quarter share of the ad space

Block Ad - \$200 per month; \$1,800 for a year

- 300 wide x 250 high
- Your block ad will be visible on the home page and every internal page

E-newsletter Ad - \$50 per issue

- 150 wide x 150 high photo or logo
- 250 characters of text that include a link to your site or the site of your choice

Social Media - \$25 per blast

- Send out a personal promotion to DCschoolHUB’s loyal LIKES on Facebook and FOLLOWERS on Twitter at the exact time you wish to. This is the perfect way to make instantaneous contact with parents looking for you