

BLUE VIRGINIA

bluevirginia.us

Fall 2017 Media Kit

Site Stats

80,000

Monthly Visitors

170,000

Monthly Pageviews

2,500

Weekly Newsletter
Subscribers

Device Breakdown

Desktop 54%
Mobile 33%
Tablet 13%

Social Media

About Blue Virginia

Blue Virginia is dedicated to covering Virginia politics from a Democratic perspective. Founded in 2009 by Lowell Feld, the website has grown to include several other progressive writers throughout the state. With a focus on state and local politics and policymaking, Blue Virginia is the place to engage voters on the issue of Virginia politics.

Our Readers

The Blue Virginia audience is politically active, highly educated and informed audience that is regularly read by elected officials, staff, and a wide range citizens engaged on issues.



Location

70% Virginia
15% Washington, D.C.
7% Neighboring States



Audience

22% 55-64
21% 65+
18% 45-54
18% 25-34
16% 35-44

2.9 k

Facebook

[Facebook.com/bluevirginia.us](https://www.facebook.com/bluevirginia.us)

5.4 k

Twitter

[Twitter.com/bluevirginia](https://twitter.com/bluevirginia)

BlueVirginia.us Advertising Options



Advertise on BlueVirginia.us

Get Out The Vote, Promote Campaign, Raise Awareness, Fundraise.

BlueVirginia.us offers campaigns a multitude of options for advertising and reaching their desire audience. From banners, side bar, e-newsletter and in-article ads, to sponsored posts and background takeovers, Blue Virginia offers a wide array of solutions for any ad campaign.

Services Offered

Website Ads

Blue Virginia offers a wide array of options and will work with you to develop a placement and budget suitable for your campaign. We also offer creative design services if needed.

See Page 3 for Pricing & Dimensions

Sponsored Posts

Blue Virginia offers the ability to generate or place sponsored articles subject to editorial discretion.

\$300 to \$500 per Article

E-Newsletter & Social

Blue Virginia reaches more than 2,500 progressive households a week in Virginia. We offer a variety of newsletter

**\$250 for E-Newsletter
\$150 and up for Social Media**

Questions?

Ready to Get Started?

Contact us now:

hello@bluevirginia.us

Link to your site, social media, donation or petition pages

We offer a variety of linking options - direct to a contribution or signup page, social media accounts or a favorable press article.

Site-wide Ads:

(JPG, PNG, GIF, HTML5 friendly)

Leaderboard/Banner 728x90px

**\$900/mo (Desktop/Tablet)
\$1250/mo (Desktop/Tablet/Mobile)**

Sidebar Regular 300x250px

note: Displays below article on mobile.

\$325/mo (All Devices)

Sidebar Large 300x600

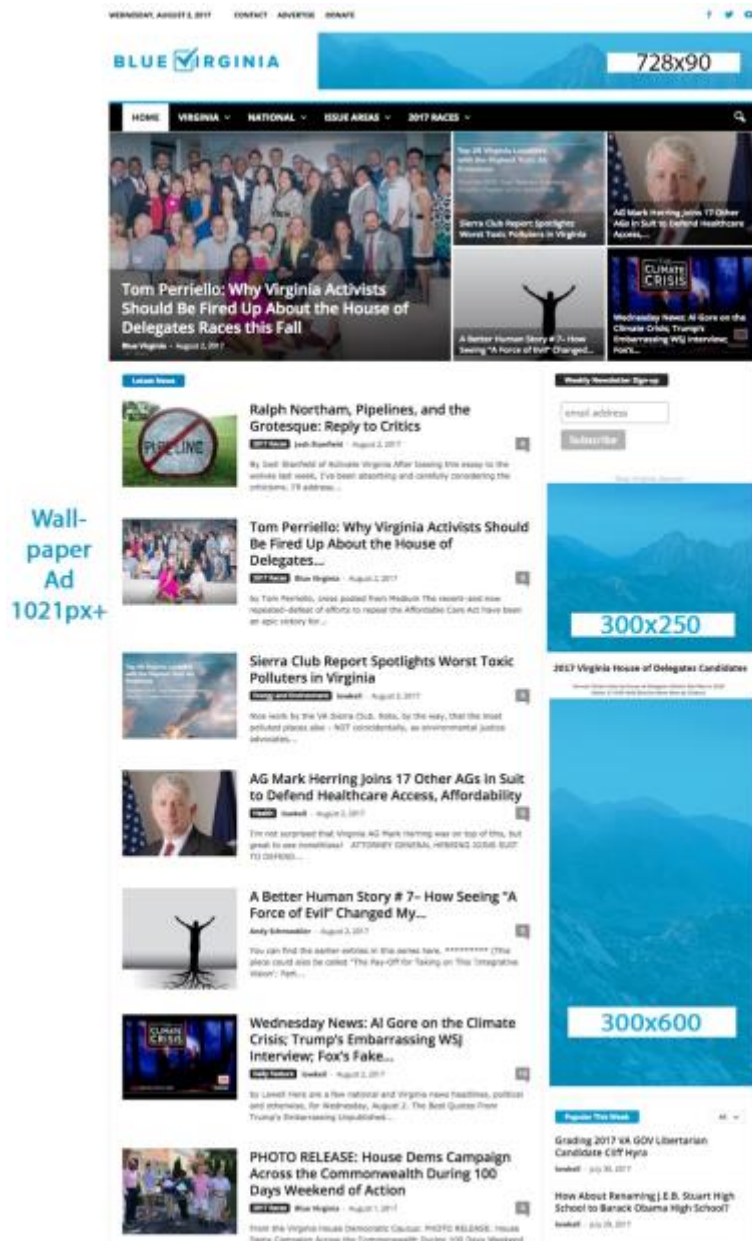
note: Displays below article on mobile.

\$675/mo (All Devices)

Wallpaper (visible background 1021px+)

\$950/mo (Desktop Only)

note: Image must be hosted with us. Clickable but not html5 friendly.



Additional Options:

In-Article Header and Footer 728x90

- Leaderboard \$650/mo
- Baseboard - (before comments) \$350/mo

Blue Virginia also offers **sponsored posts** for all ad buys exceeding \$2,000/mo.

Something not listed or have a creative idea? Let us know and we'll work with you – hello@bluevirginia.us

Additional Information

Editorial control – Blue Virginia maintains full editorial discretion when approving ads.

Payment must be received prior to placement.

Once a campaign has launched the ad buy is non-refundable. You may however request to remove your ad campaign.

Some ads campaigns include sponsored posts, this however does not buy, nor guarantee coverage either positive or negative.

Get Started! hello@bluevirginia.us