



CHARLOTTESVILLE
TOMORROW

Charlottesville Tomorrow is your community news platform covering growth, development, local politics and K—12 education.

We connect the community to vital information for making informed choices about our community’s future.

Underwriting Charlottesville Tomorrow is a great way to reach a highly informed and engaged part of our community.

Tell them your business supports community news!

For more information call or email
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DEMOGRAPHIC PROFILE	
as measured by Quantcast.com	
GENDER	
Male	52%
Female	48%
AGE	
Under 18	6%
Age 18-34	34%
Age 35-54	42%
Age 55 =	18%
INCOME	
\$0-\$50k	34%
\$50k-\$100k	34%
\$100k+	32%
EDUCATION	
No College	25%
College	43%
Grad School	32%
Average Monthly Traffic	
Total Page Views	- 78,000
Unique Visitors	- 36,000

SHOP LOCAL EAT LOCAL *Read* LOCAL

SUPPORT COMMUNITY NEWS

CHARLOTTESVILLE TOMORROW

2017 Ad Rates,
Sizes and Placements

www.cvilletomorrow.org

*	<p>HOME PAGE TOPICS PAGES & INFO PAGES</p>
1	<p>Leaderboard 728 x 90 Pixels Ave 50% page rotation \$250 per month</p>
2	<p>Side Rectangle 300 x 250 Pixels Ave 50% page rotation \$200 per month</p>
3	<p>Mid Banner 728 x 90 Pixels Ave 100% page rotation \$100 per month</p>
4	<p>Cville Wire 270 x 90 Pixels Ave 100% page rotation \$100 per month</p>

The screenshot shows the homepage of Charlottesville Tomorrow. The layout includes a top navigation bar with links for Home, Topics, Calendar, About, Support Us, Multimedia, Data Lab, Voices, CitySpace, and Places. A featured article at the top left is titled 'Council supports two-year extension of business tax credit'. Below this are sections for Education, City Land Use, and Innovation. A 'COMMENT OF THE WEEK' section is visible. The bottom of the page features a 'Cville Wire' section with various news snippets and a 'Most Popular' section. Numbered callouts are placed as follows: '1' is in the top right corner; '2' is in the middle right area, overlapping the 'FREE VACUUM!' advertisement; '3' is in the middle right area, overlapping the 'AFFORDABLE ASSISTED LIVING' advertisement; and '4' is in the bottom right area, overlapping the 'Cville Curious?' advertisement.

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*** GROWTH & DEVELOPMENT ARTICLES**

1 Leaderboard
728 x 90 Pixels
Ave 50% page rotation
\$350 per month

2 Side Rectangle
300 x 250 Pixels
Ave 50% page rotation
\$250 per month

3 Article Header
450 x 70 Pixels
Ave 100% page rotation
\$400 per month

4 Cville Wire
270 x 90 Pixels
Ave 100% page rotation
\$100 per month



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*	<p>EDUCATION ARTICLES</p>
1	<p>Leaderboard 728 x 90 Pixels Ave 50% page rotation \$250 per month</p>
2	<p>Side Rectangle 300 x 250 Pixels Ave 50% page rotation \$200 per month</p>
3	<p>Article Header 450 x 70 Pixels Ave 100% page rotation \$300 per month</p>
4	<p>Cville Wire 270 x 90 Pixels Ave 100% page rotation \$100 per month</p>

The screenshot shows the Charlottesville Tomorrow website with several ad placements highlighted by large numbers:

- 1**: Located in the top right corner of the page.
- 3**: Located in the top navigation bar, overlapping the 'SUPPORT' and 'ABOUT' links.
- 2**: Located over the main article titled 'Albemarle moving towards full-time nursing for elementary schools'.
- 4**: Located in the right sidebar, overlapping the 'More top stories' section.
- 2**: Located in the bottom right sidebar, overlapping the 'MOST POPULAR' section.

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*	<p>CALENDER - HOME PAGE & LISTINGS</p>
1	<p>Leaderboard 728 x 90 Pixels 100% page rotation \$100 per month</p>
2	<p>Side Rectangle 300 x 250 Pixels 100% page rotation \$100 per month</p>
3	<p>CVILLE WIRE 270 x 90 Pixels Ave 100% page rotation \$50 per month</p>
4	<p>ALL AD SLOTS Leaderboard, Both Side Rectangles & Cville Wire 100% page rotation \$200 per month</p>

