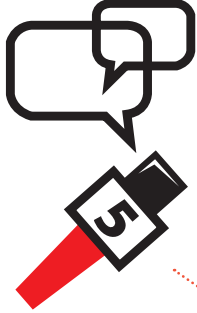


We have been featured on **FOX NEWS, FOX 5, ABC 7, NEWS CHANNEL 8, FRESH FM, MIX 107.3, DC101** and in **THE WASHINGTON POST**



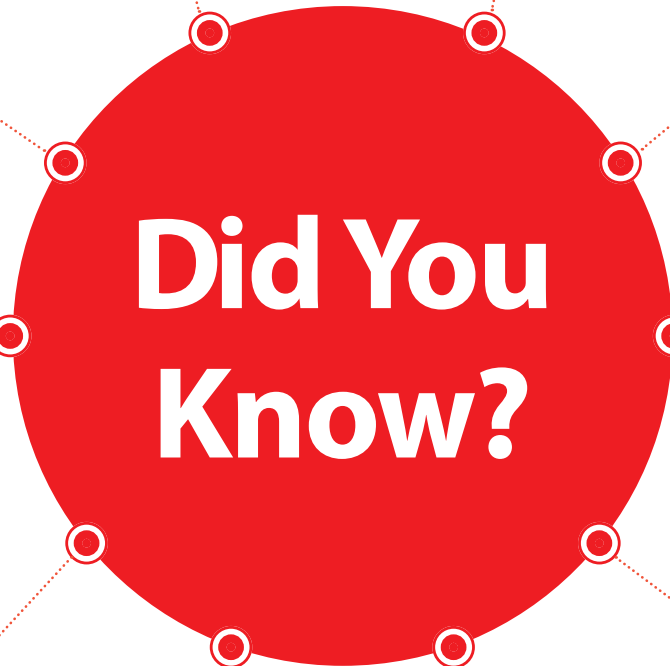
We have been **LOCALLY** owned & operated since **1998**



Over **40,000** people per year **ATTEND EVENTS** we produce or host



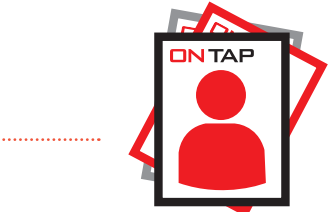
We have interviewed over **150** **AWARD-WINNING** musicians and nearly **50 GRAMMY** **NOMINATED ARTISTS**



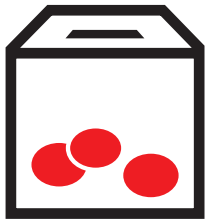
Did You Know?



Over **200** dogs participate in our **RUNNING OF THE CHIHUAHUAS** & **WIENER 500** races every year



6 MILLION COPIES (and counting) of On Tap have been distributed in the DMV



We have **RAISED** over **\$100,000** for the Jimmy V Foundation, SCAN, the Cystic Fibrosis Foundation, King Street Cats, Washington Humane Society and others



Over **1,000** **BARTENDERS** have been featured in On Tap



Our website is hosted by **MONUMENTAL NETWORK**, owners of the **WIZARDS, CAPITALS, MYSTICS,** and **VERIZON CENTER**



We have interviewed over **120** pro athletes from the **CAPITALS, NATIONALS, REDSKINS** and **WIZARDS**



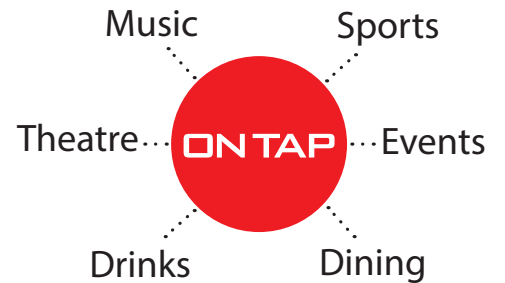
MONTHLY MAGAZINE (since 1998)



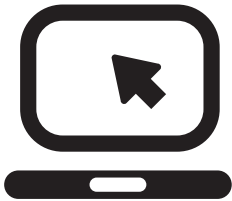
We reach readers where they work, live and play



35,000
Average monthly copies in Metro DC



ONLINE, EMAIL, MOBILE



We average 65,000 unique visits per month at www.ontaponline.com

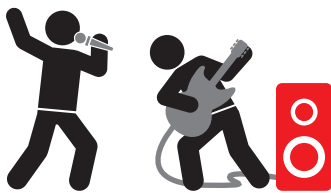


40,000
Opt-in subscribers



Content & Contests

EVENTS & PROMOTIONS



Concerts & Event Production



Launch Parties



Samplings & Tasting Events

PEOPLE & PARTNERS

25-40 years old	Age Range
21+ years old	100% of event attendees
50/50	Split Male/Female

Our Clients Include:



9:30 Club, Fillmore, Wolf Trap, Merriweather, Bozzuto, Toll Brothers, Federal Realty, Mill Creek, Washington Wizards, Capitals, Nationals, Redskins, National Geographic, Capitol Riverfront BID, Rosslyn BID, MillerCoors, Corona, Heineken, Sam Adams + dozens of Craft Brewers and Distillers



ANNUAL PLANNING GUIDE 2017

*Bold indicates planned coverage, other items are seasonal reminders. Shaded months have special guides.

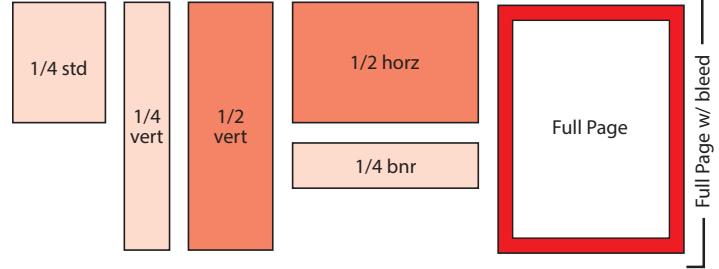
JANUARY/FEBRUARY		MARCH	APRIL
<p>Space Reservation & Materials - 1/11 Street Date - 1/21</p> <p>Winter Issue 20 New Restaurants of 2016 NFL Playoffs & Super Bowl Valentine's, Mardi Gras and Chinese New Year</p>	<p>Space Reservation & Materials - 2/22 Street Date - 3/4</p> <p>St. Patricks Day Spring Seasonals March Madness</p>	<p>Space Reservation & Materials - 3/22 Street Date - 4/1</p> <p>Annual Brunch Guide MLB Baseball Riverfront Review Special Issue</p>	
MAY	JUNE	JULY	
<p>Space Reservation & Materials - 4/19 Street Date - 4/29</p> <p>Summer Festival Guide American Craft Beer Week Cinco de Mayo Preakness, Derby & Gold Cup <i>OT Event: Chihuahua Races</i></p>	<p>Space Reservation & Materials - 5/24 Street Date - 6/3</p> <p>Outdoor Dining (insert) SAVOR Craft Beer Special Guide</p>	<p>Space Reservation & Materials - 6/21 Street Date - 7/1</p> <p>Where We Live/Work Independence Days US, French, Belgian</p>	
AUGUST	SEPTEMBER	OCTOBER	
<p>Space Reservation & Materials - 7/19 Street Date - 7/29</p> <p>The Free Issue VA Craft Beer Month</p>	<p>Space Reservation & Materials - 8/23 Street Date - 9/2</p> <p>NFL & NCAA Football Oktoberfest Bourbon Heritage Month <i>OT Event: Wiener 500 Oktoberfest</i></p>	<p>Space Reservation & Materials - 9/20 Street Date - 9/30</p> <p>Performing Arts Halloween NHL Hockey Places for Parties (insert)</p>	
NOVEMBER	DECEMBER		
<p>Space Reservation & Materials - 10/25 Street Date - 11/4</p> <p>Local Music VA Cider Week DC Distilling NBA Basketball</p>	<p>Space Reservation & Materials - 11/29 Street Date - 12/9</p> <p>Holiday Event Guide Holiday Concerts New Year's Eve Parties Gift Guide</p>		



Calendar subject to change. Updated 10/17/16

MAGAZINE ADVERTISING RATES (Per month)

On Tap is published 11 times per year Prices listed are NET to On Tap. All advertising must be prepaid.				
Size	1x	3x	5x	10x
Discount	--	10%	15%	20%
Full page	\$1,800	\$1,620	\$1,530	\$1,440
1/2 page	\$1,250	\$1,125	\$1,062	\$1,000
1/4 page	\$675	\$607	\$573	\$540
Color: \$250 additional, no discount on color.				



Guaranteed Positions: Full pages only. Centerspread, pages 3 and 5
-15% up charge. Inside covers -25%. Back cover -call for availability.

Outdoor Dining & Places to Hold Parties Guides

\$500 single listing, discounts for multiple listings.

Inserts (Monthly)

Standard customer supplied insert \$35 per thousand, minimum run of 7,000 copies, pricing may vary with materials, partial runs available.

ONLINE ADVERTISING RATES



Email Sends (Per Send)

\$500, no discounts.



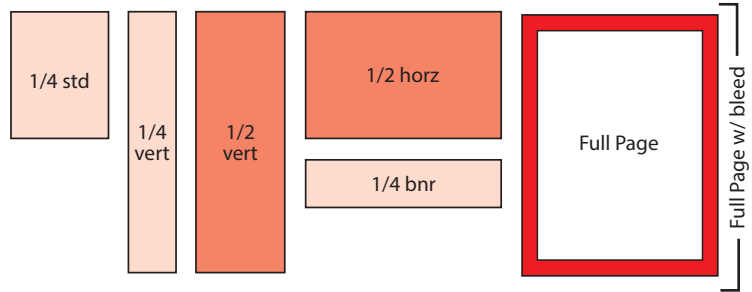
Banner Ads (Weekly)

Standard: \$250 per week, per page. 10% discount offered for each additional week, max discount 40%.

Premium Leaderboard: \$500 per week, per page. 10% discount offered for each additional week, max discount 40%.

PRINT ADS

All dimensions are	Width	x	Height
1/4 standard	3.7"		4.8"
1/4 vertical	1.8"		9.75"
1/4 banner	7.5"		2.3"
1/2 vertical	3.7"		9.75"
1/2 horizontal	7.5"		4.8"
Full page	7.5"		10"
Full page with bleed:	8.75"		11.25"
Includes a .25" bleed, Trims to 8.25" by 10.75" Safe area of 7.5" by 10"			



- EPS, TIFF, JPG, Adobe PDF, InDesign and Illustrator files (text outlined and packaged)
- Email to ads@ontaponline.com or upload to www.hightail.com/u/OnTapDropBox
- 300 dpi, CMYK color, maximum ink 240%.

EMAIL SENDS



- Image up to 600 pixels wide x 1200 pixels tall. RGB color, JPEG, GIF – no animation
- 100 words of text, subject line and linking URL
- If sending HTML link or source code all images must be correctly loaded

BANNER ADS/ PAGE SKINS

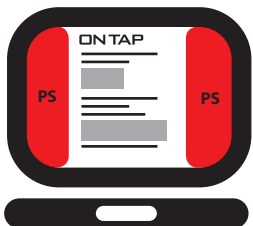


Standard Banner Ads

300 pixels wide x 250 pixels tall, 72 dpi, up to 3 frames of animation
RGB color, JPG or GIF

Premium Banner Ads

970 pixels wide x 90 pixels tall, 72 dpi, up to 3 frames of animation
RGB color, JPG or GIF



Page Skins

1600 pixels wide x 1000 pixels tall with middle 1000 pixels blank
RGB color, JPG, GIF or PNG - no animation

Need Help?

We offer complete design services for \$60 per hour. This includes use of images from our collection of stock art and two rounds of proofing.