

DISTRICT **FRAY**
MAGAZINE

2020 INNOVATIONS ON TAP ACQUISITION

PRINT // DIGITAL PUBLICATIONS

Elevating print publications and local events through a strategic partnership to make fun possible.



DC FRAY //

Est. 2010

JAX FRAY //

Est. 2017

PHX FRAY //

Est. 2017

NOLA FRAY //

Est. 2018

DISTRICT FRAY
MAGAZINE

Est. 1998
Acquired: 2019



MONTHLY MAGAZINE (Since 1998)

Over **60,000** people per year ATTEND EVENTS we produce or host

We have interviewed over **200** AWARD-WINNING musicians and over **50** GRAMMY NOMINATED ARTISTS

We have been featured on FOX NEWS, FOX 5, ABC 7, NEWS CHANNEL 8, 94.7 FRESH FM, MIX 107.3, DC101 and in THE WASHINGTON POST

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

We have interviewed over **120** pro athletes from the **CAPITALS, NATIONALS, REDSKINS, D.C. UNITED, KASTLES** and **WIZARDS**

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

Over **3,000 PHOTO GALLERIES** have been posted to our website and social media featuring **CONCERTS, FESTIVALS, ON TAP EVENTS** and more

OUR WEBSITE RECEIVES **5.6 MILLION** HITS AND **527,000+** VISITORS ANNUALLY

MONTHLY MAGAZINE (Since 1998)



“ We reach readers where they work, live and play ”

ONLINE // EMAIL // MOBILE

36,000
Opt-in subscribers

20,000
Average monthly copies in the DC area

PEOPLE & PARTNERS

25-45
AGE RANGE

21+
years old
100% OF EVENT
ATTENDEES

50/50
SPLIT MALE/FEMALE

OUR CLIENTS INCLUDE:

9:30 Club, The Anthem, Wolf Trap, Merriweather, Bozzuto, Toll Brothers, Federal Realty, Mill Creek, Wizards, Capitals, Nationals, Redskins, National Geographic, Capitol Riverfront BID, Rosslyn BID, MillerCoors, Constellation Brands and AB InBev, plus dozens of craft brewers and distillers

2020 MAGAZINE ISSUES

WINTER
2020 LOOK AHEAD
Digital-only

MARCH
A LOVE LETTER TO DC
Double run, extended content
AD DEADLINE: 3/2
STREET DATE: 3/10

APRIL
GOING GREEN
AD DEADLINE: 3/30
STREET DATE: 4/7

MAY
**WHERE WE LIVE //
HOW WE PLAY**
AD DEADLINE: 4/27
STREET DATE: 5/5

JUNE
**SUMMER BREAK //
EXPLORE OUTDOORS**
AD DEADLINE: 5/25
STREET DATE: 6/2

JULY
DISTRICT STYLE
AD DEADLINE: 6/29
STREET DATE: 7/7

AUGUST
**WHAT WE DO //
HOW WE WORK**
AD DEADLINE: 7/27
STREET DATE: 8/4

SEPTEMBER
**LOCAL
PERFORMING ARTS**
AD DEADLINE: 8/24
STREET DATE: 9/1

OCTOBER
**DISTRICT EATS //
DRINK LOCAL**
AD DEADLINE: 9/21
STREET DATE: 9/29

NOVEMBER
LOCAL MUSIC SCENE
AD DEADLINE: 10/26
STREET DATE: 11/3

DECEMBER
**GIVING BACK //
LOCAL PHILANTHROPY**
AD DEADLINE: 11/30
STREET DATE: 12/8

NOTE: ALL CONTENT AND
DEADLINES ARE SUBJECT
TO CHANGE.

2020 SPECIAL GUIDES

WINTER
#FRAYLIFE PASSPORT

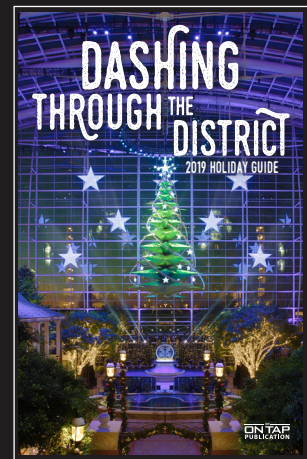
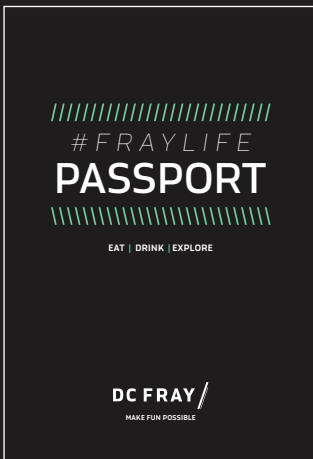
APRIL
DMV WINERIES

JUNE
OUTDOOR DINING

SEPTEMBER
DMV BREWERIES

OCTOBER
- DRINK LOCAL
- PLACES TO PARTY

NOVEMBER
- HOLIDAY HAPPENINGS
- DMV DISTILLERIES



MAGAZINE ADVERTISING RATES (per month)

DISTRICT FRAY MAGAZINE IS PUBLISHED 11 TIMES PER YEAR.

Prices listed are NET to District Fray. All advertising must be prepaid.

SIZE	1X	3X	5X	10X
Discount		10%	15%	20%
Full Page	\$2,300	\$2,070	\$1,955	\$1,840
1/2 Page	\$1,610	\$1,449	\$1,369	\$1,288
1/4 Page	\$862	\$776	\$733	\$690

COLOR: \$250 additional, no discount on color

Guaranteed positions: Full pages only
Center spread (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

SOCIAL MEDIA SUPPORT

Ask us about our enhanced social media support for Facebook, Twitter and Instagram, including boosted posts

ONLINE ADVERTISING RATES

EMAIL SENDS (per send)

\$750 to full list, geo-targeting sends available, ask your rep for details \$250 banner ad in Wednesday's weekend picks roundup

FEATURED EVENTS (weekly)

\$300 to highlight your event on our homepage and calendar page slider

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: Design Specs

DIMENSION	WIDTH	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	3.6"	9.8"
1/2 Horizontal	7.5"	4.8"
Full Page	8.25"	10.75"
Full Page w/ 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 tomroth@unitedfray.com
- 300 dpi, CMYK color, maximum ink 240%

EMAIL SENDS

STANDALONE EMAIL SENDS

- Image up to 600 pixels wide x 900 pixels tall
- RGB color, JPG or 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

WEDNESDAY EMAIL SENDS

- Banner ads must be 600 pixels wide by 150 pixels tall
- RGB color, JPG or GIF – no animation

STANDARD BANNER ADS

300 pixels wide x 250 pixels tall, 72 dpi, up to three frames of animation

RGB color, JPG or GIF

PREMIUM BANNER ADS

970 pixels wide x 90 pixels tall, 72 dpi, up to three frames of animation

RGB color, JPG or GIF

FEATURED EVENTS

IMAGE: 600 pixels wide x 400 pixels tall

DETAILS: Up to 100 words of text, date, time, price, location and ticket link

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.

MONTHLY MARKETING PACKAGES

STANDARD - \$900

Quarter-page color ad in monthly magazine
One dedicated email send
One monthly banner ad at ontaponline.com



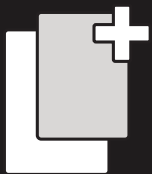
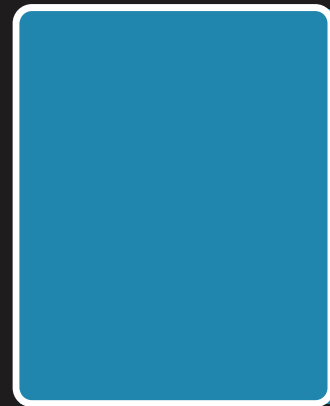
ENHANCED - \$1,500

Half-page color ad in monthly magazine
One dedicated email send
One monthly banner ad at ontaponline.com
Featured event on website
Editorial inclusion in one email send



PREMIUM - \$2,200

Full-page color ad in monthly magazine
One dedicated email send
Premium monthly banner ad at ontaponline.com
Featured event on website
Editorial inclusion in one email send
Editorial boxed item in print magazine



WANT MORE?

- Glossy inserts
- Custom publication production
- Distribution services
- Front cover Post-it notes
- Page skins, site and network takeovers
- Text-2-win campaigns
- End-to-end event production
- On-and-off premise sampling programs
- Event photo coverage
- Design services

All insertions must be paid for prior to run date unless otherwise agreed and all pricing is NET.

Deadline for print publication is 10 days prior to insertion. Deadline for online is one week prior to loading or sending. Cancellations must be made in writing 10 days prior to insertion date.