



www.DowntownColumbus.com

TERMS

Artwork Submission:

DowntownColumbus.com accepts electronic formatted artwork in jpg, gif, or flash format.

All artwork is to be submitted to Heather Brown at heather@downtowncolumbus.com.

Sizes:

Skyscraper I (127 x 600 pixels) - available only on the website.

Skyscraper II (135 x 500 pixels) -available only in the weekly newsletter.

Medium Rectangle (125 x 160 pixels) - available only in the newsletter.

Agency Commission:

No advertising agency commission is available.

Cancellation:

Cancellation of an ad or change in its schedule must be received in writing before the ad reservation deadline. Ads cancelled after reservation deadline will be billed at 100%.

Payments:

Invoices will be sent and checks should be made payable to:

Capital Crossroads SID
23 N. Fourth Street
Columbus, Ohio 43215

Contact:

For all questions please contact Heather Brown at heather@downtowncolumbus.com.



www.DowntownColumbus.com

MEDIA KIT



April 2010

About Downtown Columbus:

Downtown Columbus is the business, cultural, arts and governmental center of Central Ohio. In just the past few years, billions of dollars in public and private investment have breathed a whole new vitality into Downtown Columbus. As one of the most successful public/private partnerships in the history of the city, Capital Crossroads Special Improvement District, Columbus Downtown Development Corporation and Capitol South have achieved unprecedented success in making downtown the place to be and be seen.



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Some key statistics about downtown:

100,000 workers

5,500 residents

Nearly 21 million square feet of office space

Nearly 8 million visitors to downtown events, conventions, attractions and festivals

31,000 students attend classes downtown

65,000 in-town residents in the Short North, German Village and surrounding areas



About www.DowntownColumbus.com

With the surge in downtown housing and other efforts to revitalize our city's central business district, Capital Crossroads SID and the Columbus Downtown Development Corporation have redesigned www.DowntownColumbus.com, its portal for all information about downtown.

DowntownColumbus.com is the premier website for information about everything related to Downtown Columbus—events, activities, living and working.

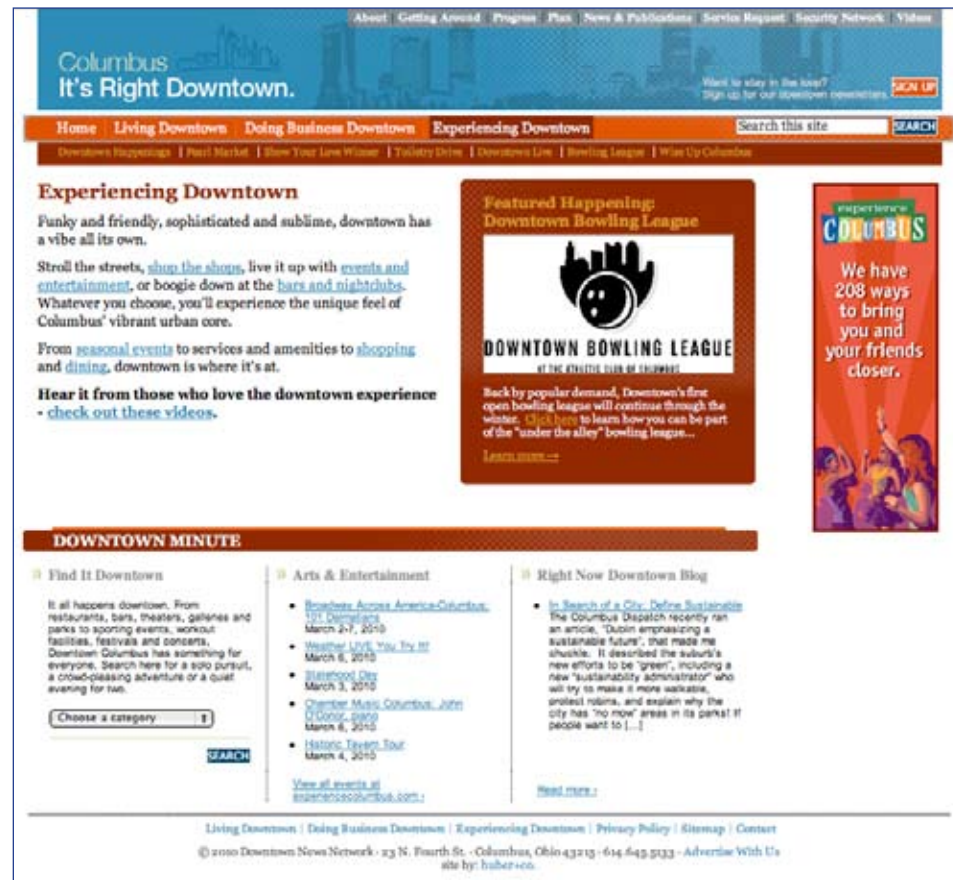
DowntownColumbus.com Statistics

Every month, there are hundreds of searches in Google and other search engines for "Downtown Columbus" and the #1 ranked website is DowntownColumbus.com.

Traffic to the site is fueled by the weekly newsletter, Right Now Downtown, which is sent to more than 5,000 subscribers.

In 2009, roughly 92,000 total visitors (60,000 unique visitors) visited DowntownColumbus.com viewing 346,500 pages of content. Sixty-six percent of visitors were from the Columbus area, spending an average of two minutes and 39 seconds on the site and viewing 3.78 pages.

Statistics show that the weekly email, Right Now Downtown, increases traffic to the site by 38%.



Banner Ad Opportunities

Internet advertising is cost effective and rivals the power of traditional media while allowing you to target your message to a highly desired audience—people who live in, work in and visit Downtown Columbus.

In addition to banner ads on the website, banners are also available in Right Now Downtown.

Advertisements on the DowntownColumbus.com website rotate on all the main pages of the website, unless a particular page placement is requested. We now offer advertising on our popular blog page; traffic is driven to the Right Now Downtown blog from both the homepage of the website and the Right Now Downtown weekly newsletter.

Weekly News:



SKYSCRAPER I
127 x 600 pixels

Appears along the right side of the content on the main pages of the website.

SKYSCRAPER II
135 x 500 pixels

Appears along the right side of the content on the Right Now Downtown newsletter.

MEDIUM RECTANGLE
125 x 160 pixels

Appears along the right side of the content on the Right Now Downtown newsletter.

Advertising Pricing, Sizing and Deadlines

DowntownColumbus.com offers banners in the two most popular sizes in use on the Internet today to ensure maximum compatibility with other websites.

(Ads not shown actual size or proportion.)

Placements and Pricing

**Discounts applied to monthly rates prior to any applicable taxes.*

DESCRIPTION	Skyscraper I	Skyscraper II	Medium Rectangle
PLACEMENT	On Website	In Right Now Downtown*	In Right Now Downtown*
1 WEEK	\$50	\$125	\$50
1 MONTH	\$200	\$450	\$180
6 MONTHS	\$190/mo. (5% Discount)	\$405/mo. (10% Discount)	\$171/mo. (5% Discount)
1 YEAR	\$170/mo. (15% Discount)	\$337.50/mo. (25% Discount)	\$153/mo. (15% Discount)

**Right Now Downtown discounts are given for weekly placement for the period of time listed. For example, the six month discount is for six months of weekly placement, not six placements.*

Ad Design Services

Ad design services are available for \$30 per ad, which will include one revision before posting.

Deadline snapshot for weekly ad placements in the Right Now Downtown Newsletter:

(There are no deadlines for ads placed on the DowntownColumbus.com website, and artwork may be submitted or swapped out at any time.)

Friday →	Monday →	Tuesday
Reservation deadline	Artwork deadline	Right Now Downtown publishes