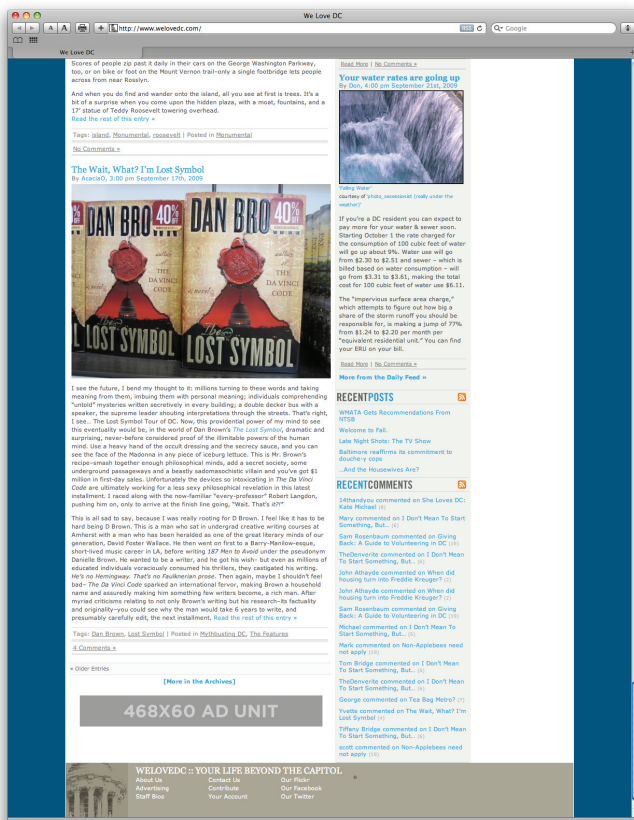
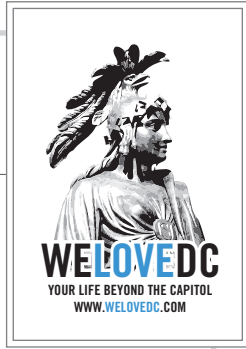


AD UNIT SPECIFICATIONS

for WeLoveDC.com WEB and RSS Advertising



Advertising on WELOVEDC

With an audience that's highly localized, tech-savvy and engaged in their community, WeLoveDC.com is an excellent advertising opportunity for any DC-area business.

BANNER ADS

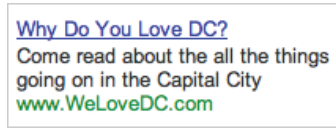
There are two sizes available for banner ads:

468x60 (Traditional) \$7/CPM
 These ads run either in between stories or at the bottom of the main column on any given page. There are some places where they may appear as interstitials.

160x600 (Skyscraper) \$8/CPM
 This unit runs at the top of the right column on every page of the site.

TEXT ADS

These ads will run at the end of each story in the RSS feed and will consist of three lines of text: a headline and two body lines. The headline allows for 25 characters and each body line allows for 35 characters. There is also a destination URL following the advertisement. They appear similar to the image above.



OTHER OPPORTUNITIES

Have a unique advertising idea that you'd like to try with WeLoveDC? Please contact us and we'd be happy to discuss it.

www.WeLoveDC.com
email: tom@welovedc.com or call 202.525.6475