

2023 Media Kit

DIGITAL

WALDORFLIVE.com, features premium content that includes video, stories and articles targeted to a highly engaged Charles County, MD audience. We deliver high-impact advertising opportunities across all channels at the right time and right place to provide optimal performance for your brand.

WALDORFLIVE.COM

ROBUST DIGITAL CAPABILITIES

AARP has a myriad of standard and custom solutions designed to help you achieve your marketing goals across all devices. Convert your high-value customers by leveraging an optimal mix of products.

Standard Placements

728x90

300x250

580x250 Cinematic Ad

300x600

Embedded Ad

BrandAmp (Native)

BrandAmp Premier

BrandAmp Articles

Editorial Sponsorships

Podcast Sponsorships -
(Coming Soon!)

Video

Local : Web

Instream : Social

Instream Content Preroll

Creative Delivery Options

Newsletter

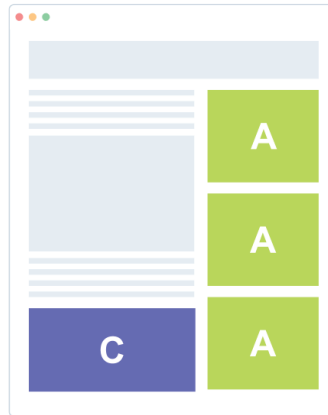
Dedicated

Hot Deals

Deals Shared

Display Advertising

DESKTOP HOMEPAGE



DESKTOP ARTICLE



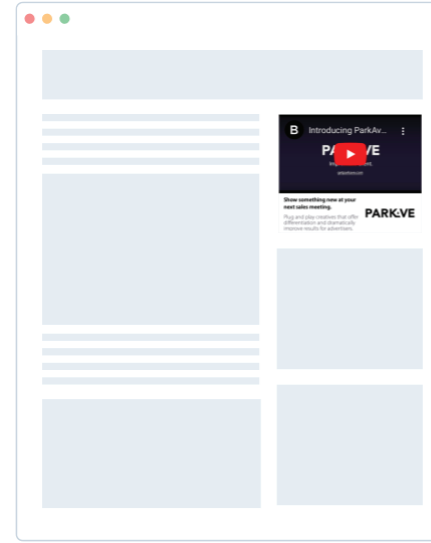
A. Sidebar Ad \$249/mo	B. Skyscraper Ad \$349/month	C. Cinematic Ad \$499/mo
<ul style="list-style-type: none"> ▷ Typically 300K impressions/mo ▷ 600x500px 	<ul style="list-style-type: none"> ▷ 300x600px ▷ Optimized for high click-thru rate on site 	<ul style="list-style-type: none"> ▷ Appears between homepage posts, before comments ▷ Typically >20+K impressions/mo ▷ 580x250px

Premium Ads

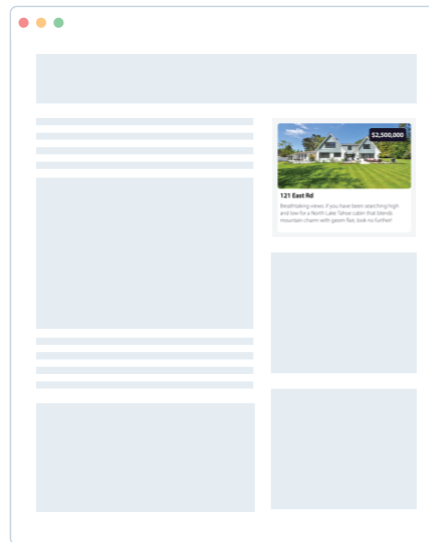
CUBE AD



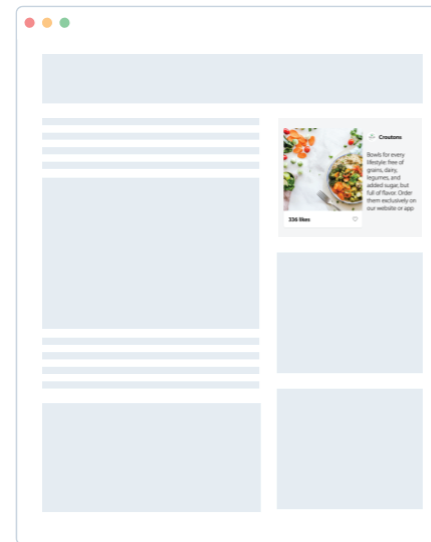
YOUTUBE AD



REAL ESTATE AD



LIKEABLE PHOTO



BrandAmp: Sponsored Content



Recurring Feature

Powerful branding vehicle allows you to be the community's expert on a given topic. Can also be used to capture lead-generating clicks. Published weekly or biweekly.

CONTACT US FOR PRICING



Promoted Post

A one-time informative article published on our homepage and shared via social media. Put your organization's message in front of 10,000s of readers.

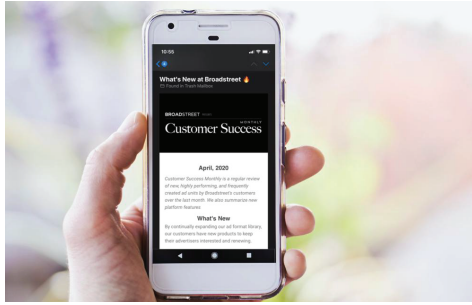
\$349/post (>200 words)
\$449/post (200-1,000 words)



Featured Listing

A promoted post specifically for real estate listings or job listings, priced to fit your budget.

\$229/post



Dedicated Email Blast

A graphical, promotional email exclusively about your organization or event blasted out to thousands of our subscribers.

\$149 /email - 13,000



Instagram Photoshoot

Our staff photographer will shoot and retouch photos of your business and team. We'll give you a special shout out on our Instagram page (9,000+ followers).

\$399 for up to a 2 hour session \$249 for Instagram post only (w/ boost)

Writing services are provided free of charge, upon request, for promoted posts.

	MAX WORD COUNT	MAX PHOTOS*
Sponsor Feature	600	8
Promoted Post	1,000	10
Featured Listing	150	10
Email Blast	N/A	N/A

MINIMUM 3 MONTH TERM

Discounts

10%

Month-to-month billing

15%

Nonprofit discount

20%

12-month
pre-payment