

# thecribline Digital Media Kit

Welcome to the Cribline, the hottest resource in DC Real Estate. We help people understand real estate math, build wealth, and live for less than what most people pay in rent!

**Features:** *The House Pick of the Week*, based on weekly tours of Washington DC, *Sneak Peeks* of properties, breakdown of weekly mortgage rates, and other *Cribline News Flashes* on hot topics.



**The Cribline** provides valuable real estate information to up-and-coming, wealth-building Washingtonians. We provide guidance about how to become successful investors in real estate by helping individuals better understand how to break down the real estate math associated with home buying.

As an advertiser with The Cribline you are guaranteed prominent placement in front of individuals with the means and plans to purchase real estate in the Washington DC area.

## **KEY FEATURES OF THECRIBLINE.COM**

**House pick of the week:** Our first-hand analysis of the hottest real estate Washington DC has to offer.

**Sneak peeks:** Advanced looks at real estate gems discovered through Eric's many Washington DC connections.

**Ask Eric:** A direct link to the website's top-notch advisors to ask them anything and everything about real estate.

**List of approved vendors and partners:** This is a resource for readers and it is part of the growing community of trusted advisors of The Cribline. Each vendor has The Cribline seal of approval.

**Real estate math:** A point-by-point demonstration of how to make your home work for you as an investment and often, how to live for less than what someone would pay in rent.

## **VISITOR DEMOGRAPHICS**

The Cribline serves a specialized readership of sophisticated, upwardly mobile, connected professionals. This site has grown rapidly in a highly competitive marketplace dominated by volume real estate marketers. The Cribline's purpose is to cut through the noise and provide serious home buyers with the news they need. Many of the Cribline's readers work in politics. Eric Wohlschlegel works full time in the political field and has built a large network over the course of almost 20 years living in Washington DC.

The site's social media traffic and audience engagement clearly demonstrate that its readers are a highly sought-after market of willing and able property purchasers. The site's expert analysis is regularly and widely shared on social media including Twitter, Facebook, LinkedIn and Yelp, as well as Huffington Post and a dedicated RSS readership.

## AVAILABLE AD FORMATS AND LOCATIONS

The Cribline offers digital display and rich media advertising in the four standard formats identified by the Interactive Advertising Bureau and described in the *Universal Ad Package* standard. An abbreviated description of the UAP standard specifications is included for reference.

## AD FORMATS, PLACEMENTS AND PRICING

Front Page availability		1 Month	2 Months	3 Months
728x90 px	Leaderboard	\$1,000	\$925	\$875
300x250 px	Medium Rectangle	\$500	\$450	\$425
180x150 px	Rectangle	\$250	\$200	\$175

Content & Blog Pages		1 Month	2 Months	3 Months
160x600 px	Wide Skyscraper	\$750	\$700	\$675

## CONTACT:

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I'm Eric Wohlschlegel and for almost 20 years, I have been buying homes and helping many of my friends do the same.

I'm not a realtor, accountant, lawyer, contractor, mortgage broker or insurance agent. I simply love real estate; I've spent the last 20 years exploring this city and learning how to have my piece of it. My love of real estate has paid off and now I own 5 properties, including my residence on Capitol Hill, another row house on the Hill, a condo in Dupont Circle, a loft in Penn Quarter, and a vacation home in California.

Not only do I offer my perspective to those looking for tips and clues about navigating home buying, refinancing, *land lording*, or *tenanting*, but I have assembled a few folks I've gotten to know and personally work with over the years, and who have helped me along the way. It is from this network that I launched The Cribline. We're building a community of experts, most of whom are professionals in the industry. They are Cribline advisors.

## CRIBLINE ADVISORS INCLUDE:

- A Mortgage Broker
- A Real Estate Attorney
- A Real Estate Entrepreneur and Investor
- Realtors
- A Contractor
- An Accountant
- An Inspector
- An Insurance Agent

*This team stands ready to take questions from fellow Washingtonians or others to create a two-way dialogue on residential real estate matters. From time to time, other experts may need to be tapped, but the goal is to be a constructive resource for those living and working in Washington, and to help this city thrive in the years ahead.*