



NEW YORK JEWISH PARENTING GUIDE

DISCOUNTED ADVERTISING BUNDLES AVAILABLE! INQUIRE FOR A CUSTOM-TAILORED PACKAGE

We offer affordable flat rates for advertising. Your ad will click straight through to your website, and we're happy to change your ad at any time for special promotions or for other purposes.

Leaderboard ad units - Top Banner (728x90 pixels) are site wide and limited to three advertisers per position at any given time

- \$600 per month

12 months, \$500 per month

Left Banners - Rectangle ad units (180x150 pixels) are site wide and limited to three advertisers per position at any given time

- \$300 per month

- 12 months, \$200 per month

Featured Article Articles are featured on the Home Page and are the most direct and effective way to reach our readers:

- Custom article written by you (400-500 words) with 4 pictures, links and a Youtube video.
- Archived on the site permanently.
- Posted on Facebook and on our Blog
- Optimized for search engines.

- \$700

Right Banners - Square (125x125 pixels) are site wide and limited to three advertisers per position at any given time

- \$150 per month

Center Banners (328x319 pixels) on the home page only

- \$250 per month

Footer Banner (701x122 pixels) on the home page only

- \$250 per month



* all sizes are width by height

* all ad campaigns are pre-paid

www.newyorkjewishparentingguide.com

Tel: 917 670 1280

335 East 14th Street #997, New York, NY 10009

newyorkjewishparentingguide@yahoo.com



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FEATURED LISTING

- Your featured listing give our audience precise information about your products and services.
- Provides year-round marketing and branding.
- Our featured listing is where parents come to find the best providers, services and products.

FEATURED LISTING

- A full online page, dedicated site of your company business, contact information etc
- Customize your microsite with photos, coupons, promotional video and other downloadable information
- A hyperlink directly to your business's website
- Lead generation form - Google map, email to a friend
- Posted comments and ratings

Duration	Per Month
6 Months	\$150
12 Months	\$100



MULTIPLE EXPOSURES THROUGHOUT THE SITE

- Your business will come up through search in every category or region you have selected.
- Parents can find you quickly and easily and repeatedly!
- Tag your ads in multiple categories or regions as no extra charge.



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DEDICATED EBLAST

CREATIVE OPTIONS

- Graphic (all sizes)
- Text, words
- JPEGs
- Links to web or microsites

SCHEDULING: FIRST COME, FIRST SERVE

- Opportunity to promote your business in your own words and introduce your brand to a highly engaged audience.

FILE DESCRIPTION:

- Target Audience: New York Metropolitan area parents
- Opt in through website Newsletter and through contests and promotions on our Blog and Facebook pages.
- Provide: JPEG OR PNG files - 600 pixels width preferably 800 pixels length.
- We cannot accept flash or pdf files. Please provide suggested subject line and destination link. All sizes are width x height.

1 x \$600 / blast

2 x \$500 / blast

3 x \$400 / blast



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READERSHIP PROFILE



WOMEN **91%**
MEDIAN AGE **41**



WILL VACATION OUTSIDE
THE UNITED STATES IN THE
NEXT 12 MONTHS **49%**



AVERAGE
HOUSEHOLD
INCOME **\$175K**



OWN A CAR **53%**



MASTERS DEGREE
OR HIGHER **64%**



HOME OWNERS **56%**
RENTERS LOOKING
TO BUY **69%**



CHILD ATTENDS
PRIVATE SCHOOL **42%**



HAVE **1 - 2**
CHILDREN **85%**



65,000+ UNIQUE VISITORS
PER MONTH.

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