

The Power of TheJewishWeek.com

JANUARY 2019

Achieve your marketing goals with a campaign on TheJewishWeek.com. Your advertising message will be seen by consumers with an affinity for travel, investing, support of the arts, contributing to charitable causes, and purchasing luxury goods and services. The Jewish Week is now the exclusive New York State partner for the Times of Israel.

That means, virtually every person in New York State (average 1.4 M page views/month) visiting the Times of Israel (www.timesofisrael.com) will see a Jewish Week content bar prominently displayed across all pages.

By clicking on the featured headlines on this content bar, readers will immediately access The Jewish Week site. That means if you're an advertiser, your reach will greatly increase from new online visitors in New York.

Thejewishweek.com digital opportunities

Jewish Week banner ads			
Size & Spec	Position of Banner	Monthly Rate	+3 Months
728 x 90	Home page & ROS	\$945	\$885
970 x 250	Home page & ROS	\$1250	\$1145
970 x 90	Home page & ROS	\$990	\$935
300 x 250	Home page & ROS	\$895	\$768
320 x 50	Mobile Site	\$750	\$668
120 x 600	ROS	\$695	\$610
970 x 600	Article pages	\$1145	1055
300 x 600	Home page	\$1450	\$1322
Sites of Interest 3-4 words w/link	Home page	\$50	\$40

Maximum file size 60KB Ad material due 1 week prior to start date
Accepted formats: GIF, Animated GIF, JPEG, HTML

Spotlight — Feature your business or organization's news or special programs in Spotlight- our highly visible advertising feature on thejewishweek.com- Your message will appear on our home page, all article pages throughout our website, and on two e-newsletters, sent to over 15,000 subscribers over a period of 30 days, when your home page placement concludes, maximizing your exposure. As a valued advertiser, you can choose a 1, 2 or 3 month Spotlight Program on thejewishweek.com.

Spotlight Section		
First month	Second month	Third month
\$425	\$250	\$125

Email blasts for added impact

Send your message to over 17,108 opt in subscribers.

Stand Alone Email Rates (per send)	
Current advertiser (last 6 months)	Non-Advertisers
\$545	\$585

E-Newsletters — Four times a week, The Jewish Week emails a newsletter highlighting new online content to over 16,393 opt-in subscribers. The Wednesday and Sunday newsletters focus on news, features, the arts and more. Monday's focuses on the arts, and Thursday's newsletter on Food & Wine.

E-Newsletter Banners		
Banner Size	1x in Month	3x in Month
600x155/300x250	\$245	\$625

Accepted formats: GIF, Animated GIF, JPG

Expand your reach when you bundle your campaign on TheJewishWeek.com with other online and display print opportunities, including advertising on NYBlueprint.com, and in email newsletters and dedicated emails from The Jewish Week Media Group.

THE NEW YORK JEWISH WEEK
FROM MIDTOWN TO THE MIDEAST - WE COVER YOUR WORLD
HOME NEWS | OPINION | EVENTS | BLOG | THE NEW NORMAL | PROGRAMS | PARTNERS

728x90, 970x90 or 970x250

TO MARCH, WE USE TO MARCH
Caught In The Crossfire: Jews Torn As Next Women's March Nears
By SHIRA MAMU
As the movement splinters over anti-Semitism, Jewish members grapple with next steps.

300x250

Film Spotlights Storytellers Of Warsaw Ghetto
By JONATHAN BARRAC
How, if ever, was it possible to tell their story?

300x600

Spotlight

Caught In The Crossfire: Jews Torn As Next Women's March Nears

FULL COVERAGE | UJA-FEDERATION OF NEW YORK SPONSORED CONTENT

Sites of Interest is an economical way to reach our audience with your message.

Jewish Week online readers thru January 10, 2019

- 340,133 average Unique Page views
- 54.99% view site on mobile device
- 66.4% between the ages of 18-54

*according to Google Analytics

For more information, contact your sales representative or Ruth Rothseid at 212-997-2954 or email ruth@jewishweek.org.