

# Spotlight Your News on Our Home Page

JANUARY 2019

Reach the affluent and influential **Jewish Week** online audience in our new **Spotlight advertising feature** on TheJewishWeek.com. We will promote your business or organization's message in a box on our home page and on all articles pages throughout our website. It will have the Spotlight heading, making your information stand out.

## You provide

A **photo/visual and headline** to announce your news. Our online readers will click that link and be taken to your exclusive page with your copy providing full details of what you want tens of thousands of readers to see.\*

PROMOTED CONTENT

**Another Year of the Technion Transforming Israel and the World**



## Spotlight Specs

Please supply a JPG or PNG for all art you wish to use (limit of 3), at 1024 x 576 pixels minimum. Images will be cropped to a 16:9 ratio.

Limit of 800-1000 words. Please provide URLs for links.

## Jewish Week online readers, average\* Stats 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 information about Spotlight and other advertising opportunities (banner ads, native content, email blasts, banner ads in Jewish Week e-newsletters, print ads) please contact your sales representative or Ruth Rothseid at 212.997.2954 or ruth@jewishweek.org.

## Reach people throughout New York State

Thanks to our partnership with the **Times of Israel**, when people in New York State visit [www.timesofisrael.com](http://www.timesofisrael.com), they will immediately see a Jewish Week content bar across top of all pages, providing access to The Jewish Week site. This opens a wide new audience of New Yorkers statewide who will see your **Spotlight feature** on TheJewishWeek.com.

## Special Spotlight Opportunity

As a valued advertiser, you can choose a 1,2 or 3 month **Spotlight Program** on thejewishweek.com.

For **\$425** your message will appear in the Spotlight position on thejewishweek.com homepage for 1 week. Plus placement in two e-newsletters, sent to over 15,000 subscribers over a period of 30 days, maximizing your exposure.

Renew your Spotlight for a 2nd month for just **\$250**. That provides you with another week of home page exposure and two e-newsletter placements, over the following 30 days.

Or take advantage of our special 3 month program at the great rate of \$795, which amounts to just **\$125** for the 3rd month.

The menu bar on **thejewishweek.com** includes a link to Spotlight in the drop down "news" menu, and when clicked the user is directed to all Spotlight listings.

## Spotlight is an excellent way to promote your message

### Timely.

Announce upcoming events, educational programs, news and product launches.

### Versatile.

You can change the copy during your Spotlight run, to keep your message fresh.

### Prominent.

Get readers' attention in high-traffic areas of TheJewishWeek.com.