

The Power of TheJewishWeek.com

JULY 2020

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.

728x90, 970x90 or 970x250

300x250

300x600

Spotlight

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

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 16,058 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 12,572 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 16,058 opt-in subscribers. The Wednesday and Sunday newsletters focus on news, features, the arts and more. Friday'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 | \$300 | \$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, and in email newsletters and dedicated emails from The Jewish Week Media Group.

Jewish Week average monthly online readership statistics*

203,744 users | 156,177 new users
335,379 average unique page views
55.02% view site on mobile device
65.28% between the ages of 18-54
1:64 average time on page

*according to Google Analytics from April 13, 2020 to July 13, 2020

For more information, contact Suzanne Puchalsky at 212-997-2928 or suzanne@jewishweek.org.