

Spotlight Your News on Our Home Page

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.*

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, they will immediately see a Jewish Week content bar across top of the page and can access 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 1-3-month **Spotlight Program** on thejewishweek.com

For \$395 your message will appear in the Spotlight position on The Jewish Week homepage for 1 week and continue (run of site) for 3 additional weeks.

Each month you advertise you'll receive the home page Spotlight position for a week.

Your monthly consecutive ad rate for Spotlight, after your first month of advertising is \$150 per month. A 3 month program is \$695.

The menu bar on thejewishweek.com includes a link to Spotlight in the area called "More" and when clicked the user is directed to all Spotlight listings

SPOTLIGHT COMMUNICATED CONTENT



Parker Jewish Institute Launches New Social Adult Day Care Center

Hempstead facility reflects latest trend in community-based services for frail older adults.

BY PARKER JEWISH INSTITUTE

Spotlight Specs

Please supply a **JPG** or **PNG** for all art you wish to use (limit of 3), at 640 x 360 pixels. Images will be cropped to a 16:9 ratio.

Limited to **800 words**. Please provide URL's for links.

Jewish Week online readers in last 30 days (Feb. 26- March 27, 2017)

4 minutes 34 seconds average time on site

207,032 unique visitors

33% of visitors enter site directly

35.1% of visitors between 25 and 44 years of age

**Subject to editing by The Jewish Week*

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.**

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.