

The Power of TheJewishWeek.com

January 2017

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
120 x 600	Home page & 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 organization's news or special programs in **Spotlight**. This highly visible online feature appears on our home page, all article pages and the navigation bar on every page. Take advantage of the low introductory rate and when committing to 3 or more months your **Spotlight** feature will be displayed for 1 week on our home page.

Spotlight Section

First month	Additional months
\$395	\$150

Email blasts for added impact

Send your message to over **14,000 opt in subscribers**.

Stand Alone Email Rates (per send)

Current advertiser (last 6 months)	Non-Advertisers
\$525	\$565

E-Newsletters — Three times a week, **The Jewish Week** emails a newsletter highlighting new online content to **over 14,000 opt-in subscribers**. The Wednesday and Sunday newsletters focus on news, features, the arts and more. Thursday's newsletter focuses on Food & Wine.

E-Newsletter Banners

Banner Size	1x in Month	3x in Month
600x100	\$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**.

728x90, 970x90 or 970x250

120x600

300x250

300x600

Spotlight

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

Web Stats from Google Analytics | Dec. 2016

Page Views	Users	Facebook Referrals	M/F
275,486	159,488	65,302	57.5% Female

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