

The Power of JEWISH JOURNAL.ORG

JEWISHJOURNAL.ORG DIGITAL OPPORTUNITIES ~ JAN. 1, 2021

Achieve your marketing goals with a campaign on jewishjournal.org. Your advertising message will be seen by tens-of-thousands of consumers with an affinity for travel, investing, support of the arts, contributing to charitable causes, and purchasing luxury goods and services. **The Jewish Journal is the largest website specifically targeting the Jewish community in the Greater Boston area.**

Jewish Journal readers have a high net worth, advanced degrees in education, strong financial portfolios and a great interest in the news and features we provide. This means, they will read our content and see your ad message. They represent your target audience when you are planning to market your investment offerings, life care community, contributions to your organization and luxury goods and healthcare offerings.



SPOTLIGHT

STATS: ONLINE READERS JAN. THRU SEPT. 2020*	
46,008 average monthly page views	
50.35% view site monthly on mobile device	
63.4% are between the ages of 18-54	* According to Google Analytics

Contact your account executive at 978-745-4111:
 Lois Kaplan x140 lois@jewishjournal.org
 Marcy Grand x150 marcy@jewishjournal.org

JEWISH JOURNAL BANNER ADS

Size & Specs	Position of Banner	Month Rate/Month	3 Months Rate/Month
970 x 250	Home page & ROS	\$695	\$595
970 x 90	Home page & ROS	\$585	\$495
728 x 90	Home page & ROS	\$495	\$425
300 x 250	Home page & ROS	\$395	\$325
320 x 50	Mobile Site-only**	\$425	\$375
320 x 100	Mobile Site-only**	\$525	\$465
300 x 600	Home page & ROS	\$590	\$488

** Combined with ROS, add \$20%, print advertisers (last 90 days earn a 15% discount).
 Maximum file size 60KB Ad material due 1 week prior to start date. Accepted formats: GIF, Animated GIF, JPEG, HTML

SPOTLIGHT SECTION

First month	\$325
Second month	\$295
Third month	\$225

SPOTLIGHT: Feature your business or organization's news or special programs in Spotlight, our highly visible advertising feature on jewishjournal.org. Your message will appear on our home page, all article pages throughout our website, and in a e-newsletters, sent to our online subscribers, which will maximize your exposure. Choose a 1, 2 or 3-month program from the cost efficient rates below:

STAND-ALONE EMAIL RATES (PER SEND)

Current Advertisers (last 6 months)	\$395
Non-Advertisers	\$455

EMAIL BLASTS: For added impact, send your message to over 5,000 opt-in subscribers.

E-NEWSLETTER BANNERS

Banner Size	600 x 155 or 300 x 250
1x in month	\$245
3x in month	\$625

E-NEWSLETTERS: The Jewish Journal sends a weekly email newsletter highlighting new print and online content to over 5,000 opt-in subscribers. This newsletter focuses on news, features, the arts, people you know, opinion, youth and more. Accepted formats: GIF, Animated GIF, JPG

Expand your reach when you bundle your campaign on jewishjournal.org with display print opportunities in the regular edition and special feature sections including advertising in email newsletters and dedicated emails.