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CONTACT your JT sales consultant  
to schedule your advertising

OR

p 410.902.2309  
jewishtimes.com

Please submit ad materials  
to ads@jewishtimes.com

# DIGITAL ADVERTISING rates

Rates effective January 1, 2017

## ONLINE ADVERTISING rates

### WEBSITE ADS

#### LEADERBOARD

(994 x 100 pixels)

1 MONTH	\$379
3 MONTHS	949

#### HOME PAGE - BOTTOM BANNER

(728 x 90 pixels)

1 MONTH	\$379
3 MONTHS	949

#### RECTANGLE (300 x 250 pixels)

1 MONTH	\$299
3 MONTHS	749

#### E-LETTER

(600 x 90 pixels)

1 ISSUE	\$149
1 MONTH (4 x)	535
3 MONTHS (12x)	1445

#### IN-ARTICLE ADVERTISING

(468 x 60) News & Opinion

1 WEEK	\$750
4 WEEKS	600
12 WEEKS	450
26 WEEKS	300
52 WEEKS	150

#### IN-ARTICLE ADVERTISING

(468 x 60) All other sections

1 WEEK	\$500
4 WEEKS	400
12 WEEKS	300
26 WEEKS	200
52 WEEKS	100

#### E-BLAST

(Width should not exceed  
600 pixels wide or  
1700 pixels in length)

\$599

#### FACEBOOK

Followers 6,101

\$250 per promotion

## JT E-LETTER schedule

EVERY THURSDAY

The screenshot shows the Jewish Times website layout with several ad spots highlighted. At the top is a navigation bar with links like 'CALENDAR', 'CONTESTS', 'ADVERTISE', 'CONTACT', 'ABOUT US', 'NEWSSTANDS', 'DIGITAL MAGAZINE', 'SUBSCRIBE', and 'MY ACCOUNT'. Below the navigation is a search bar and the 'Jewish Times' logo. The main content area features a 'LEADERBOARD (994 x 100 pixels)' at the top, followed by 'IN-ARTICLE ADVERTISING (468 x 60)' in the middle. On the right side, there is a 'RECTANGLE (300 x 250 pixels)' and another 'IN-ARTICLE ADVERTISING (468 x 60)' spot. At the bottom of the page is a 'HOME PAGE - BOTTOM BANNER (728 x 90 pixels)'. The website content includes various news articles with headlines and text.



11459 Cronhill Drive, Suite A | Owings Mills, MD 21117  
410.902.2300 | midatlanticmedia.com



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REV 022317

# DIGITAL ADVERTISING statistics

\*Updated November 2016

## WEBSITE *statistics*

VISITS	24,700
PAGE VIEWS	42,516
BOUNCE RATE	82.08%
AVERAGE TIME ON SITE	1:01
PAGES/VISIT	1.72

### MOST VISITED PAGES *(after home page)*

LOCAL NEWS, POLLS, OBITUARIES, MILESTONES

## WEB AD *statistics*

### JT WEEKLY E-LETTER

IMPR.	162.412
CLICKS	4,895
CTR	3.18%

Industry standard for overall CTR in the United States is 0.10%.  
(Source: <http://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/>)

## JT DIGITAL *edition* *(Monthly Average)*

VISITS	PAGE VIEWS	LINKS CLICKED
512	3,871	13



JT DIGITAL MAGAZINE

## SOCIAL *media*

JT	FOLLOWERS
facebook.com/jewishtimes	6,101
twitter.com/jewishtimes	6,360
instagram.com/jewishtimes	747

## EMAIL *database*

### JT WEEKLY E-LETTER

SUBSCRIBERS	5,370
OPEN RATE	13.85%
CTR	20%
<b>EBLAST</b>	
SUBSCRIBERS	12,000
OPEN RATE	13.26%
CTR	2.25%