

2022 MEDIA KIT

Audience Engagement Opportunities



The New Jersey Globe is read by most of the elected officials and influencers in New Jersey. They are reading our articles and looking at the ads. Your messaging can be seen every day by these decision-makers.

We have very flexible advertising packages. And are able to schedule a campaign based on a timeline or by number of impressions.

Throughout the year, the New Jersey Globe will have several opportunities to engage our audience in different and creative ways. NJG will also produce other content to reach our influential and involved readership. We plan on hosting several debates this year with sponsorship opportunities.

Please consider the New Jersey Globe part of your next media buy.

THE INSIDE EDGE WITH DAVID WILDSTEIN

The Inside Edge with David Wildstein will feature interviews with power players and discussion of the week that was and the week that's coming up. Hosted by New Jersey Globe's editor in chief, The Inside Edge with David Wildstein podcast is available on the AudioHopper app, or listen on Spotify, Apple or wherever you get your podcasts.

Please contact me for introductory rates on 30- or 60-second spots. You can provide finished ads, or just furnish the text and we will produce the spot. This is yet another tool for your messaging to reach our passionate and influential audience.

RATES AND SPECS

AL LA CARTE CAMPAIGNS

- Standard ad units: \$20 CPM

EXAMPLE PACKAGES

- 100,000 impressions... \$2,000
- 175,000 impressions... \$3,500
- 250,000 impressions... \$5,000

- Prestitials (video & static)... \$1,250/day
- Sponsored Post/Content... \$2,500/week
- Site Takeovers (100% SOV)... \$2,500/day
(includes all display ads and prestitial)

AD SIZES:

- 728x90 Leaderboard
- 800x600 Prestitial
- 300x600 Filmstrip
- 320x50 Mobile Web Adhesion
- 300x250 Medium Rectangle

THE STATE STREET

- 100,000 standard ad unit impressions
- 1 Prestitial

\$3,000

THE BLOOMFIELD AVE

- 200,000 standard ad unit impressions
- 2 Prestitial

\$5,500

THE TURNPIKE

- 300,000 standard ad unit impressions
- 4 Prestitial
- 1 Takeover

\$12,500

2022



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