

2023 MEDIA KIT

Audience Engagement Opportunities



Elected officials and influencers are reading The New Jersey Globe every day. They are reading our articles and looking at the ads. Your messaging can be seen by these decision-makers and power players.

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 - **The Voter's Guide, Power List and Year in Review**. The New Jersey Globe 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.

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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