



## overview

Nyblueprint.com serves as New York's only Jewish event guide targeting the young professional demographic. Our site is updated every day with new events from parties to Shabbat dinners to lectures and trips, and receives over 50,000 unique visitors and 500,000 page views per month. Young Jews from all over the Tri-State area refer to nyblueprint.com to get the scoop on the latest New York happenings. Reach out to our dynamic readership by advertising on nyblueprint.com—see below for our low rates on banner ads and email blasts. We strongly recommend a comprehensive ad package combining web banners and email blasts to take advantage of our diverse readerships.

## deadlines

Web-ready files are due one week before start date. If extensive assistance is needed, The Blueprint will assess an hourly charge. Please send materials to [ads@nyblueprint.com](mailto:ads@nyblueprint.com) with your company name in the subject line. In the text of your email, please provide the appropriate destination URL for your banner ad.

## accepted file formats

GIFs, animated GIFs, and JPG files are accepted. Maximum file size is 100kb.



LOCATION	DESCRIPTION	SIZE	PRICE PER MONTH*
1	upper left corner	184 px width x 90 px height	\$600
2	leaderboard	728 px width x 90 px height	\$1000
3	middle of page	600 px width x 72 px height	\$600
4	medium rectangle, top right margin	300 px width x 250 px height	\$500
5	medium rectangle, middle right margin	300 px width x 250 px height	\$500
6	small rectangle, middle right margin	300 px width x 125 px height	\$300
7	medium rectangle, bottom right margin	300 px width x 250 px height	\$300
interstitial	full page banner ad displayed once per visitor session*	920 px width x 613 px height	\$1000
event sponsorship	displays at the top of every event page	text: company name and website link	\$300

\*Interstitial ad displays when any item in the navigation bar or event on the homepage is clicked.

## dedicated email blasts

Blueprint email blasts are the best way to reach a dynamic, growing readership that wants to know about your event. Our email list of 6,000 grows each day with sign-ups from young Jews in their 20s and 30s who want to be notified each week about upcoming events in the Jewish scene.

To send a dedicated email, the cost is \$300. For a sample of a dedicated email, please contact [ads@nyblueprint.com](mailto:ads@nyblueprint.com). The preferred file format for a dedicated email is an html code file, but a .jpg or .gif file will be accepted along with a text version in a .txt or .doc file. All links must be absolute links.

For additional information, please call 212.665.8873 or email [ads@nyblueprint.com](mailto:ads@nyblueprint.com)