

The Reach of BLUEPRINT

Blueprint caters to post-college, pre-family Jewish professionals in **New York, Los Angeles, and Jerusalem**. Blueprint has become the essential Jewish guide by offering the info on what's going on in and around the busy cities it serves.

Blueprint offers a variety of banner sizes throughout the event-centric site.



"Sites of Interest" is an economical way to reach our audience with your message.



"Event Branding" — Your logo and a brief description in our navigation. Great opportunity to associate your organization with hundreds of events.

Up to 800x550 Interstitial displays once per visitor session when any item in the navigation bar or event on the homepage is clicked

BLUEPRINT 30 DAY DIGITAL AD RATES

| Size & Spec | New York | Los Angeles | Jerusalem |
|----------------------------------------|----------|-------------|-----------|
| 728x90 up to 910x90 | \$775 | \$500 | \$500 |
| 600x100 | \$600 | \$300 | \$300 |
| 300x250 | \$500 | \$250 | \$250 |
| 300x125 | \$300 | \$150 | \$150 |
| Up to 800x550 Interstitial | \$1,000 | \$500 | \$500 |
| Event Branding ¹ | \$400 | \$200 | \$200 |
| Sites of Interest 3-4 words maximum | \$40 | \$30 | \$30 |

Maximum file size: 50kb

Due: 1 week before start date

Accepted formats: GIF, Animated GIF, JPG, HTML

¹Text only: logo, tag line and web link

Email Blasts — Reach a dynamic and growing audience that wants to know about upcoming events in their cities.

| CITY | SUBSCRIBERS | RATE |
|--------------|-------------|-------|
| New York | 6,495 | \$300 |
| Los Angeles | 1,010 | \$50 |
| Jerusalem | 1,420 | \$75 |
| All 3 Cities | 8,925 | \$400 |

Please provide: HTML and text versions of your mailing. The HTML page width should be at a maximum of 700 pixels. Please include a "Subject Line." We suggest you keep it short and avoid using words that will get caught in spam filters, like Free, Special Offer, etc.

Note: No imagemaps, please: Link tracking doesn't work on those links. If you host your images, please do it on a domain name not on an IP address.

Expand your reach when you bundle your campaign on **Blueprint** with other online opportunities, including advertising on **TheJewishWeek.com**, and in email newsletters and dedicated emails from **The Jewish Week Media Group**.

For more information, contact your sales representative or Ruth Rothseid at 212-997-2954 or email ruth@jewishweek.org.

AVERAGE MONTHLY WEB STATS*

Page views: **665,548** Unique visitors: **44,811**

*Urchin Analytics (A Google company), January 1 - December 31, 2013

The Jewish Week Media Group

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The Jewish Week

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THE URBAN JEWISH EVENT GUIDE.
IF IT'S NOT HERE, IT'S NOT HAPPENING.