

2020 Media Kit

JCITYTIMES.COM

JERSEY CITY TIMES

THE PLACE FOR JERSEY CITY NEWS

Target your messages hyper-locally to New Jersey's most diverse and vast audience.

About us

JERSEY CITY TIMES

Jersey City Times was founded October 15, 2019, by local resident Aaron Morrill as an answer to our community's thirst for a reliable, honest and informative news source. This online publication is dedicated to high-quality coverage of our people, neighborhoods, politics, schools, culture, cuisine, activities, and so much more. Jersey City is multi-faceted, with hundreds of cultures living shoulder-to-shoulder, all of which have incredible stories to tell. Our goal is to continue to grow by sharing these stories,, delivering readers with everything they need to know to contribute, live and thrive in Jersey City.



OUR PROMISE TO YOU, OUR ADVERTISING PARTNERS

Although *Jersey City Times* is a young publication, by no means are we novices. Our team is locally-sourced, with a deep appreciation for everything this city has to offer. We want to make sure that you're getting the most value out of your advertising dollar. As we grow, we hope that you will grow with us. We can promise you:

- Integrity
- Friendly service
- Individual attention
- Flexibility

Association with a news outlet that is soon to be Jersey City's premier resource for nearly 300,000 residents.

Questions about advertising with *Jersey City Times*?

Contact us at ads@jcitytimes.com

HIGH-IMPACT DISPLAY ADVERTISING

Our content delivery philosophy is to help you get your message to a hyper-local audience that would be most interested in your product, service or offering. Advertising units include:

- Billboard, 1440 x 240
- Leaderboard, 1280 x 164
- In-story banner, 728 x 164
- Medium sidebar square, 300 x 300
- Footer, 1280 x 164

Required assets

- PG, PNG or GIF format
- 72 DPI
- RGB color
- Sizes indicated above
- Max file size 150 KB
- Click-through URL

Need design help? We work with several reputable local graphic designers and can help you to get your ad(s) created. Note special rates will apply. Speak to your Jersey City Times representative to learn more.

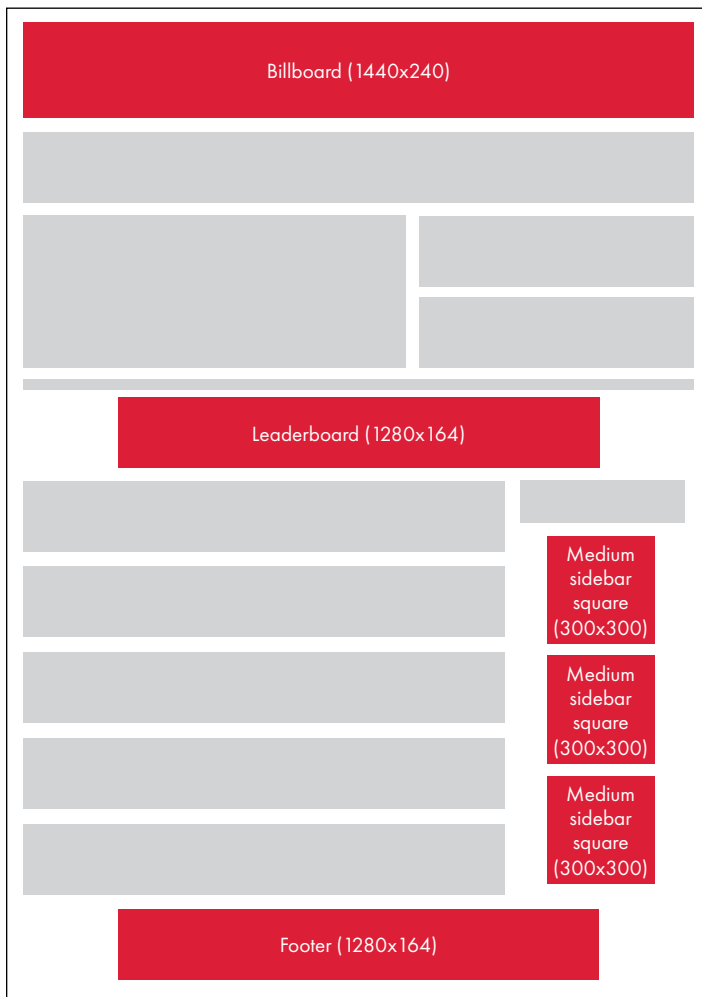
ONLINE AD PLACEMENTS

	Homepage	Story page	Category page*	Event calendar
Billboard	X	X	X	X
Leaderboard	X	X	X	
In-story banner		X		
Medium sidebar square	X	X	X	
Footer	X	X	X	X

*Category pages are the focused on one topic and feature blurbs for multiple stories. The reader can select the story they want to read and are redirected to the Story page.

Digital specs, continued **JERSEY CITY TIMES**

HOMEPAGE LAYOUT

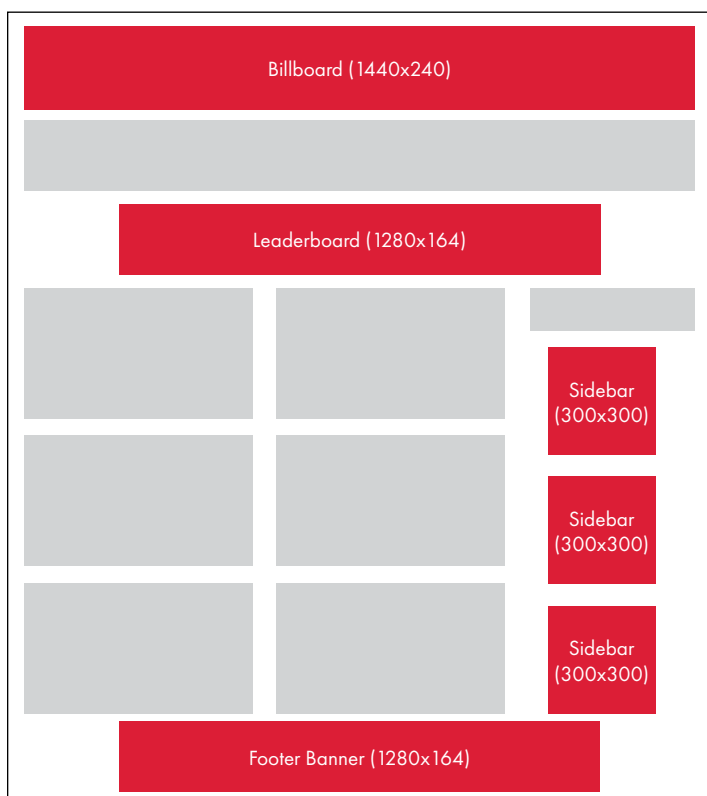


STORY PAGE LAYOUT



Digital specs, continued **JERSEY CITY TIMES**

CATEGORY PAGE LAYOUT



EVENT CALENDAR PAGE LAYOUT



Ad placement notes

- Ad placement and size can be requested on the insertion order.
- Multiple ads may run simultaneously in ad slot, e.g. your ad will share space with another advertiser.
- Flexibility for switching out ads: You may change your ad multiple times, pending term agreements.
- Section/page takeovers (having your ad appear in every place on a page) are available upon special request. Custom rates apply.
- Additional advertising opportunities can be explored, such as
 - rich media units
 - pop-up ads
 - newsletter sponsorships
 - sponsored content

Speak to your Jersey City Times representative to learn more.

Digital file delivery & timing

- Email all assets to ads@jcitytimes.com, unless otherwise instructed.
- **Files due a minimum of seven (7) days prior to run date.**

ONLINE ADVERTISING RATES

Rates are based on one (1) ad placement for one (1) month (30-days). Generally, rates indicated are for one (1) ad on one (1) page, which is indicated on the insertion order.

Open rates

- | | |
|-------------------------|-------|
| • Billboard | \$500 |
| • Leaderboard | \$300 |
| • In-story banner | \$150 |
| • Medium sidebar square | \$50 |
| • Footer | \$100 |

Discounts

- 20% off 1-year contracts; 10% off six-month contracts
- Special rates may be applied for
 - Bulk orders
 - Frequency contracts
 - Non-profit organizations

How to pay

Once you establish an account with *Jersey City Times* and submit your insertion order, your account will be billed monthly, due within 15-days of the invoice date. See the terms and conditions for additional information.

Acceptable forms of payment include:

- Check
- Credit card
- PayPal
- Venmo

Please review the Terms & Conditions for more information.

Insertion order

JERSEY CITY TIMES

It is mandatory for you to fill out this form to place an ad with *Jersey City Times*, jcitytimes.com. Advertising agencies may substitute their own IO's in place of this one, as long as all required information and authorization is included.

Advertiser/business _____

Ad Type Billboard Leaderboard In-story banner Medium sidebar square Footer

Ad placement Homepage Story page Category page Event calendar

When would you like your ad to run (30-day increments) _____

Contact name _____

Email _____

Phone number _____

Advertiser website _____

Business address _____

Billing address (if different than above) _____

How will you be paying for your ad? Check Credit card PayPal Venmo

This section will be filled out by your *Jersey City Times* sales representative.

Open rate _____

Applicable discount (see page 6) _____

Final rate _____

I hereby authorize Jersey City Times, Inc. to place advertising in the above publication for the issues and rates stated above. I have read and agree to Jersey City Times, Inc.'s Terms and Conditions. I agree that if ad materials, which I have agreed to provide, are not submitted at least 7 days prior to start date, then Jersey City Times, Inc. may insert appropriate copy of its choosing into the space reserved. Such insertion by publisher will constitute fulfillment of this contract. Publisher is not responsible for errors and/or omissions which may be present in advertising copy once submitted. I understand that I will be billed for the rate quoted plus any charges incurred for newly created/ designed ads or ones that require production edits. Invoices will be sent on or before run date, and are due within 15 days of receipt. Unpaid invoices are subject to a late fee and/or interest charge. See Terms and Conditions for more.

Signature _____ Date _____

By typing your full name, you are officially signing this insertion order and agree to the terms and conditions.

Consider the environment: Fill out this form digitally and submit it to ads@jcitytimes.com or your sales representative.

Note: You may alternatively print and mail this form to Jersey City Times, 64 Wayne Street, Jersey City, NJ 07302

As a locally-owned and independent publishing company, we are real people who will work with you to make sure you are satisfied with your experience. We just want to ensure from the start that we clearly explain the terms of our agreement together.

Jersey City Times, Inc., publisher, reserves the right to reject any advertisement and to terminate this contract immediately by notice at any time upon determining, in publisher's sole discretion, that the advertisement covered by this contract is published without due authorization, violates a right of privacy, constitutes plagiarism, infringes or disparages a trademark or copyright, or is otherwise contrary to law, public policy, or the publication's standards.

AD DESIGN AND APPROVAL

Publisher must receive copy, layout, and other necessary materials before start date. Changes in ad copy will be made if possible and will be accepted only when approved by the publisher and acknowledged by the advertiser in writing. Publisher is not responsible for errors and/or omissions which may be present in advertising copy once the advertiser has submitted artwork.

Advertiser agrees that if ad materials which it has agreed to furnish do not arrive on time, publisher may insert appropriate copy of its choosing into the space reserved for the advertiser. Such insertion by publisher will constitute fulfillment of this contract.

DISCOUNTS

- 20% off 1-year contracts; 10% off six-month contracts
- Special rates may be applied for
 - Bulk orders
 - Frequency contracts
 - Non-profit organizations

TERMS

Accounts will be invoiced monthly with net 15-day terms. Accounts not paid within 30 days are delinquent and subject to a late fee of \$20 per month to be added to unpaid balance until balance is paid in full. Checks returned to JCT due to insufficient uncollected funds are subject to \$35 bounced-check fee. In the event of non-payment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

CANCELLATION & CONTRACT POLICY

All cancellations must be in writing via email to ads@jcitytimes.com with 30-day notice. Only invoices through that effective cancellation date will be created and due.