

2021 MEDIA KIT

Audience Engagement Opportunities



We are flexible with our advertising packages. We are able to schedule a campaign based on a time frame or number of impressions.

Throughout the year, the New Jersey Globe will have many opportunities to engage our audience in different and creative ways using our proprietary and targeted lists. NJG will also produce other content to reach our influential and involved readership.

THE NEW JERSEY GLOBE POWER HOUR

New Jersey Globe, the undisputed leader in political news coverage in the Garden State, launched the New Jersey Globe Power Hour, a 60-minute weekly radio show on WABC 770. Hosted by the Globe's editor in chief, David Wildstein, the New Jersey Globe Power Hour will cover the state's political players with the same unmatched nose for news, scoops, and intrigue that has made the site the go-to first read for elected officials, lobbyists, political junkies and anyone who needs to know what's happening from Trenton to Washington.

Every week's Power Hour will feature interviews with power players and discussions of the week that was and the week that's coming.

Please contact us 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:

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

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

2021



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WWW.NEWJERSEYGLOBE.COM