

# 5TJT

FIVE TOWNS JEWISH TIMES



## Media Kit | 2018

5TJT.COM f @

**Access the homes**

**& hearts of 100,000**

**passionate, upwardly**

**mobile readers.**

Our paper is more than a news source: it's a hub of politics, opinion, and human interest, with reporting and views that **STIMULATE DIALOGUE AND PROVOKE READER RESPONSES.**

When you advertise with the 5 Towns Jewish Times, **YOU'LL REACH AN ENGAGED AND LOYAL READERSHIP** that nurtures strong values while enjoying a higher standard of living.

Our readers are educated, informed, and affluent.

#### **THEY TURN TO US FOR:**

- **COMPREHENSIVE, BALANCED NEWS** that unapologetically supports Israel
- **REFRESHINGLY STRAIGHTFORWARD COLUMNS** from thought leaders and experts
- **COMPELLING DISCUSSIONS** from passionate readers across the tristate area.



## DIVERSE DEMOGRAPHICS

We take pride in our diverse audience. Our readers come from a broad spectrum of religious standards, backgrounds, and affiliations. What they share is an appreciation for the finer things in life — and the genuine, innovative brands that create those experiences.



## ENGAGED READERSHIP

5TJT directly impacts the way our readers think, shop, and spend their charity dollars. The content we publish serves as conversation material for a vast community of followers, shaping the perspectives and discussion of people at boardroom meetings, restaurant dates, and dinner tables.



## ALTERNATIVE JOURNALISTIC APPEAL

Our readers choose us over alternative media sources because they appreciate our candid approach and fearless coverage of hot-button topics. From the first page to the last, our paper brims with eye-opening human-interest articles and intriguing opinion columns that help translate world events for our readers.



## PRO-ISRAEL CULTURE

We maintain a firmly principled coverage of matters pertaining to Israel, with unabashed support and advocacy for the Jewish State. We encourage and embrace aliyah and saturate our publication with pro-Israel sentiment, through our news reporting, Torah features, and numerous other columns.



# 20,000 HOUSEHOLDS.

Every week, 20,000 [C1] households in the Five Towns, Brooklyn, Queens, Manhattan, the Bronx, Staten Island, and Long Island Jewish communities turn to the 5TJT for local and international news, community updates, opinion columns and lifestyle features.



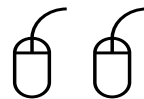


ADS@5TJT.COM | 516.569.0502 | 5TJT.COM



**5,000  
ONLINE  
VIEWS**

**&**



**2,000  
CLICKS  
PER DAY**

Our online readership averages at 5,000 views and 2,000[C2] clicks per day, and it's growing rapidly, thanks to a show-stopping interface face lift. Millennials in particular love our newly designed print and online publication, which features a completely modernized, clean look that gives them a fresh and fun reading experience.

# GET PEOPLE TALKING ABOUT YOUR BUSINESS, AND YOUR CAUSE.

As the community news source, the 5 Towns Jewish Times powerfully leverages the local lexicon, shaping the conversations and destinations of this vibrant Orthodox community.



Located just minutes from John F. Kennedy International Airport, the Five Towns of Nassau County is a plexus of high-end towns bordering on Far Rockaway, Queens. Known regionally for its collection of elegant villages and exclusive waterfront communities, the area is **ONE OF THE HIGHEST-INCOME COUNTIES IN THE UNITED STATES, AND THE WEALTHIEST IN NEW YORK STATE.** It also boasts one of the highest percentages of Jewish residents in the nation.

Offering the buzz of the city with the beauty of the suburbs, the Five Towns provides all the attractions of modern suburbia while supporting a

# THRIVING NETWORK OF JEWISH LIFE.



**LIFESTYLE:** Sprawling homes, abundant trees, and rolling backyards



**EDUCATION:** Award-winning schools producing graduates who attend top-tier universities



**JUDAISM:** Daily shiurim and events, bustling shuls and world class yeshivahs



**CULTURE:** Shopping that ranges from quaint to trend-setting, with a tantalizing variety of restaurants



**VITALITY:** lively political discourse, with an impressive infrastructure of community activism and charitable works.

# Grab attention with

# 5TJT's aggressive

# multimedia approach

Kiss your outdated marketing strategy goodbye: the 5TJT has got you covered. We'll promote your business on our print, online, social and broadcast platforms, increasing your **VISIBILITY + BRAND RECOGNITION** across all key touch points.



**PRINT** get in front of 100,000 weekly readers with a strategically-placed ad



**WEB** reach today's modern consumers + millennials on our fresh digital pages



**SOCIAL MEDIA** target the groups of people that matter to you most



**RADIO** connect with our loyal and engaged listeners as they work, drive, and play





# TARGETED SOCIAL MEDIA EXPOSURE IN **3 SIMPLE STEPS:**

**1. Define your market.** We'll narrow your audience and create a detailed customer avatar by defining the age, gender, and social groups of your best customers.

**2. Catch them where they hang out.** We'll use technology's most powerful tools to bring your ad directly in front of your identified market groups on social media. We'll also boost your social media advertising for maximum visibility.

**3. Enjoy steady, high-quality leads...for less!** With a shockingly low investment, you get more bang for your buck, and a higher conversion rate than you'll find anywhere else.

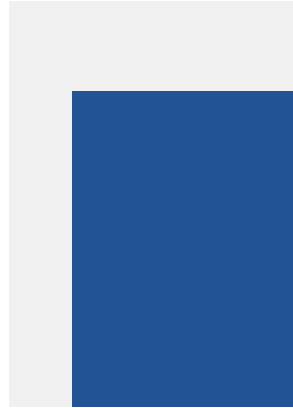
# PRINT ADVERTISING

## SPECS & RATES

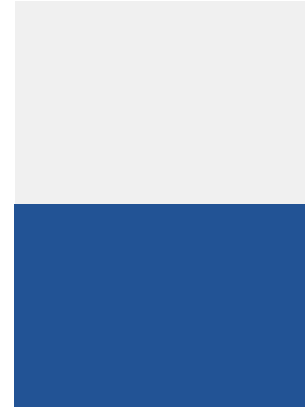
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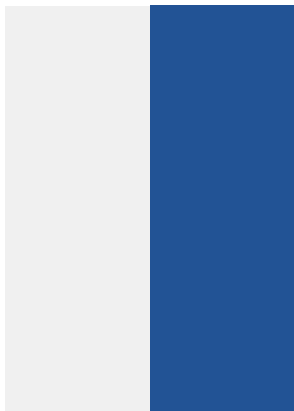
**FULL PAGE**  
10" X 14"



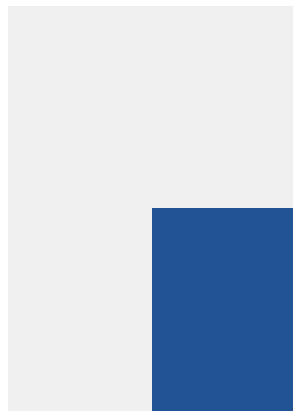
**JUNIOR FULL PAGE**  
7.95" X 9.918"



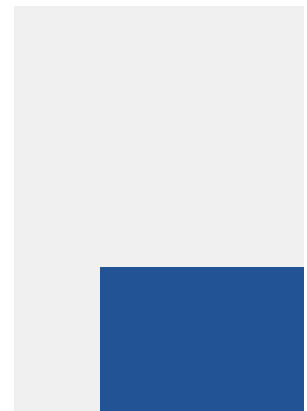
**HALF PAGE HORIZONTAL**  
10" X 6.833"



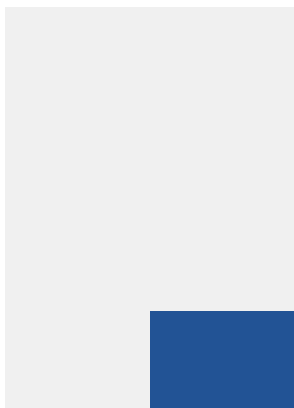
**HALF PAGE VERTICAL**  
4.875" X 14"



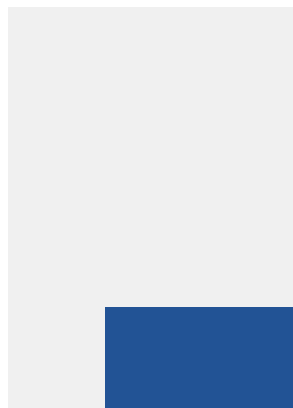
**QUARTER PAGE**  
4.875" X 6.833"



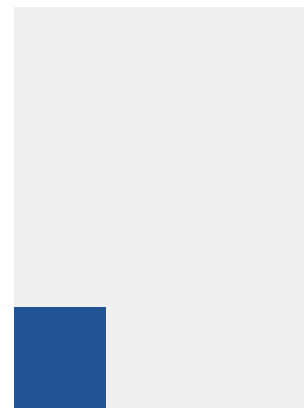
**QUARTER PAGE HORIZ.**  
7.437" X 4.677"



**EIGHTH OF A PAGE**  
4.875" X 3"



**BUSINESS CARD**  
3.85" X 2"



**COVER MASTHEAD**  
1.8" X 2.36"

	1 WEEK		2 WEEKS		4 WEEKS		8 WEEKS	
	B/W	COLOR	B/W	COLOR	B/W	COLOR	B/W	COLOR
<b>FULL PAGE</b>	\$1,650	\$2,050	\$1,450	\$1,850	\$1,250	\$1,650	\$1,050	\$1,450
<b>JUNIOR FULL</b>	\$1,425	\$1,750	\$1,250	\$1,575	\$1,075	\$1,400	\$900	\$1,225
<b>HALF PAGE HOR.</b>	\$950	\$1,225	\$825	\$1,100	\$725	\$1,000	\$600	\$875
<b>HALF PAGE VERT.</b>	\$950	\$1,225	\$825	\$1,100	\$725	\$1,000	\$600	\$875
<b>QUARTER PAGE</b>	\$575	\$725	\$490	\$640	\$425	\$575	\$350	\$500
<b>EIGHTH</b>	\$400	\$500	\$350	\$450	\$300	\$400	\$250	\$350
<b>BUSINESS CARD</b>	\$315	\$415	\$275	\$375	\$240	\$340	\$200	\$300

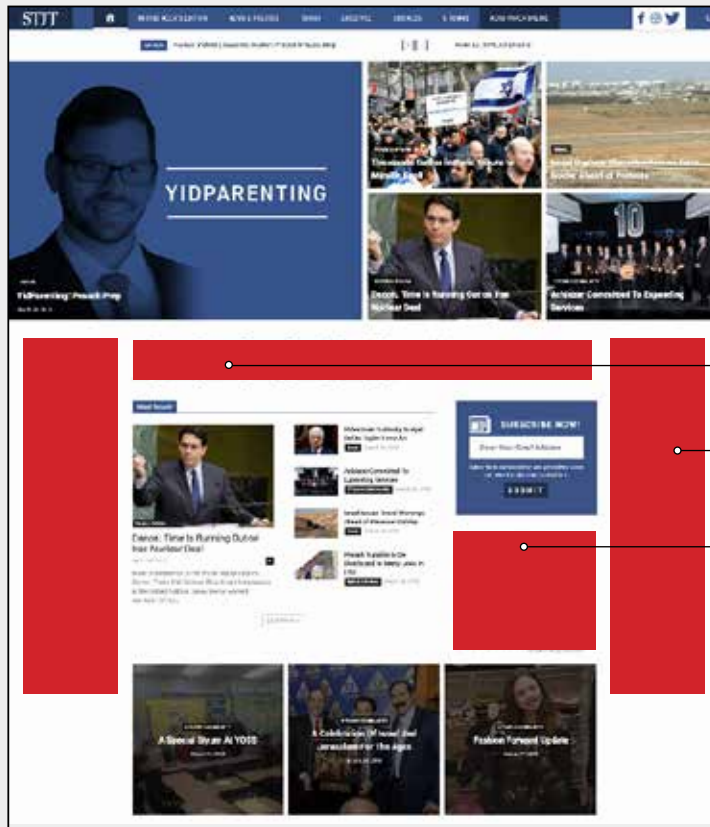
<b>CLASSIFIEDS ADS</b>	<b>\$35 / 1 WEEK</b>	<b>\$60 / 2 WEEKS</b>	<b>\$100 / 4 WEEKS</b>
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**CORRECT USE OF BLACK IN PROCESS COLOR ON NEWSPRINT:** When preparing a COLOR ad ALWAYS start with a CMYK document. DO NOT start with an RGB document BLACK TEXT created in RGB separates into tints of Cyan, Magenta, Yellow and Black instead of strictly 100% Black. This makes black type difficult to register and will appear blurry. Do not use RICH BLACK for text or headlines (black generated with CMYK tint builds). Do not use REGISTRATION BLACK for text or headlines. Use ONLY 100% Black. AVOID BLACK WHEN MIXING COLORS (background colors as well as colors used for text) Black is the last ink to print on newsprint and therefore makes colors appear muddy. For best printing results, create your color palette using ONLY Cyan, Magenta and Yellow.



# DIGITAL ADVERTISING

## SPECS & RATES



### ◀ WEB BANNERS

\$600 /MONTH

Header Banner

Tower Ad

Standard Ad

- 4 ad sizes with placement throughout web pages
- Homepage top banner placement
- 3 month minimum

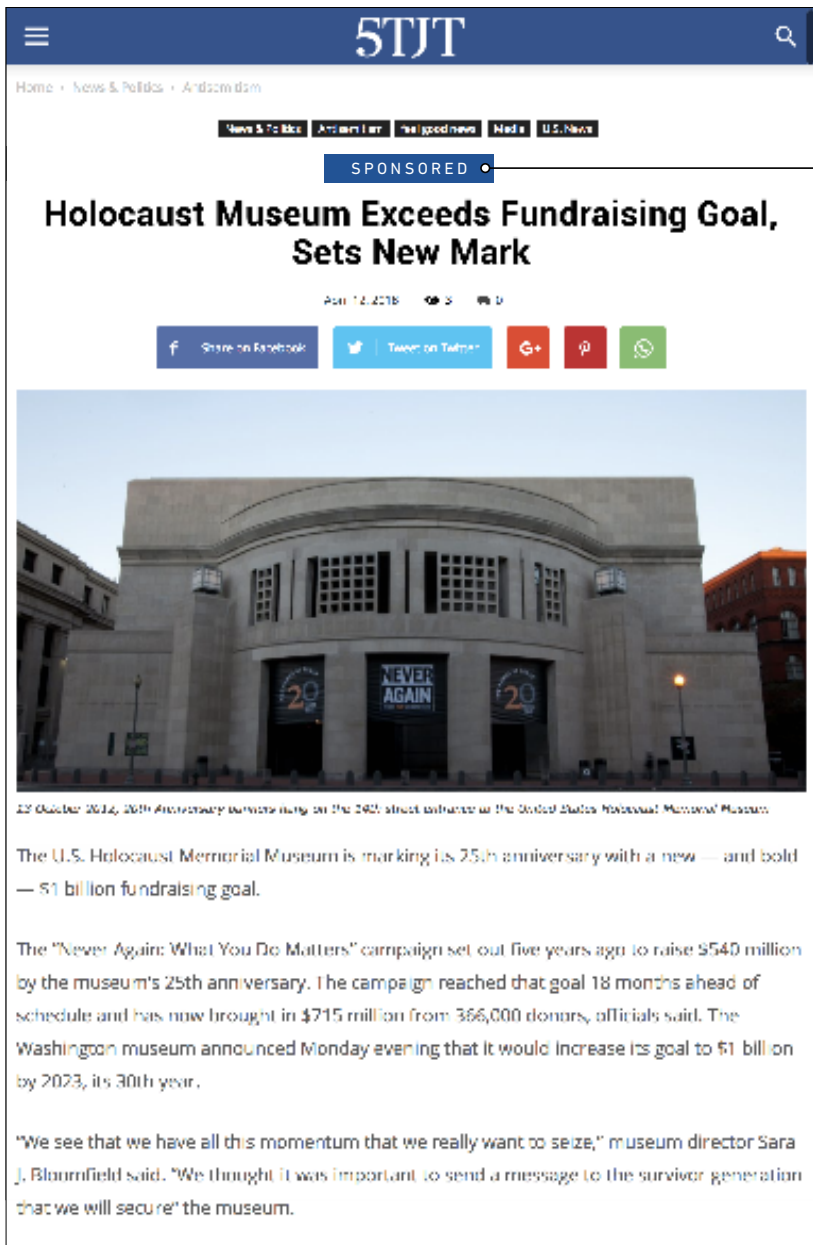
### EMAIL BLAST ▶

\$1,200

Dedicated advertorial email that reaches our 90k email base

- Individual Ad emailed to 5TJT complete email base.





# ◀ SPONSORED CONTENT

\$750 PER ARTICLE

**NATIVE ADVERTISING** leverages the already interested 5TJT audience in a specific targeted way that is not disruptive, but rather flows with the surrounding content so the audience is already interested. It also allows you the opportunity to share the full story your company or organization wants to tell.

**Paid posts with content provided by the advertiser. Content is published as is in the 5TJT look and feel, integrated into our design across all platforms. It is labeled as sponsored content.**



**CHOOSE EITHER:** Sponsored Video, Interview or Article



**SOCIAL MEDIA DISTRIBUTION**

Sponsored content is posted on our Instagram and Facebook feeds, with boosting included.



**EMAIL NEWSLETTER** placement of sponsored content



**WEB PLACEMENT** of sponsored content

# SAVE 10%

When you add on a sponsored content **print article** in our newspaper.

# BUSINESS DIRECTORY ▶

\$75 /EACH

- Directory will be emailed to all our subscribers as well.



## ◀ SOCIAL MEDIA

\$350

Post on 5TJT Instagram & Facebook + boosting

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