

Baristanet

Essex County's Most Exciting News Source

2015/16 Advertising Rates

Effective 10/1/2015

BARISTANET HOMEPAGE w/CALENDAR

Header • \$1200/month

Big Box 1 • \$1600 (supports video)

Big Box 2 • \$1400

Big Box 3 \$650

Horizontal • \$600

Baristanet Mobile Header • \$100/week, \$400/month Big Box 300x250

Baristanet Mobile Footer: \$75/week, \$300/month Big Box 300x250

Baristanet RSS FEED: Daily Direct E-mail \$50/week 728x90 or 350x300

Reach Baristanet Subscribers daily through their inbox! Open rate" averages 50%.

IN THE TOWNS PAGE

Header • \$600

Big Box 1 • \$650

Big Box 2 • \$600

Big Box 3 \$425

Horizontal • \$350

2-Pack: FOOD & LIFESTYLE PAGES

Header • \$325

Big Box 1 • \$400

Big Box 2 • \$325

Big Box 3 \$250

Horizontal • \$150

REAL ESTATE PAGE

Header \$325

Big Box 1 • \$400

Big Box 2 \$325

Big Box 3 \$250

Horizontal • \$150

Baristanet 2015/16 Advertising Rates

Page 2.

5-Pack SIRENS/BLOGS/PEOPLE/PLACES/HAPPENINGS

Header • \$225

Big Box 1 \$325

Big Box 2 \$250

Big Box 3 \$175 - 3 month minimum

Horizontal \$100 - 3 month minimum

2- Pack WELLNESS PAGE & Shopping Page

Header \$200

Big Box 1 \$250

Big Box 2 \$200

Big Box 3 \$175 3 month minimum

Horizontal \$100 3 month minimum

PETS

Header • 6 months \$600; 12 months \$1,000

Big Box 1 • 6 months \$800; 12 months \$1,400

Big Box 2 • 6 months \$600; 12 months \$ 1,000

Big Box 3 6 months \$400, 12 months \$600

Horizontal • 6 months \$400; 12 months \$600

SPONSORED POST \$400

Published on our front page, linked to the content appropriate inside page (happenings, food, etc)

PLUS posted on FB, Twitter, and sent out via RSS feed.

ASK US ABOUT SPECIAL OFFERS FOR FIRST TIME ADVERTISERS!

Baristanet Family

Family Home Page

Header: \$425
Big Box 1: \$600
Big Box 2: \$500
Big Box 3: \$350
Horizontal: \$250

Special Interest Pages

Education Parenting Things To Do

Price per Page:

Header: \$225
 Big Box 1: \$275
 Big Box 2: \$250
• Big Box 3: \$150 Horizontal: \$100

All 3 Special Interest Pages:

Header: \$425
Big Box 1: \$550
Big Box 2: \$500
Big Box 3: \$300
Horizontal: \$300

Sponsored Post \$350

Published on our front page, linked to the content appropriate inside page (parenting, education, etc)
PLUS posted on FB, Twitter, and sent out via RSS feed.

Dedicated Email \$200/ mailing

*Reach Baristanet Family Subscribers through their inbox! Ask about volume discount!
Our "open rate" averages 35%.*

Baristanet Online Camp and Birthday Party Guides

Baristanet.com publishes an online camp guide, updated every year – a valuable resource to our readers. Directory links are found on the Baristanet Family homepage.

Add your logo next to your camp listing and get noticed!

Sleep-Away Camp Guide: <http://kids.baristanet.com/2014/02/barista-kids-sleepaway-camp-guide-2014/>

Big Kids Camp Guide: <http://kids.baristanet.com/2014/02/barista-kids-summer-camp-guide-2014-big-kids/>

Little Kids Camp Guide: <http://kids.baristanet.com/2014/02/barista-kids-summer-camp-guide-2014-little-kids-2/>

Birthday Party Guide: <http://baristanet.com/2014/09/baristanet-a-to-z-birthday-party-places-round-up/>

Note: if your camp is already listed, please send updated information to: annette@baristanet.com with "camp guide update" in the heading.

Camp Guide Listing with logo \$150/year
Birthday Guide Listing with logo \$150/year

Ask us about **Board Of Education Advertising Program, targeting parents and teachers at Verona Public Schools**
VERONASCHOOLS.org, and Caldwell-West Caldwell Public Schools
CWCBOE.org.

THE FINE PRINT

All ads link to advertiser's website or FB (one link only)

All ads display 24/7, in a rotation of up to 3 advertisers, except the RSS daily feed.

Graphic Design Fee \$50/ad

Header/Horizontal 474x82 pixels

Big Box 350x300 pixels

Mobile 474x82 or 300x250 pixels RSS Daily Feed 350x300 or 728x90

72 dpi resolution

save in high quality jpg - no flash files

For additional info or to check availability, please contact:

Annette Batson ads@baristanet.com

973 746-4399 Office, 973 897-7177 cell