

ADVERTISING INFORMATION

Newsletter statistics

Our newsletter is sent every week on Wednesday between the hours of 3:00 and 5:00 PM EST.

- over **2,000** email subscribers
- over **30%** open rate
- over **20%** click rate
- over **90%** of email subscribers are from the Washington, DC metro area
- about **50%** male / **50%** female receive the email

Website statistics

- **6,000** unique visitors per month
- **10,000** monthly visits
- **20,000** monthly page views
- about **50%** male / **50%** female visit the website
- majority of the visitors are ages **21-40**
- over **80%** of website visitors are from the Washington, DC metro area

Pricing

*Gather the Jews offers **seven** promotional mechanisms:*

1. Placing the event information in the **“featured”** section of our **newsletter**.
2. Placing a **banner ad** in the scrolling box on the front page of our **website**.
3. Placing **permanent ads** on different pages of our **website**.
4. Posting an **advertisement** and **write-up** about the event on our **blog**.
5. Posting **links** to the event on the Gather the Jews **facebook** account and **fan page**.
6. **Inviting** all the Gather the Jews **facebook friends** to the event.
7. Pushing the event through **word of mouth** (we know a lot of the loud/popular Jews in town (including ourselves)).

Our prices are flexible and depend on (see the next page for more information)

- I. *Which mechanisms are chosen;*
- II. *How many are chosen;*
- III. *The duration of the advertisements;*
- IV. *Current demand.*

Pricing

	Size (pixels) (w x h)	cost/week	cost/week	cost/week	cost/week	cost/week	cost/week	cost/week
		1 week	2 week	3 week	4-11 weeks	12-24 weeks	25-39 weeks	40-52 weeks
		Discount	Discount	Discount	Discount	Discount	Discount	Discount
		0%	5%	7%	10%	20%	35%	50%
Newsletter								
Newsletter subject line and top bullet		\$200.00	\$190.00	\$186.00	\$180.0	\$160.00	\$130.00	\$100.00
Bullet		\$75.00	\$71.30	\$69.80	\$67.50	\$60.00	\$48.80	\$37.50
Featured event		\$75.00	\$71.30	\$69.80	\$67.50	\$60.00	\$48.80	\$37.50
Event listing		\$50.00	\$47.50	\$46.50	\$45.00	\$40.00	\$32.50	\$25.00
Side Banner small	150 x 100–249	\$60.00	\$57.00	\$55.80	\$54.00	\$48.00	\$39.00	\$30.00
Side Banner large	150 x 249–400	\$75.00	\$57.00	\$55.80	\$54.00	\$48.00	\$39.00	\$30.00
Website								
Front Banner	640 x 250	\$100.00	\$95.00	\$93.00	\$90.00	\$80.00	\$65.00	\$50.00
Side Banner small	275 x 100	\$30.00	\$28.50	\$27.90	\$27.00	\$24.00	\$19.50	\$15.00
Side Banner large	275 x 275	\$50.00	\$47.50	\$46.50	\$45.00	\$40.00	\$32.50	\$25.00
Bottom Banner	275 x 100	\$30.00	\$28.50	\$27.90	\$27.00	\$24.00	\$19.50	\$15.00
Bottom Banner	960 x 100	\$60.00	\$57.00	\$55.80	\$54.00	\$48.00	\$39.00	\$30.00
Coupon Page								
Coupon	150 x 150–300	\$50.00	\$47.50	\$46.50	\$45.00	\$40.00	\$32.50	\$25.00
Custom coupon	TBD	-	-	-	-	-	-	-
Job Posting								
Posting with link		\$20.00	\$19.00	\$18.60	\$18.00	\$16.00	\$13.00	\$10.00