

Publishing Since 2014

# Dedicated to Sharing the Narratives & Perspectives of the Great City of Newark, NJ

To Advertise, Contact:

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To purchase an advertising  
package or discuss alternative  
partnership opportunities,  
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**THE NEWARK TIMES**

Media Kit 2020

The Cathedral Basilica of the Sacred Heart, the fifth-largest cathedral in North America, located in Newark, NJ.



**THE NEWARK TIMES**



## What is The Newark Times?

Dedicated to sharing the perspectives and narratives of Newark's history, emergence, challenges, and triumphs with dignity, honesty, and candor.

The Newark Times serves as an online media outlet dedicated to sharing the narratives and perspectives of one of the greatest cities in the world - Newark, NJ. Our focus is not only to share news, but to inform the online community and the world at large of the beauty, culture, history, challenges, strengths, and diversity that Newark has to offer and to encourage and facilitate dialogue with our audience.

Our goal is to provide a robust and consistently engaging experience for the online audience that also creates and nurtures loyalty and trust in the brand and its advertisers.

Newark clock located in historic Military Park, serves as the central downtown gathering space for the Newark community and its visitors



## The Newark Times by the Numbers



**25-34** Median Age Range

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**28,016** Monthly Page Views

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**138k** Unique Visitors  
**1,875** Subscribers

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**83%** Mobile/Tablet Traffic

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**4,509**

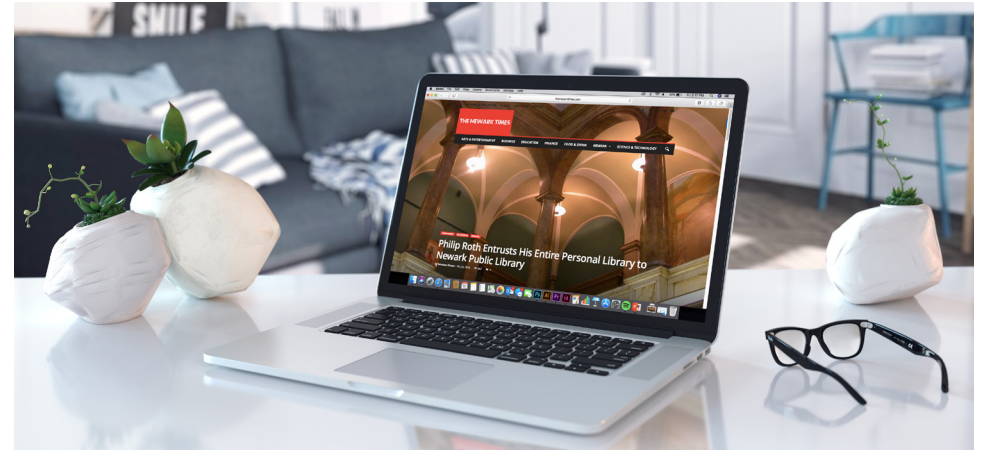


**3,079**



**3,653**

# Audience



**54%** Men **48%** Women

Our online audience is a reflection of Newark's deep history and promising future. Readers of [thenewarktimes.com](http://thenewarktimes.com) are genuinely engaged, not only in the content on the site and our social media platforms, but in the current events and progression of the city. Our readers want to know what's going on in the city and what is coming.

The Newark Times is Newark's premier online media site and news source reaching the most influential and engaged audience of:

- Arts & Entertainment
- Lifestyle
- Business
- Education
- Science & Technology
- Food & Drink
- and more!

Branch Brook Park, the nation's first county park noted for the largest collection of cherry blossom trees in the United States.



Model home inside One Theater Square apartments near NJPAC.

# The Newark Times Insights



The Newark Times maintains a deeply engaging approach to media by way of self-produced content, lifestyle activations, and event partnerships that provide unparalleled insights and feedback on consumer behavior patterns, interests, priorities, and local cultures, both in Newark and beyond. Newark, NJ is one of the most culturally diverse cities in the country and as such, we are positioned to provide a truly dynamic experience that reaches an incredibly wide audience online and in-person.

SOCIAL MEDIA CAMPAIGNS

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LIVE EVENTS & WORKSHOPS

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MULTIMEDIA VIDEO &  
INFOGRAPHICS

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DIGITAL MEDIA EXPERIENCES &  
INTERACTIVE CONTENT

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# The Newark Times Ad Rates

## website

300 x 600 static sidebar  
monthly rotation

**\$200**

728 x 90 static header  
monthly rotation

**\$100**

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**facebook post \$50**

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Facebook Event **\$200**

- with 3 additional posts **\$350**

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**instagram post \$50**

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- with 5 additional posts **\$400**



**Social media advertising packages can be custom designed to meet your budget/campaign.**

**We are also pleased to offer content creation (photography, videography, graphic design).**

For additional information on advertising, to discuss alternative pricing options or to discuss content creation, email us at [advertise@thenewarktimes.com](mailto:advertise@thenewarktimes.com).



# THE NEWARK TIMES

## Ad Specs

COLOR VALUE: RGB or GRAYSCALE

MINIMUM DPI: 150 FILE TYPE: .JPG

MAXIMUM FILE SIZE: 5MB

### AD SIZES

#### **thenewarktimes.com website**

728 x 90 pixels (Leaderboard)

300 x 600 pixels (Sidebar)

720 x 300 (In-Article)

#### **Facebook Post**

1080 x 1920 pixels

#### **Instagram Post**

1080 x 1080 pixels (Square)

1080 x 1350 pixels (Vertical)

**AD CLOSING DATE IS ALWAYS 7 CALENDAR DAYS  
PRIOR TO START DATE**