

Every day, BrickCityLive.com's experienced, professional and plugged-in journalists and contributors deliver interesting and insightful Newark-centered lifestyle news and events to an audience of readers who live, work in and visit Newark.

Voted Best Independent Blog, 2017 by the New Jersey Society of Professional Journalists

Partnering with BrickCityLive.com will put your business or organization in front of people who are enthusiastic about Newark and actively seek information about the city, including events to attend and businesses to support.

OVER 30 THOUSAND MONTHLY VISITORS*

BrickCityLive.com posts daily events and feature stories, profiles, reviews and other articles throughout the week, inspiring a loyal readership.

Our audience relationships extend beyond the website

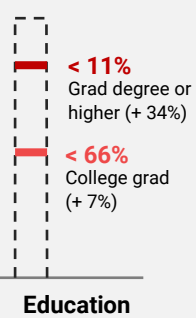
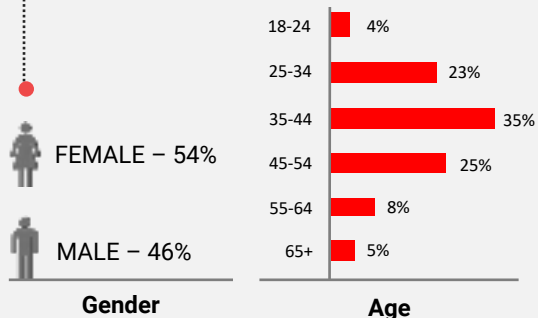
- 17k (Facebook)
- 3.2k (Twitter)
- 2.8k (Instagram)



Additionally, Brick City Live reaches **7,000** local news subscribers, with more people opting in weekly.

A SNAPSHOT OF OUR READERS
Our local audience consists of technologically savvy locals who turn to the web for news and information before any other source.

Advertise with BrickCityLive.com to reach **educated, aspirational and community-minded** local residents, commuters and visitors.



How our readers spend their days



* Derived from Google Analytics

Top Leaderboard:

Make a statement. Top placement on every page offers great visibility for promoting your brand, events, sales and more.

Big Box #1 & #2:

Adjacent to every story, this affordable option is great for branding initiatives and to keep your business top of mind with our readers.

Giant Box:

The Giant Box is hard to miss and great for communicating your message with photos, text, and deals. Great for high-impact images and more detailed text.

Footer Leaderboard:

Great for any budget. This unit sits just above comments on stories, making it effective for reaching engaged readers.

The screenshot shows the BrickCityLive website interface with several ad placements highlighted in grey boxes with red text. The placements are:

- TOP LEADERBOARD** (728 px wide x 90 px tall) located at the top of the page.
- BIG BOX #1** (300 px wide x 250 px tall) located to the right of the main article.
- BIG BOX #2** (300 px wide x 250 px tall) located below the main article.
- GIANT BOX** (300 px wide x 600 px tall) located on the right side of the page, spanning multiple rows of content.
- FOOTER LEADERBOARD** (728 px wide x 90 px tall) located at the bottom of the page.

The website content includes a navigation bar, a main article titled "IN BRICK: NEWARK ARTS AWARDS DRAWS TO 18 LOCAL ORGANIZATIONS", a "JULY 2018" section with a grid of featured stories, and a list of recent articles with thumbnails and titles.

TOP LEADERBOARD

(728 px wide x 90 px tall)



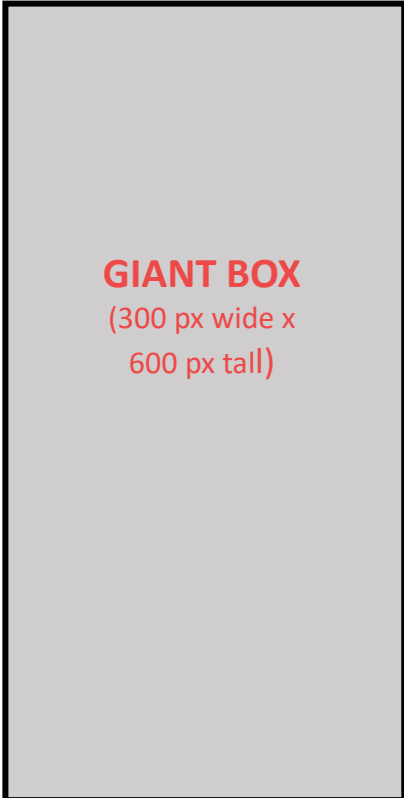
BIG BOX #1

(300 px wide x 250 px tall)



BIG BOX #2

(300 px wide x 250 px tall)



GIANT BOX

(300 px wide x 600 px tall)

Up Next in Newark

JULY, 2018  



[View our full calendar](#)



In Brief: Newark's latest export is an entrepreneurship program for creatives



City Without Walls has closed its doors. What happens next?
Newark's oldest alternative shelter was caught in the headwinds of macroeconomic forces and a shifting funding landscape. Will it ever see the day?



Voices Up: Summit organizers hope to jumpstart a tech wave—with Newark at center
The Voices Summit will feature more than 150 speakers, offer 11 tracks, and make available a job program, hands-on training for those interested in developing custom apps for Alexa.



Review: 'Whitney' unpacks the rise and demise of a pop powerhouse
Katie Hastywald's documentary, 'Whitney,' portrays the life of the Newark-born pop star with the power to make us cry, love, and sing along.

FOOTER LEADERBOARD

(728 px wide x 90 px tall)

Brick City Live

What's new in Newark

2018
Weekly Ad Rates

Run of Homepage & Article Pages Weekly rates	Open Rate	8x Rate	13x Rate	26x Rate	52x Rate
Top Leaderboard (728x90)	\$522	\$479	\$441	\$382	\$350
Big Box 1 (300x250)	\$522	\$479	\$441	\$382	\$350
Big Box 2 (300x250)	\$385	\$347	\$322	\$280	\$250
Giant (300x600)	\$234	\$224	\$216	\$206	\$186
Footer Leaderboard (728x90)	\$136	\$126	\$118	\$110	\$102

Email weekly Rates*	BCL Weekly Roundup
Top Leaderboard (728x90)	\$199
Big Box 1 (300x250)	\$157
Big Box 2 (300x250)	\$119
Footer Leaderboard (728x90)	\$80
Dedicated email (entire email)	\$495 per email (total inventory: 2/month)

Exclusive sections weekly Rates*	BrickCityLive.com Calendar & Category sections
Section Sponsor ("Sponsored by" ribbon, Leaderboard rotation)	\$449
Big Box 1 (300x250)	\$162
Big Box 2 (300x250)	\$121
Giant (300x600)	\$67
Footer Leaderboard (728x90)	\$54

Sponsored content	Production	Weekly rate
Listicle	\$735	\$405
Highlight reel video	\$1,465	\$625
Profile video	\$2,165	\$625

WEEKLY ADVERTISING RUNS Monday through Sunday

Reservation Deadline:
Wednesday

Ad Due:
Thursday

Start Date:
Monday

* Email & Exclusive Section Frequency Discount: 26 Weeks 10% OFF, 52 Weeks 20% OFF

PARTNER WITH BRICK CITY LIVE TODAY!
Email yoofi@brickcitylive.com

www.BrickCityLive.com