

A bicycle is leaning against a wall that is heavily covered in graffiti, posters, and various stickers. The wall has a yellow and green patterned background. The bicycle's handlebars and front wheel are visible. The overall scene is vibrant and urban.

Advertising Formats

For Reach, Relevance & Impact

MEDIA FORMATS & DETAILS

DEDICATED EMAIL

Impactful and immersive. Reach our audience of 7,000 subscribers (and growing) with an email fully dedicated to your organization. A great tactic for both branding and direct response—signups and sales. For reader clarity, dedicated emails are clearly marked as sponsored.

Dedicated emails include:

Advertising

- Include up to two banner ads—a 728x90 (replace with a 320x100 or 300x250 on mobile) and 300x250

Branding

- Dedicated emails bear your brand's stamp. In addition to content, they're highly customizable to include your brand's colors and look-and-feel.

Content

- Our dedicated emails allow for a wide variety of content including article links, video thumbnails & links, photo galleries, event listings and more.



See it live



See it live

CALENDAR SPONSORSHIP

Reach the most consistent and diverse audience of daily visitors to BrickCityLive.com. Calendar visitors are lean-forward visitors: people looking to step beyond their computers to participate in both free and paid Newark-area events.

Calendar Sponsorship Includes:

Calendar Homepage Banners

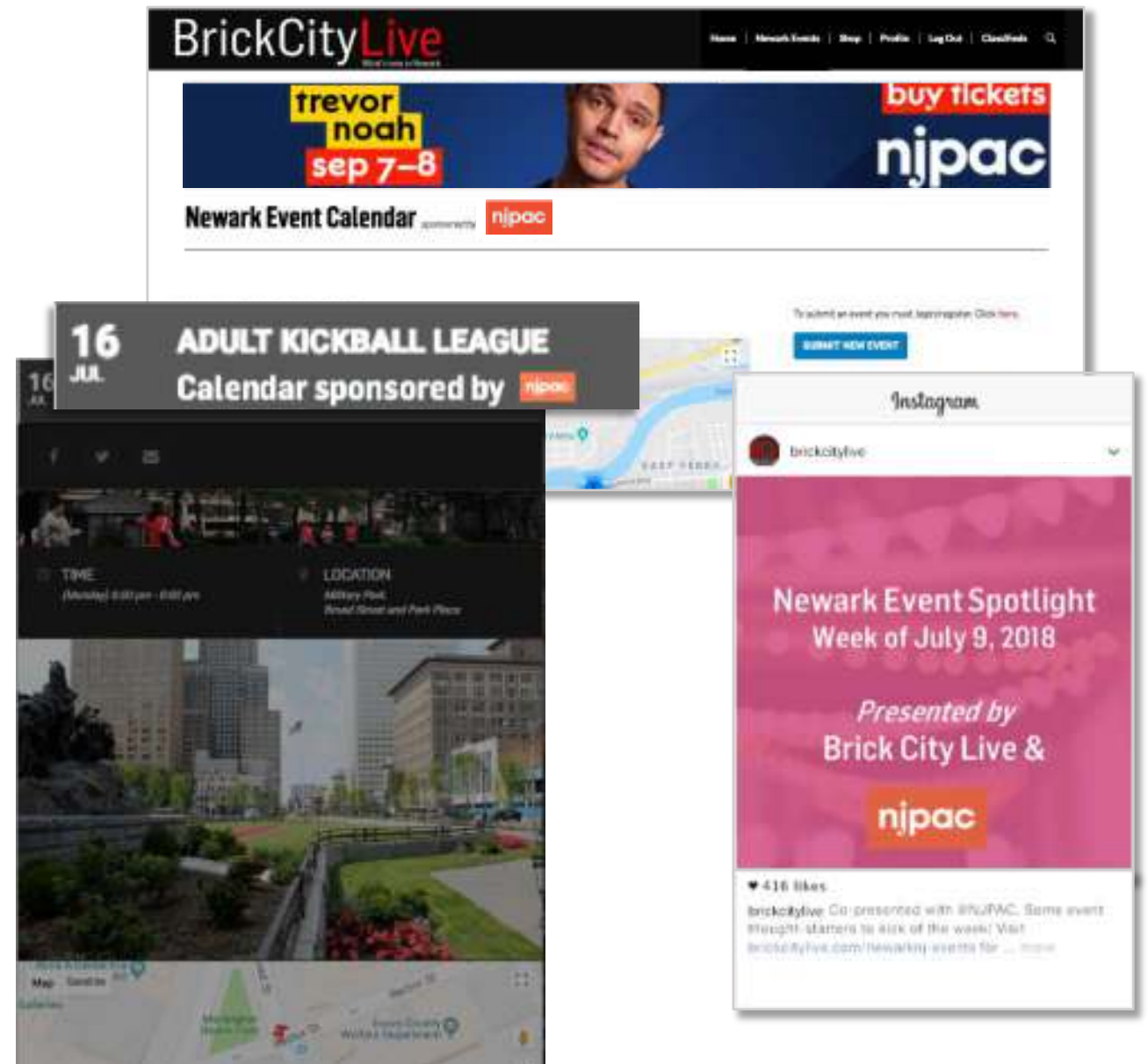
- Desktop Banner – 728x90 or 970x250
- Clickable “Sponsored by” logo button – 30px height
- Large Mobile Banner – 320x100px

Calendar Item Sponsorship

- Clickable “Sponsored by” logo button on individual calendar items – 30px height
- Sponsor event carousel supersedes full calendar on desktop and mobile (up to 5 upcoming events)

Social Media Features

- Sponsor callout included on weekly (Monday) event roundup on Brick City Live's Facebook, Instagram and Twitter accounts



VIDEO: HIGHLIGHT REEL

This Brick City Live-produced video presents interesting facts about your organization/business or an adjacent topic using archival and original images and video.

Video Highlight Reels include

Two-minute video

- Square video format
- Licensed music included
- Advertiser watermark

Social media distribution

- Full video posted to Facebook, Twitter and YouTube
- 20 to 30-second clips for Instagram
- Advertiser-approved post copy up to 210 characters

BrickCityLive.com distribution

- Sponsored video posted to BrickCityLive.com "Video" section on home page for the length of your buy.



Watch this video
online

VIDEO: PROFILE

It's like a mini documentary optimized for the social media age. Featuring a subject that has interacted with your product, service or initiative discussing what is distinct, exciting and/or inspiring about their relationship with your brand.

Video Highlight Reels include

Two-minute video

- Square video format
- Licensed music included
- Advertiser watermark

Social media distribution

- Full video posted to Facebook, Twitter and YouTube
- 20 to 30-second clips for Instagram
- Advertiser-approved post copy up to 210 characters

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LISTICLE SPONSORED CONTENT

We'll publish your content to our channels—or we'll develop it ourselves. Either way, shape your story and get the direct response benefit of the banner ads that are included with this tactic. For reader clarity, sponsored content is clearly marked as sponsored.

Sponsored content includes

Storytelling

- Get 600 – 1,000 words to tell your brand story—or have us develop it for you.

Banner Ads

- Two banner units included with your sponsored article for the length of your buy reinforce the positioning in your story, or drive users to your event, initiative, or digital/live storefront.

Distribution

- Enjoy a prime spot beneath the featured story on our desktop and mobile homepage, plus story promotion on Facebook, Instagram and Twitter.

BrickCityLive

Home | Newark Events | Shop | Profile | Log Out | Create Profile

OPEN DOORS
CITYWIDE ARTS FESTIVAL
Presented annually by
NEWARK CITY

17 TIPS FOR HOW TO LIVE YOUR BEST LIFE AT NEWARK'S OPEN DOORS CITYWIDE ARTS FESTIVAL

Published October 5, 2017 | Presented by NEWARK, N.J.

Open Doors Citywide Arts Festival kicks off its 10th annual event on Thursday, October 12th and runs through Sunday, October 15th. Visit newarkarts.org/opendoors to learn more about what's planned for the four-day festival, and visit brickcitylive.com/newark-arts for tickets to the festival's paid signature events!

Giambasso Open Doors Bar Great Passport | 130 - 175

MET Park Murals & Murals™ and Mural Public Art Tour | 185

A Conversation with... | 145

Open Doors Citywide Arts Festival delivers every year with dozens of events, hundreds of artists and thousands of attendees interacting around their love of art. We spoke to artists and past attendees who know their way around the festival to get their tips on how to make the most of one of the most hotly anticipated events in Newark each year.

1. "[It's a] great place to meet cool people"

13 TICKETS

UNTIL THE NEXT

OPEN DOORS
CITYWIDE ARTS FESTIVAL

TICKETS BY BRICK CITY LIVE

15 TICKETS
NEW JERSEY

See it live

OUR CORE TEAM



Andaiye Taylor

Founder & Editor

Andaiye drives the site's editorial vision, strategy and output, and manages our team of journalists.



Matthew Ling

Head of Operations

Matt is a process guru who keeps the trains running on time and oversees the site's infrastructure and backend



Yoofi Derby

Business Development

With an expert handle on our audience and capabilities, Yoofi advises local businesses on ideal advertising solutions.

APPENDIX

**Additional detail about
sponsored content formats**

LISTICLE SPONSORED CONTENT

We'll publish your content to our channels—or we'll develop it ourselves. Either way, shape your story and get the direct response benefit of the banner ads that are included with this tactic. For reader clarity, sponsored content is clearly marked as sponsored.

Format. Blog post

Post type. Listicle with gifs and/or images.

Storyboard. Brick City Live will write the concepts, unless there are specific facts, impressions or scenarios advertiser would like to convey

Distribution. The full blog content will be published as a sponsored post on BrickCityLive.com.

- **Homepage placement.** “Sticky” homepage placement in sponsor content slot placement beneath the large featured article
- **Social media distribution.**
 - **Facebook, Twitter:** One post per week driving to sponsored article
 - **Instagram:** One post per week driving to BrickCityLive.com homepage sponsored content slot (in-article call-to-action)

Branding and banner bonuses. Blog post will be branded thusly:

- “Presented by” banner bearing distinct background color to distinguish from non-branded site content
- Advertiser description in article banner up to 280 characters
- “Promoted by” advertiser logo button included in article banner
- 300x250 ad button in article sidebar. On mobile, this ad unit will appear just under the article title and advertiser description
- 728x90 in article banner ad, placed midway down the post. For mobile, Brick City Live recommends replacing with a 300x250 banner
- Link to up to three social media links in article sidebar. On mobile, placement will be in-article, within the article description

VIDEO: HIGHLIGHT REEL

This Brick City Live-produced video presents interesting facts about your organization/business or an adjacent topic using archival and original images and video.

Format. Video

Video type. Archival and original images and video.

Approximate duration. 2 minutes

Concept. Interesting facts about advertiser-related themes

Storyboard. Brick City Live will write the storyboard, unless there are key facts, figures or personalities advertiser would like to include

Distribution.

- **Blog post.** Brick City Live will author and publish a blog post featuring an embedded video and short description, up to 250 words.
- **Social media.** The full video will be distributed on Facebook, Twitter, YouTube and IGTV, and published to BrickCityLive.com. Shorter clips will be posted to Instagram as standalone videos (20-30 seconds apiece).

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- Link to up to three social media links in article sidebar. On mobile, placement will be in-article, within the article description

Social media branding. “Presented by” or similar callout with advertiser tag on social media

Video branding.

- “Presented by” advertiser logo on video title screen
- Advertiser logo watermark

VIDEO: PROFILE

It's like a mini documentary optimized for the social media age. Featuring a subject that has interacted with your product, service or initiative discussing what is distinct, exciting and/or inspiring about their relationship with your brand.

Format. Video

Video type. Talking head interview with b-roll

Approximate duration. 2 minutes

Concept. Video subject discuss what is distinct, exciting, personal and/or inspiring about their relationship with the advertiser and/or their product, service or initiative.

Subject recruitment. Advertiser will refer a customer/participant/beneficiary to be profiled

Distribution.

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WE LOOK FORWARD TO WORKING WITH YOU.

BrickCityLive.com