



## Website Campaigns

Now in its 26th year online, njskylands.com includes an extensive archive of stories from more than thirty years of magazine publication, interactive maps, a complete directory and a content-rich website that attracts thousands of visitors every month seeking information about northwest New Jersey and surrounding areas.

**BASIC WEBSITE LISTINGS** include a linked description in the appropriate directory and linked locations on maps by topic and by location. Web ad campaigns include directory/event listings and map locations.

**BANNER AD CAMPAIGNS** are available in various sizes, and rotate across the website. You can book for either a specific period of time, or for an allotted number of impressions. Our ad server controls the number of times your banner is seen and makes sure that it is spread evenly across the pages viewed by website visitors. You can change your banners to test special offers, etc., and you can use more than one banner in your rotation. Web ad campaigns, unless you choose otherwise, consist of a combination of banner sizes and styles:

1. **Desktop:** for display on desktop computers in multiple sizes - 234 x 240, 234 x 180, 234 x 120, 120 x 600 (skyscraper)
2. **Mobile:** for exclusive display on mobile devices (320 x 50)
3. **Native:** for display on desktop and mobile

**E-MAIL NEWSLETTER:** More than 5,000 website subscribers also receive our **e-mail newsletter**, featuring current events, suggested seasonal activities, and special offers. Sponsorship of these e-mail promotions is another benefit for our advertisers.

**PROFILE PAGES AND SPONSORED EDITORIAL** can be created to promote your business either in “billboard” fashion or as editorial designed as “native advertising” appropriate for our audience.

## Website Advertising Rates and Packages

<b>Website Directory Listing &amp; Map Location</b>	1 Month: \$60	3 Months: \$90	6 Months: \$150	Annual: \$225
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### BANNERS WITH EXTENDED LISTINGS

MONTHS OR (IMPRESSIONS)	1 or (10,000 imp)	3 mo or 20,000 imp	6 (40,000)	Annual (60,000)
	\$140	\$260	\$520	\$820

Banner ad campaigns include directory listings and map locations.

### EMAIL NEWSLETTER “This Week In The NJ Skylands”

<b>Enews feature</b>	\$75
<b>Enews banner</b>	\$25
<b>Enews exclusive</b>	\$150

### SHORT-TERM EVENT PROMOTION

<b>E-mail feature promotion and website banners (5k impressions, usually one month):</b>	<b>\$175</b>
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### PROMOTIONAL PACKAGES

<b>3 month: Includes listings, map locations, web banners (20k), e-news feature, e-news banners (3):</b>	<b>\$390</b>
<b>6 month: Includes listings, map locations, web banners (40k), e-news features (2), e-news banners (6):</b>	<b>\$760</b>
<b>Annual: Includes listings, map locations, web banners (60k), e-news feature (3), e-news banners (9):</b>	<b>\$1,490</b>

All campaigns can be modified to meet your requirements. Advertiser reports are available via email for all web and e-news advertisers. Statistics include ad impressions and click-through results for your campaign. Please refer online at <http://www.njskylands.com/ads-website>