

## DIGITAL ADVERTISING

We offer premium digital advertising to our 1.7 million monthly web users, 3,000 daily e-newsletter subscribers and social-media followers.

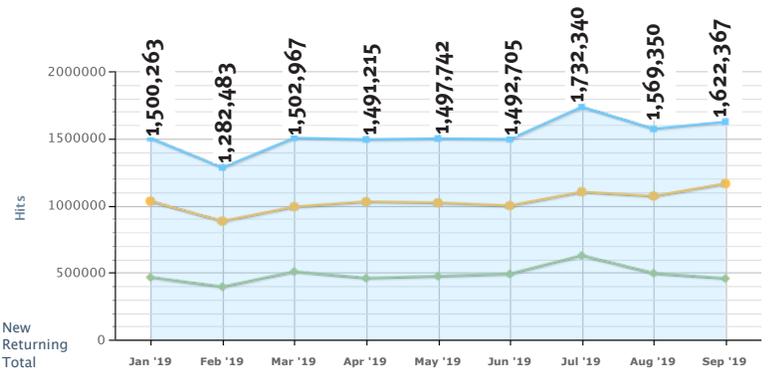
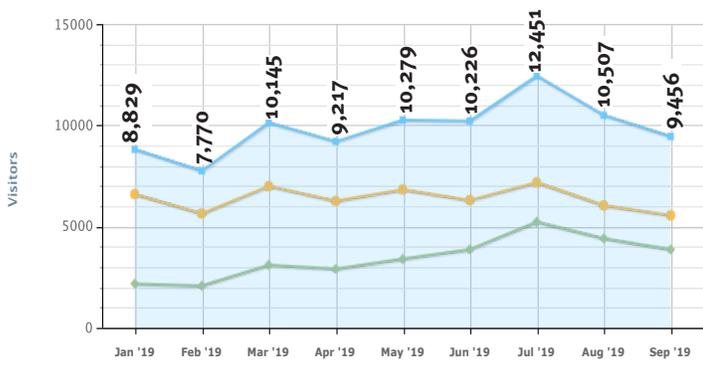
Our newspaper, website, e-newsletters and social media engage key segments of the Cincinnati and American Jewish community. We earn our audience's loyalty and growth by putting user-experience and content first while investing significantly in audience retention by providing limited ad placements, which generate maximum ROI for our advertisers.

### WEBSITE ADVERTISING

Our website is mobile-responsive and provides multiple ad placement options, sold by a weekly/ monthly cost option to fit any budget. We offer Run-of-Site top, bottom and right side banners.

Top & bottom banners are sized 728X108 and resized to 320X50 for mobile. Side banners options are 200X125, 200X250, & 200X375.

All ads must be submitted as a jpeg for static ads or gif for animated ads. There may be a charge for artwork made in-house.



**VISITORS (AVG. PER MONTH) 9,800**

**HITS (AVG. PER MONTH) 1,500,000**

*Courtesy of Google Analytics & Murlin Stats via americanisrealite.com.*

### BANNER ADS - WEBSITE STATS

**Desktop** - Impressions - Average per Month 6,000 - click-thru - 5% (higher than average clicks)

**Mobile** - Impressions - Average per Month 7,500 - click-thru - 2% (Just began mobile ads this year)

### COST:

- Top & Bottom Banners - \$400/month or \$150 / weekly
- Side Banners - \$150 / month for 200X125 square button
- \$175 / month for 200X250 Small Skyscraper
- \$200 / month for 200X375 Skyscraper

All ads include click-thru feature.

Contact Ted Deutsch for more info • 513-621-3145 • [publisher@americanisrealite.com](mailto:publisher@americanisrealite.com)

## DIGITAL ADVERTISING

**We offer premium digital advertising to our 1.7 million monthly web users, 3,000 daily e-newsletter subscribers and social-media followers.**

Our newspaper, website, e-newsletters and social media engage key segments of the Cincinnati and American Jewish community. We earn our audience's loyalty and growth by putting user-experience and content first while investing significantly in audience retention by providing limited ad placements, which generate maximum ROI for our advertisers.

### NEWSLETTER ADVERTISING

**Newsletter sponsorships are sold one week at a time, or in five-consecutive-day increments.** Advertisers receive exclusive use to our newsletter ad slots ie. there will be no rotating ads per spot.

Our team meticulously manages list-quality, routinely adding new names and removing inactive users. With monthly open rates ranging from 25% to 30% and click-rates between 5% and 8%, our newsletters provide excellent exposure to our most engaged users.

**Daily Newsletter:** \$395 per week  
3,000 recipients, Monday through Friday (5 sends per week)  
Average monthly Open Rate: 28%; Click Rate: 9%

### DEDICATED EMAILS

Use the power of our newsletter list to send your message directly to targeted consumers. Reach all of our newsletter subscribers, with dedicated emails sent directly from our email. All advertising creative – including subject lines – are subject to approval by our editorial teams.

**AI Target List :** \$1000 (cost is per targeted email per day)  
1,600 recipients

### Social Media Ads

There is no quicker way to reach a large number of people today than with social media. By advertising with our followers, you have a platform in which to share your message with potentially new clients.

**Facebook:** \$250 (cost is per ad per day)  
1000 followers

**Twitter:** \$ 150 (cost is per tweet per day)  
200 followers

**Both:** \$300 (cost is per ad/tweet per day)