

Media Kit



**If it happened,
we know.**



Election
Campaign



Search
& Rescue



Public
Announcement



Shoplifter
Arrest



Community
Events

All in a day's work at BP24.

It's where Boro Park happens, 24 hour a day.

**And it's where Boro Park
comes to find out.**



100,000

DAILY VISITORS

Yes.

That is One-Hundred-Thousand
pairs of hungry eyes clicking
through the Boro Park24 website.

Every. Single. Day.



**Now that's what we call exposure.
But...you've got to be in it, to win it.**

5 reasons why you should advertise on a news website.

Really, why not? But for the geek in you, here's the data.

Reach Your Demographic

Local news websites allow advertisers to get personal and offer relevant messaging because they know exactly which audience they are talking to.

A Growing Following

According to a study by Nielsen Online, online news sites keep growing their audiences.

In fact, in an average month during the first quarter of 2019, more than 74 million people visited a news website, which is more than 37% of the active Internet population as a whole.

Connect with a Mobile Crowd

News website readers are more likely to own mobile devices, and are also more likely to be interested in receiving product offers through those devices.

Spending Power

According to a report by NAA, 89% of news website readers make purchases from the ads they come across.

The report also noted 40% of avid online news readers had spent more than \$2,000 online in the last six months.

Brand Awareness

Online news websites have the ability to generate very large gains in online ad awareness among their target audience.

There is a proven increase in brand awareness following exposure to an ad campaign in online news sites.

It works. Here's how:

You know your stuff.

We know ours.

It's the combination that gets the word out.

Who Are You?

We get to know your company, your target audience and your advertising goals.

What Do You Need?

Based on that information we create a strategy and media plan that works with your vision and your budget.

How Will it Happen?

Using the media strategy, we place your ads in the right places at the right times!

Pricing

Website banner ads

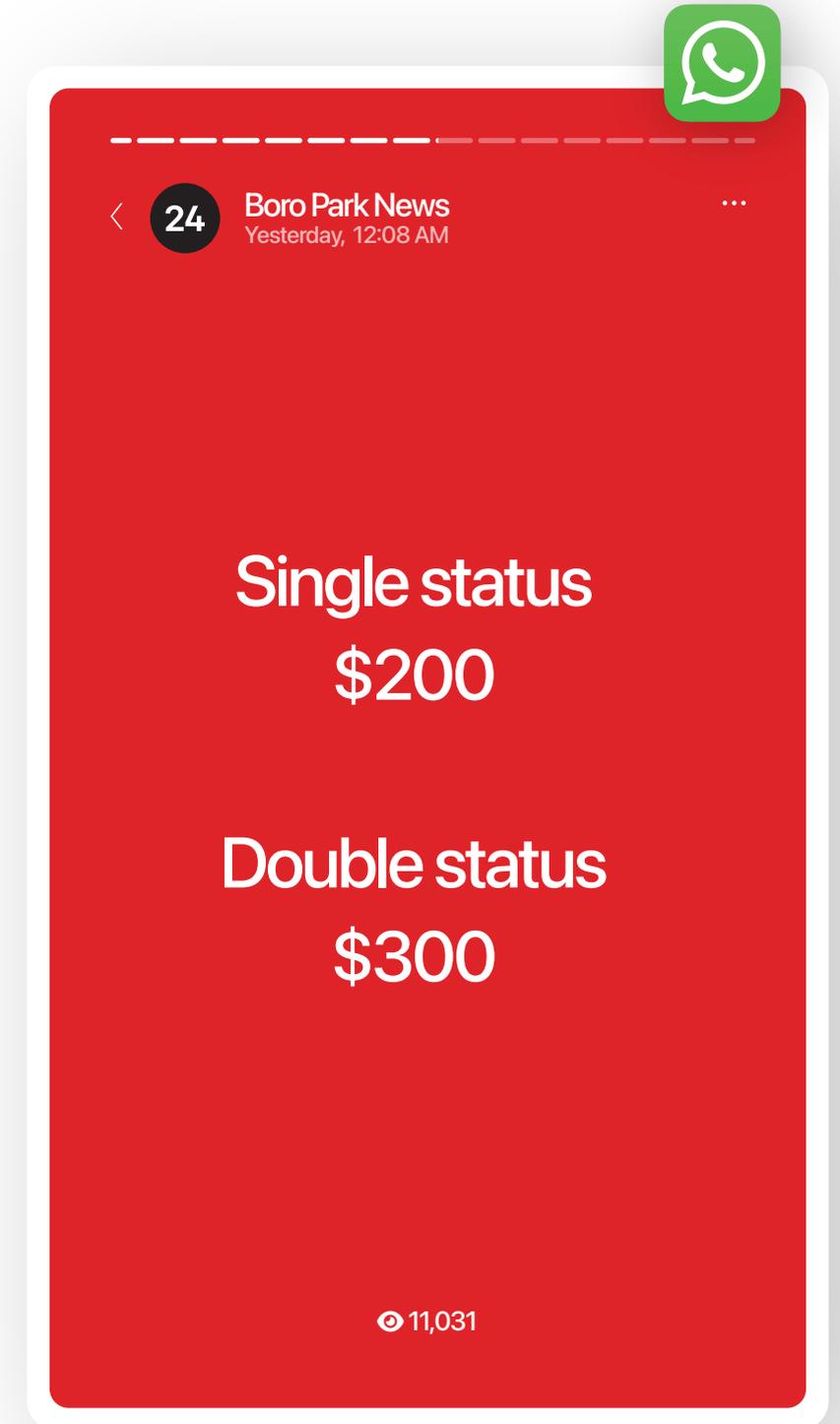
👁️ 100,000 daily viewers



The screenshot shows the BoroPark 24 website layout. At the top right is a Chrome browser icon. The header features the 'BoroPark 24' logo with the tagline 'HYPERLOCAL NEWS UPDATES' and a red banner ad stating 'Top Banner ad: \$2,500 Monthly rate'. Below the header is a navigation bar with 'NEWS', 'VIDEO', and 'PHOTOS' links, and a search bar. The main content area includes a large grey placeholder for a top banner, a 'Right/Left Banner' section with rates of '\$500 Weekly' and '\$1,200 Monthly', and a news article titled 'HEADLINE AND NEWS UPDATES IN BROOKLYN' with placeholder text. A second grey placeholder is located below the article. At the bottom is a red footer ad stating 'Footer Ad: \$250 Weekly'.

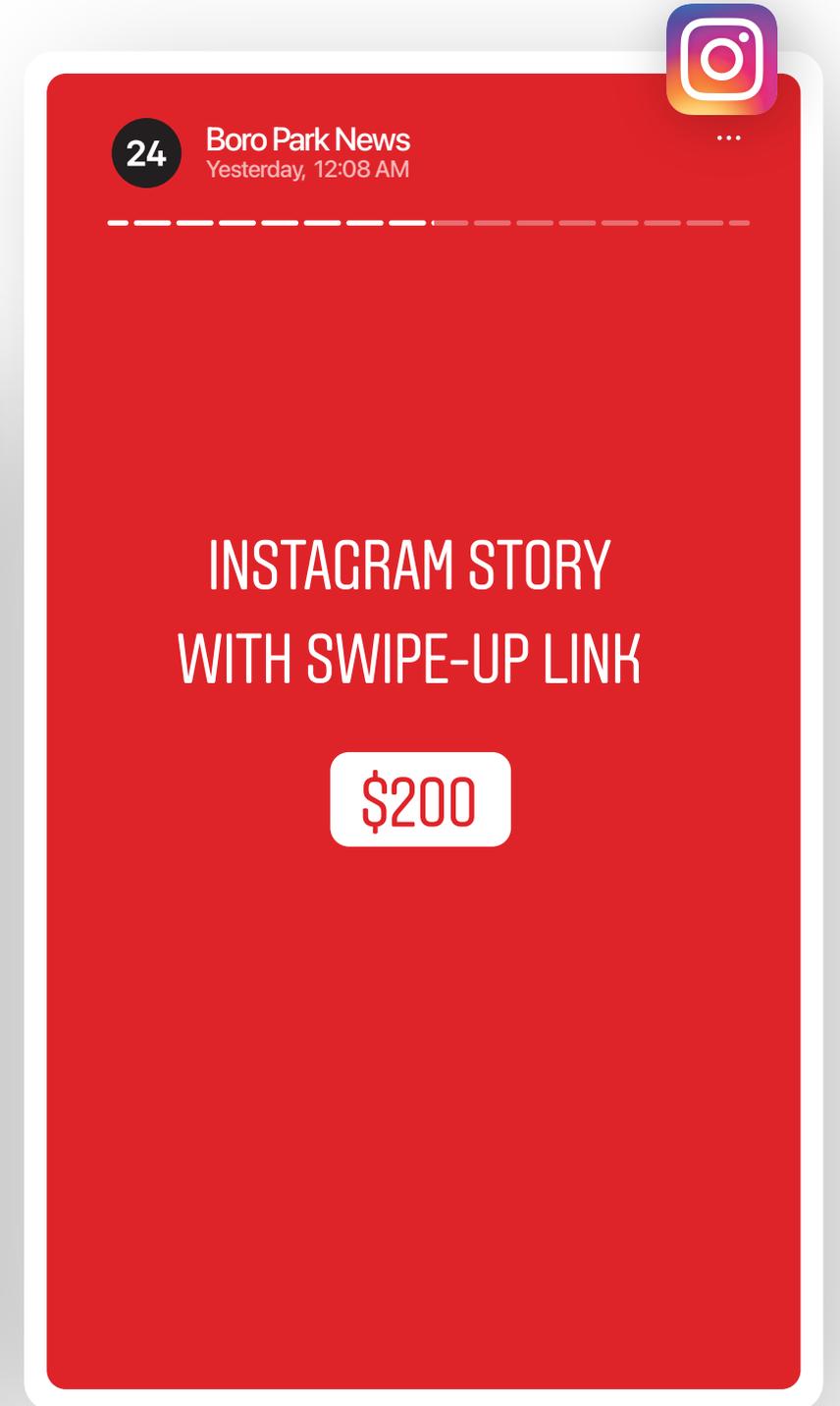
WhatsApp Status

👁️ 10,000+ daily views



Instagram

+ 10,000 followers

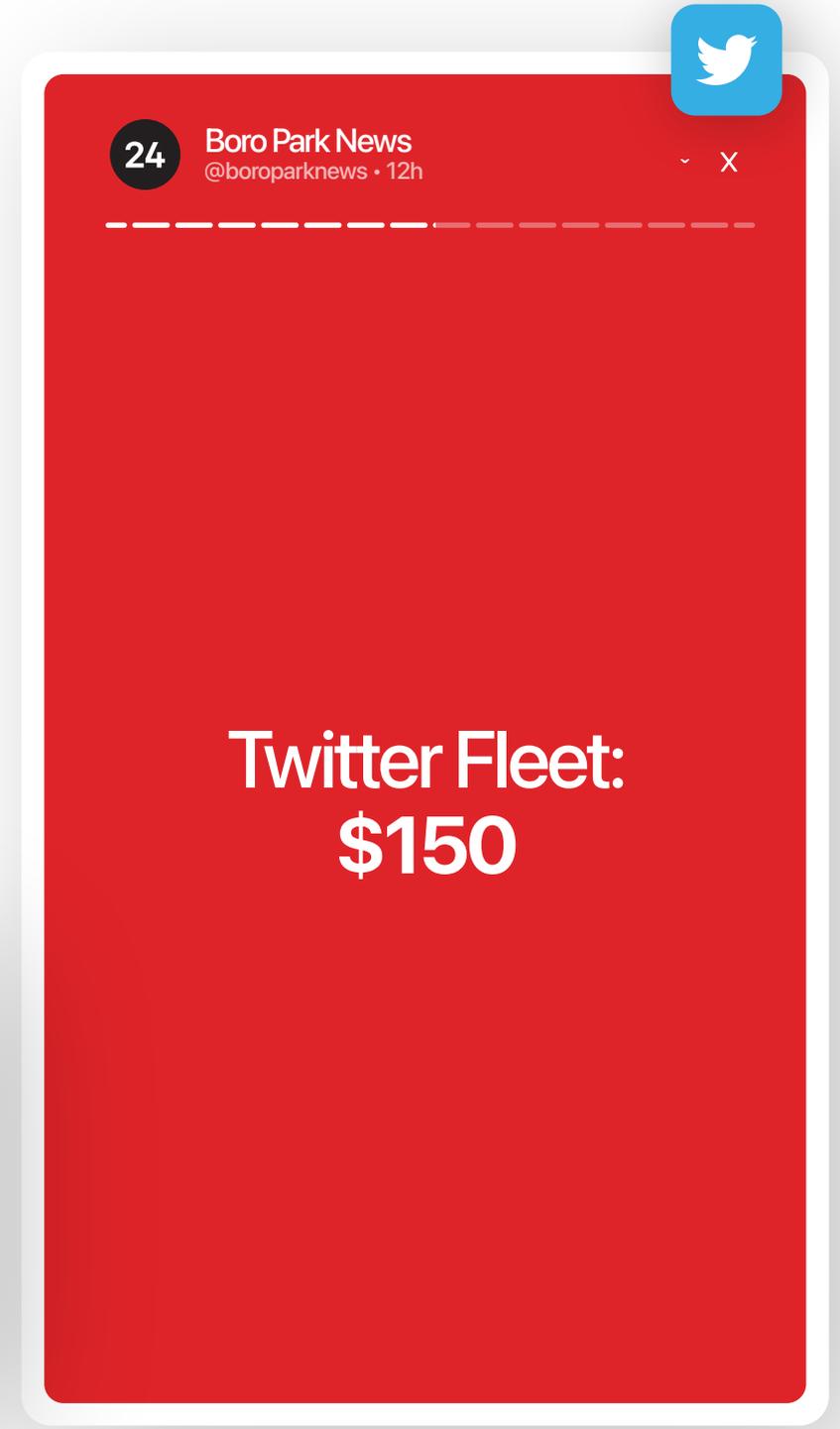


Twitter

+ 5,000+ followers



A white Twitter profile card for Boro Park News. At the top right is a blue Twitter bird icon. On the left is a red circular profile picture with the number '24' in white. To the right of the profile picture is the text 'Boro Park News' and '@BoroPark24'. Below this is the text 'Tweet: \$200'. At the bottom are three interaction icons: a speech bubble with '517', a retweet icon with '7.3K', and a heart icon with '13.7K'.



A red Twitter Fleet card for Boro Park News. At the top right is a blue Twitter bird icon. Below it is a black circle with the number '24', followed by the text 'Boro Park News' and '@boroparknews · 12h'. A dashed white line separates the header from the main content. The main content is the text 'Twitter Fleet: \$150' in white, bold, sans-serif font.

Email Blast

 20,000+ subscribers



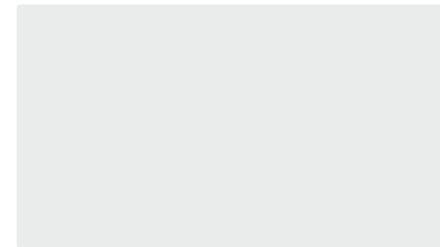
24

Boro Park 24 ▾

To: me

19 May at 6:30 pm

BoroPark 24
• HYPERLOCAL NEWS UPDATES

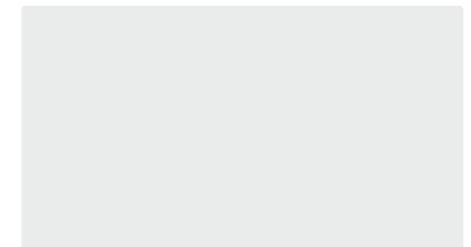


YOUR LOCAL NEWS ROUNDUP

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YOUR LOCAL NEWS ROUNDUP

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\$500

Online Article

Ready article

You provide article, we post

\$450

Article Package

BP24 writes the article and we post

\$550



**Place your ad where
the action takes place.**

Where it will be seen.

ads@boropark24.com

