

Media Kit

Advertising Rates, Readership Statistics, and Other Relevant
Information for Advertisers

Paterson Times

Advertising Rates Effective January 1, 2020

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| About Us

The Paterson Times is an online newspaper covering politics, public safety, business, culture, and education news in Paterson, New Jersey. Since its inception in 2012, the paper has been providing authoritative and unbiased coverage of Paterson, a municipality of almost 150,000 residents.

The Paterson Times is a member of the New Jersey News Commons, a Montclair State University initiative to connect Garden State news organizations and strengthen journalism. In 2013, the paper worked closely with the news commons' Immigration Project to showcase the plight of illegal immigrants in local communities and in the nation.

Award winning journalism

In 2015, the paper's robust local coverage earned a "best local news" award from the New Jersey chapter of the Society of Professional Journalists (SPJ), during its annual Excellence in Journalism Awards. In 2017, the Paterson Times was again recognized with a public service journalism award from the prestigious Society of Professional Journalists.

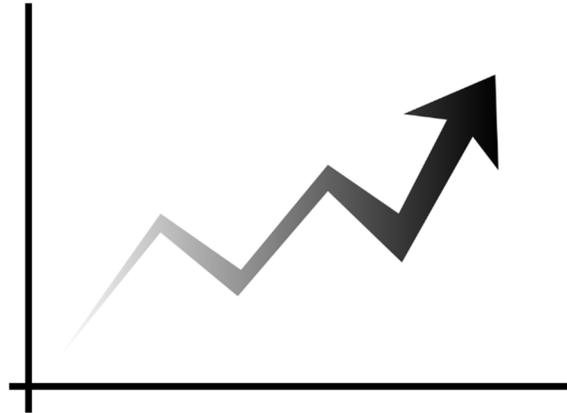
The Paterson Times continues to grow its readership. It serves hundreds of thousands of readers via its flagship website <http://www.patersontimes.com> every year.

Audience and Reach

Reaching more people in Paterson, New Jersey and the surrounding communities than any other local newspaper. Our main digital property, the Paterson Times website, has a monthly average pageviews of 493,754.

Statistics for 2019

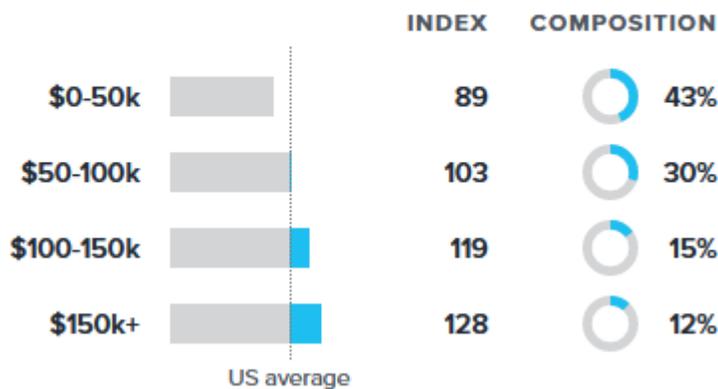
Our web platform received:
3.5 million users
5.8 million pageviews, according to Google Analytics data.



Who are these users?

Majority of our users have household incomes ranging from \$50,000 to more than \$150,000, according to audited audience demography data collected by Quantcast.

Household Income



Age range of 61-percent of our users is 30-54 years old. 19-percent of our users are African-American and 16-percent are Hispanic. 43-percent of our users have been to college. 16-percent have been to graduate school, according to Quantcast data.

| Social Media Reach

The Paterson Times has a well-developed social media presence with a big reach.

Facebook

Average reach per month:

- Post reach: 158,000 people
- Post engagement: 67,000 people.

Each of our shared stories on Facebook reaches thousands of users within hours of posting.

Our Facebook page has more than 15,000 followers.

Twitter

Our Tweets, news stories posted on our Twitter feed, receives approximately 100,000 impressions per a month.

Our Twitter profile has 2,500 followers. And 3,000 profile impressions per a month, according to Twitter statistics.

Instagram

The Paterson Times Instagram profile had 3,455 followers at the end of 2019. Impression and reach statistics are unavailable.

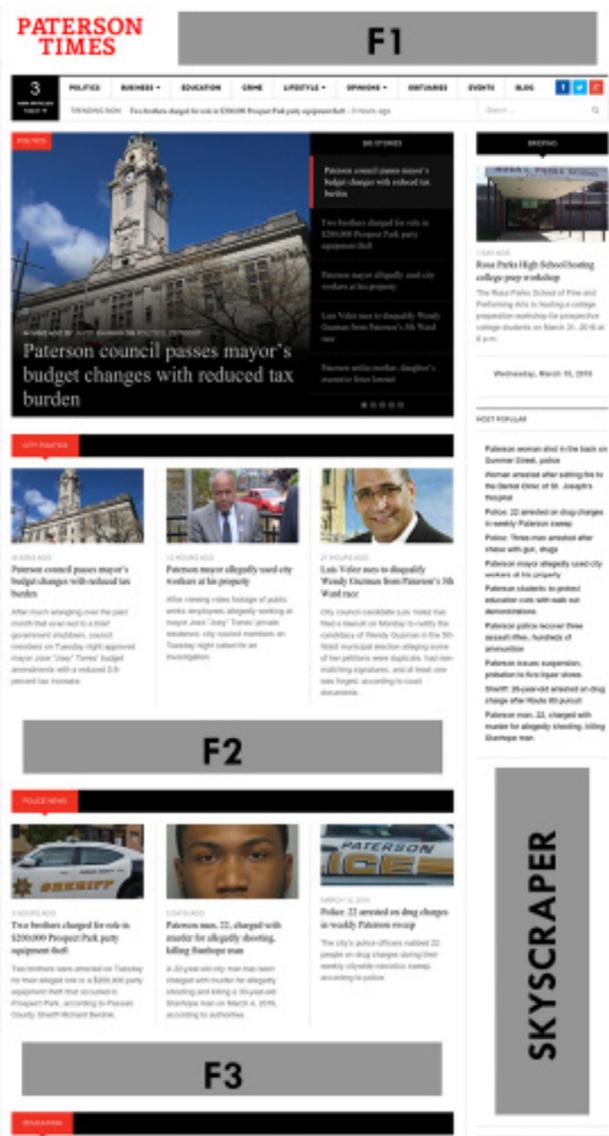
YouTube

Our YouTube profile had 420 subscribers as of end of 2019. It had 215,600 views in total.

Frontpage Digital Rates

Want to place a banner advertisement on the homepage? Check the placement location on the webpage image and see the corresponding ad unit price and banner size in pixels.

Prices are for each week which consists of seven days. Multiple the weekly price by four to get monthly price.



F1
 Price..... \$249
 Banner size in pixels..... 728x90

F2
 Price..... \$199
 Banner size in pixels..... 728x90

F3
 Price..... \$149
 Banner size in pixels..... 728x90

Skyscraper
 Price..... \$174
 Banner size in pixels..... 300x600
 or 160x600

In-Story Banner Ads

PATERSON TIMES F1

15 PATRICK HANRAHAN / PATRICK HANRAHAN

NEWS POLITICAL BUSINESS EDUCATION CRIME LIFESTYLE OPINIONS ENTERTAINMENT EVENTS BLOG

15 NEWS NOW: Asia Pacific High School: scoring college prep workshop - 5 days ago

Wednesday, March 16, 2016

Paterson looking to start municipal ID program

Politics | **Paterson** | 6 hours ago by David Palmer

S1

S2

Paterson is looking to start a municipal identification card program which will allow vulnerable populations to obtain photo IDs allowing them to access various city services, according to municipal officials.

"The goal is to have more residents connected with the police department and have access to community services," said councilor Christopher (Pat) Nguyen to council members on Tuesday night.

"Many marginalized communities lack a valid form of identification," without which they "are afraid to report crimes to police," or "cooperate with law enforcement," according to the resolution before the council to create the municipal ID program.

"Make it clear to me. What will be the benefit?" asked Marisa Davis, councilwoman at-large. The program will benefit the city's homeless, transgender, indigent, sex-workers, and others who lack official identification, according to the resolution.

Nguyen said members of marginalized communities will be better able to take part in the city and economic life of the city by using ID cards. She said IDs will allow residents to open bank accounts, obtain documents, and other offers from local businesses.

These marginalized individuals will also have less fear in reporting abuse, housing, workplace, health, safety, and wage violations to authorities, according to the resolution.

"There will be a cost for the resident IDs," said Nguyen. She said the city will charge a fee to issue the ID cards. She also noted the ID program will be funded so that poor residents are able to obtain the cards without charge.

The IDs will be valid for two years, she said.

The city already has the machine to print the cards and has a roll out plan in place. The program will begin with the enrollment of 1,000 municipal employees.

The program's start-up cost will have to be covered by the city, it's not yet clear what the cost will be to run the program.

Health officer Thelma "Thel" Parasid said the city does not plan on hiring new employees for the program.

A website will have to provide proof of residency and other documents to provide identification before receiving a card, said officials.

New Mexico, councilman of large, asked what documents he will need to prove his identity if he were to begin the program.

Parasid could include a foreign passport, said officials.

Parasid said the information that's collected through the program will be kept in the city's vital records office.

Some council members wondered why the program is not run out of the city's police department.

Law director Domenico Stangone said similar programs in cities like New Haven and San Francisco are run out of a "neutral area" as to overcome the suspicion certain communities have of the police.

"I like the idea, it's a way they can disclose themselves," said Mohammed Akhramuzman, 2nd Ward councilman, referring to legal aliens.

Michael Justice, 1st Ward councilman, asked about the technology the city will use to create these cards. He wanted to know whether they will be based on biometric identification or as to have at least a fingerprint on the card.

Stangone said high-tech cards, even ones with a fingerprint, may cost much more to the city.

Mayor Jon "Jonny" Barnes, who came out in support of granting undocumented immigrants citizenship, didn't get enough to get the ordinance approved for the program last year.

Council members prepared any action on the measure. The measure will not be up for a vote at the regular meeting of the council next week. It was taken off the agenda.

Times did not receive a call for comment on Wednesday morning.

Times abortively attempted to start the program without going through the council, according to sources.

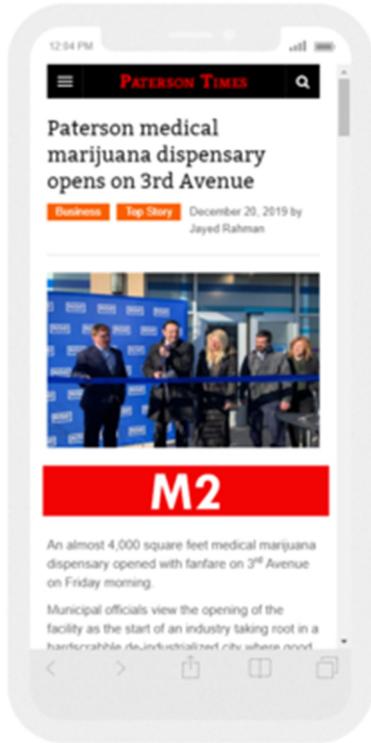
Municipal ID programs have been used around the country to assist undocumented immigrants to obtain official identification cards.

All rates are for one-week which consists of seven days

S1
 Price..... \$249
 Banner size in pixels..... 160x600

S2
 Price..... \$174
 Banner size in pixels..... 160x600

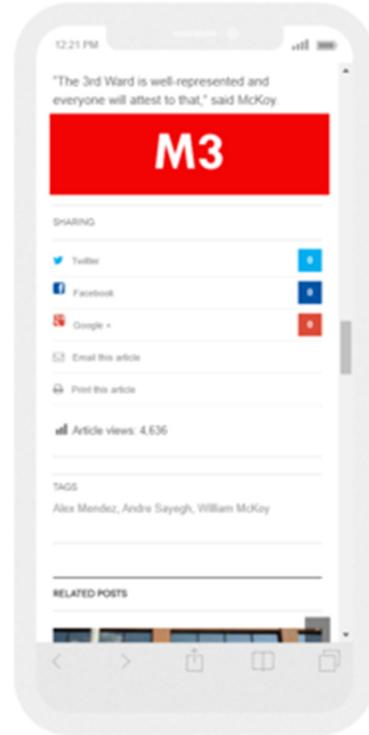
Mobile Rates



M2 banner ad appears in every news story on mobile devices underneath the featured image of an article.

Rate.....\$295
Pixels.....320x50

All rates are for one-week which consists of seven days



M3 banner appears at the bottom of every news story on mobile devices, just above the social sharing box.

Rate.....\$225
Pixels.....230x230

All rates are for one-week which consists of seven days

| How to Buy Ads

Our self-service advertisement purchase platform allows advertisers to select ad unit and complete the ad buy process in a speedy manner. Below is our five-step ad buy process.

1. Identify the ad unit you would like to purchase by looking through this kit.
2. Visit our Ad Buy platform at <http://patersontimes.com/adbuy/> to select the quantity of ad unit you would like to purchase.
3. Once a quantity is inputted a calculated price amount will display. A quantity equals to a week of ad display. If you are seeking to advertise for one week insert quantity 1. If you are seeking to advertise for two weeks insert quantity 2.
4. After your quantities are inserted a total amount will display on the form. Hit submit which will allow you to review your order.
5. If the order looks good hit “Buy Now” which will take you to payment page to purchase the ads. All major credit cards and PayPal is accepted. After the payment process is completed, a Paterson Times advertising representative will contact you through email within 24 hours for the banner ad file and ad run schedule.

If you have any questions about the ordering process contact us at ads@patersontimes.com – a representative will respond within 24 hours.

| Prohibited Ads

The Paterson Times reserves the right to examine advertisements before publication to determine if it meets the standard guidelines that is deemed fit by our Advertisement Team.

Prohibited ads:

Advertisements may be declined if it is misleading, inaccurate, and fraudulent. If an advertisement contains these or other unacceptable content a member of the Paterson Times team will contact the advertiser.

An attempt will be made to negotiate further changes with the advertiser; however, if an advertiser is unwilling to accept these changes, the advertisement will be declined.