

Media Kit

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

Paterson Times

Advertising Rates Effective January 1, 2020

Contents

About Us	3
Audience and Reach	4
Social Media Reach	5
Frontpage Digital Rates	6
In-Story Banner Ads	7
Mobile Rates	8
How to Buy Ads	9
Prohibited Ads	10

| 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.

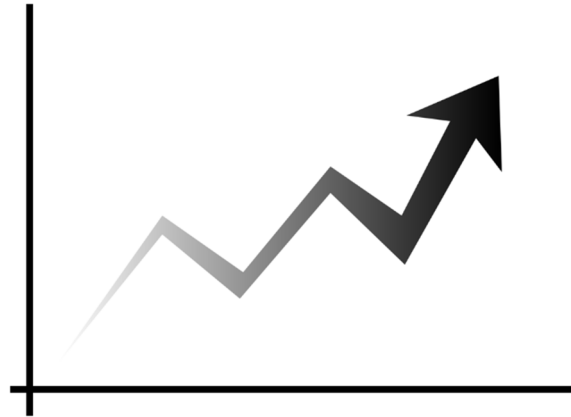
The Paterson Times continues to grow its readership. It serves hundreds of thousands of readers via its flagship website <http://www.patersontimes.com> every year.

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

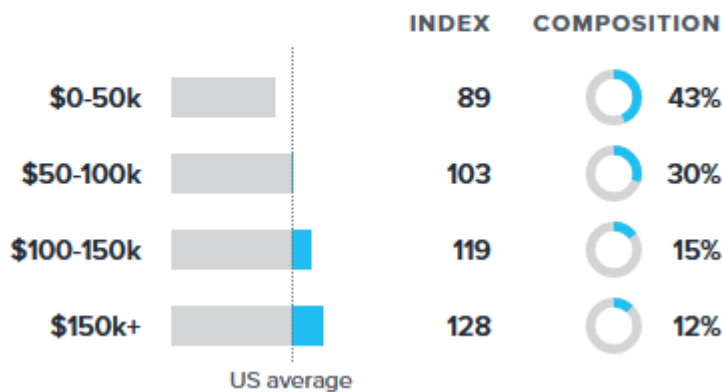
Our web platform received:
3.5 million users
5.8 million pageviews, according to Google Analytics data.



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.

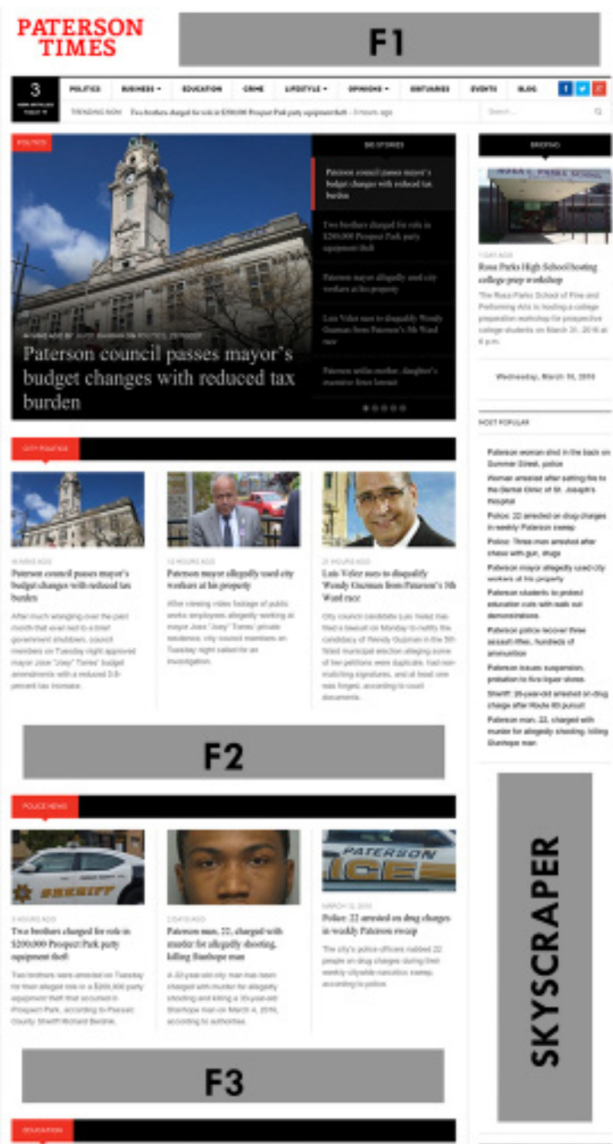
YouTube

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

The screenshot shows a news article from the Paterson Times. The article title is "Paterson looking to start municipal ID program". The article text discusses the city's plans to start a municipal identification card program, which would allow vulnerable populations to obtain photo IDs for various services. The article mentions that the program will benefit homeless, transgender, indigent, and homeless individuals who lack official identification. It also notes that the program will be funded by the city and that the cards will be valid for two years. The article includes a photo of a clock tower in Paterson, New Jersey.

Two banner ad placements are shown on the right side of the article:

- S1:** A vertical banner ad with a grey background and the text "S1" in white.
- S2:** A vertical banner ad with a grey background and the text "S2" in white.

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

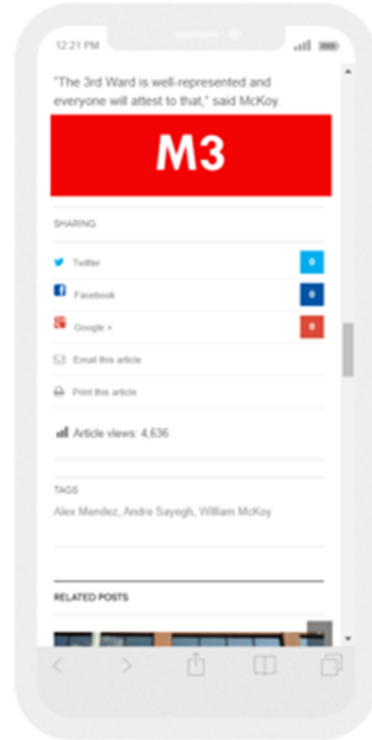
Mobile Rates



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.