



RCBJ
Rockland County Business Journal

**media
guide &
PARTNERSHIP
kit**
2021

**Rockland County's Only Source For 24/7
Hyper-local Business News**



Rockland County Business Journal is a 24/7 online business journal and Rockland's **only** comprehensive source for local business and real estate news,

Our coverage of hyper-local and highly targeted business news is updated daily online to more than 78,000 unique visitors on a monthly basis.

Rockland County Business Journal pages appear more than one million times every month in Google searches with 17% first-page results.

We reach the heart of the community through social media, networking, events, word-of-mouth, and via targeted email campaigns to a subscriber-based mailing list.

Our SEO is top notch.

Sessions	Pageviews
78728	92097
<small>vs. Previous 30 Days</small>	<small>vs. Previous 30 Days</small>
<small>↑ 4%</small>	<small>↑ 7%</small>

Advertisers will not find a more targeted audience in Rockland County for latest news, features, real estate, business, technology, industry, and other categories. We also have an extensive readership in Westchester, Orange and Bergen counties.

We look forward to working together to plan a strategic advertising campaign and to explore profitable partnerships.



VIEWERSHIP

rcbizjournal.com

- 78,000+ Unique Monthly Visitors
- 92,000+ Monthly Page Views
- First Page SEO
- Robust Social Media Engagement
- Online 24/7
- Daily Coverage | Breaking News
- Targeted Subscriber List
- Daily Targeted email Blasts

Sunday, September 08, 2019 | Connect | Advertise With Us | Sponsor Email Blasts | Towns & Villages - Demographics & Codes



WALLAUER
PAINT & DESIGN
COLOR OF THE YEAR
2019 METROPOLITAN AF- 690

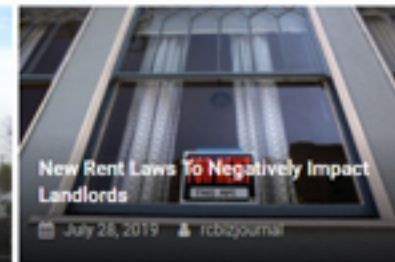


FREE
COLOR SAMPLE

Benjamin Moore
CLICK FOR COUPON

Home | Latest News | Features | Columns | Real Estate | Business | Industry | Living | Technology | Other News | News Briefs | Search

Trending: No 'Memo Yet' On Banning Ammunition Sales At Suffern's Walmart



BANNERS BOXES EMAIL SPONSORSHIP

rcbizjournal.com

AD PLACEMENTS: rcbizjournal.com ads rotate evenly with other ads on the website's Home page, Category pages and Article Pages. We offer three types of advertisements: Leaderboards/Banner Ads, Box Ads, and sponsorship of our daily email blasts.

DEADLINES: rcbizjournal.com is available 24/7 and is updated throughout the day with breaking news, informative stories and provocative columns. Ads must be received 24 hours prior to their scheduled run date. Ads may be updated up to four times per month. Ads may contain click-through links to a website, landing page or email. Analytics on ad performance are available at month's-end.

PAYMENT TERMS: The minimum ad run is three months, and payment for new advertisers is due with an executed advertising agreement. Renewal ads may be billed monthly.

HOW TO SUBMIT ADS: Ads must be submitted in either .jpeg or .png format. No animations are permitted. We offer a design service for advertisers for a nominal charge. Advertisements with white backgrounds should have a contrasting border.

ONLINE ADVERTISING RATES

Leaderboard/Banners	Boxes	Email Sponsor
3 Months: \$350/month	3 Months: \$250/month	3 Months: \$350/month
12 Months: \$300/month	12 Months: \$200/month	12 Months: \$300/month
Custom Banners	Elongated Boxes	Email Custom
3 Months: \$500/month	3 Months: \$350/month	Call For Pricing



AD SIZES AND LOCATIONS

Leaderboard/Banner: 728 x 90

Email Sponsor: 728 x 90

Custom Banner: 728 x 180

Box Ad: 300 x 250

Elongated Box: 300 x 400

IN-STORY ADS AUDIO SPONSORSHIPS SPONSORED CONTENT

rcbizjournal.com

IN-STORY ADS: In-Story Advertisements appear daily as part of the text of the day's lead story. It remains attached to the story for the run of the ad campaign. InStory ads can be 728x90 pixels, 728x150 pixels, 300x250 pixels or 300x400pixels. Ads are available in our Latest (Breaking) News and other Featured Stories.

AUDIO SPONSORSHIPS: All new stories are TTS (Text-To-Speech) enabled and can be read aloud to viewers with the click of a button — perfect for easy reading, drive-time, vision-impaired readers, and added convenience. A 10-second, sponsorship (commercial, if you will) is available at the beginning of each story.

SPONSORED CONTENT: Sometimes an advertisement is simply not enough. Perhaps you've opened a new office, have a new hire or promotion, have a new product announcement, or have been recognized for excellence in your field. There may be a story in there that you want to tell and an advertisement just won't cut it. Talk to us about sponsored content. Prices vary on length of time and content, but there are lots of options available.

ONLINE ADVERTISING RATES

In-Story Advertising	Audio Sponsorship	Sponsored Content
Weekly: \$150/week	5 Days: \$100	1 Months: \$350/month
Monthly: \$500/month	20 Days: \$250	3 Months: \$300/month

Extended Campaign Pricing Available
Sponsored Content Prices Vary

The screenshot displays the website interface with several ad placements:

- In-Story Ad:** A large image of an American Airlines plane with the headline "American Airlines Yanks Flights From Stewart International Airport" and a video player below it.
- Audio Sponsorship:** A red banner for "SMALL BUSINESS SATURDAY" with a tag icon, and a blue banner for "HP HARRINGTON PRESS your printing and signage shoppe".
- Sponsored Content:** A large image showing a group of people at a ribbon-cutting ceremony for "R2M REALTY" with the headline "R2M Opens Second Rockland County Office In Pearl River".
- Other Content:** A sidebar with a newsletter sign-up form, a profile for Cynthia Branca, CFP®, and a listing for a former Chase Bank building for lease.



TESTIMONIALS

"At Rand Commercial, we sell 3 things in this order: Information, People and Commercial Real Estate. The *Rockland County Business Journal* is an essential "information" resource we use to help our clients make critical decisions about either locating or staying in Rockland."

Paul Adler, Esq., Rand Commercial, Chief Strategy Officer

"*Rockland County Business Journal* offers a variety of high-impact online advertising and an opportunity that serves as a powerful vehicle for my company as well as many others."

Stephanie Dolce, Sassy Productions

"We at Mahoney Asset Management have been impressed with the way Tina has managed to grow the RCBJ into a popular piece of county literature. We are privileged to have our name associated with the publication and enjoy contributing. We look forward to following its continued growth."

Ken Mahoney, Mahoney Asset Management

"This publication is the go to source for pertinent news for anyone interested in starting, growing or proudly maintaining a business in Rockland, as it helps us professionals stay in tune with current issues affecting our community."

**Seraphim Wood
Licensed Life, Accident and Health Insurance Agent**

"I look forward to receiving the *Rockland County Business Journal* in my e-mail. I know I will get the most up-to-date business news in my county. Accurate and well written, no other news outlet focuses on what I need to know as a local business owner."

Ann Byne, Principal and Founder, The Byne Group

"The RCBJ is an information portal to all industries in our local economy. As a person who deals with business professionals and owners of companies, it is a vital tool in keeping up to date on happenings while still keeping the conversation local."

**David Anthony Palma,
Business Development Officer Co-Founder, Payed Processing**

"I look forward to *Rockland Business Journal's* emails to find out what's happening in our local community. The format is convenient and easy to read. We are also keenly aware of the advantage of advertising in the *Rockland County Business Journal*. Our ads stand out when someone reads the articles on the site. Cost of advertising is reasonable."

**Helene Guss, Director, Communications
Bon Secours Charity Health System**

"It is difficult to cut through the noise. RCBJ is a win for businesses to share their company, products, services and community partnerships."

**Diana Hess, Jawonio
Chief Development Officer**