



media
guide &
PARTNERSHIP
kit
2020

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



Rockland County Business Journal is a 24/7 online business journal covering the county. It is Rockland's **only** comprehensive source for local business news. Visit us at rcbizjournal.com

Our coverage of hyper-local and highly targeted business news is updated daily online to more than 55,000 unique visitors on a monthly basis.

More than 80% of readers view Rockland County Business Journal on mobile devices.

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
55399	63151
vs. Previous 30 Days	vs. Previous 30 Days
↑ 8%	↑ 6%

Advertisers will not find a more targeted audience in Rockland County for latest news, features, real estate, business, technology, industry, and other categories.

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



VIEWERSHIP

rcbizjournal.com

- 55,000+ Unique Monthly Visitors
- 65,000+ 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



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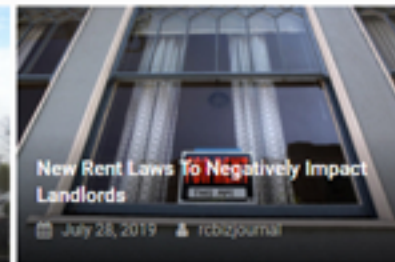
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AD PLACEMENTS: rcbizjournal.com ads rotate evenly with other ads on the website's Home page, Category pages and Article Pages. We offer three types of advertisements: Leaderboards/Banner Ads, Box Ads, and sponsorship of our twice-weekly email blasts.

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.

ONLINE ADVERTISING RATES

Leaderboard/Banners

3 Months: \$350/month
12 Months: \$300/month

Boxes

3 Months: \$250/month
12 Months: \$200/month

Email Sponsor

3 Months: \$350/month
12 Months: \$300/month



AD SIZES AND LOCATIONS

Leaderboard/Banner: 728 x 90

Email Sponsor: 728 x 90

Box Ad: 300 x 250

JPEG or PNG Format. No Animations



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