



media  
guide &  
PARTNERSHIP  
kit  
2022

**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	↑ 4% vs. Previous 30 Days	92097	↑ 7% vs. Previous 30 Days

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

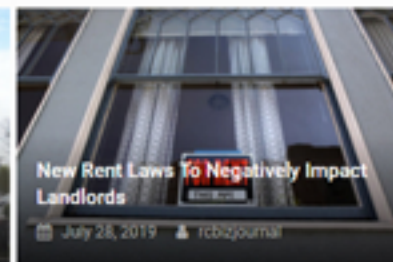


**FREE**  
COLOR SAMPLE

**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 rcbizjournal.com website interface. At the top, there's a navigation bar with links like 'Latest News', 'Features', 'Columns', 'Real Estate', 'Business', 'Industry', 'Living', 'Technology', and 'Other News'. A search bar is on the right. Below the navigation bar, a large featured article titled 'American Airlines Yanks Flights From Stewart International Airport' is shown. To the right of this article is a sidebar with a newsletter sign-up form, a profile for Cynthia Branca, CFP®, and a 'Small Business Saturday' promotion. Below the main article, there's a section titled 'U.S. Carriers' Thanksgiving-Week Capacity Down Nearly 40 percent From Year Ago'. Further down, another article titled 'R2M Realty, Inc. Celebrates 10th Anniversary' is visible. To the right of this article is another sidebar with a 'Small Business Saturday' promotion and a 'Former Chase Bank' advertisement. At the bottom, there's a section titled 'Minority and Woman Owned Business Launches 2nd Office in Pearl River Amid Covid-19'. The website layout is clean and professional, with a focus on local business news and advertising opportunities.



## 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**