

TheJeffersonChronicle.com 2017 Advertising Information Packet

A Note from the Team...

Welcome to *The Jefferson Chronicle*! We hope you enjoy our hyperlocal news, sports, lifestyle and event content.

Our tagline is “*from the community, for the community.*” These are words we take very seriously. Every member of our team is a Jefferson resident, and all of us care deeply about the community we call home. We want to see the township thrive, and we believe that our coverage is helping to do just that.

When you advertise with us, we hope you will see it as an investment rather than an expense — an investment in a town you love, where you’ve chosen to set up your business. We believe you want to see Jefferson thrive as much as we do. That’s why we hope you’ll see advertising with us as an opportunity to not only grow your business but to help your town grow and thrive.

Thank you for taking the time to learn more about our digital publications' advertising solutions. We look forward to developing a long and warm relationship!

Signed,

Kevin L. Pattky, Jr.

Founder, President and Publisher

The Jefferson Chronicle, LLC.

Sue Toth

Editor-In-Chief

The Jefferson Chronicle, LLC.

Updated: September 2017

Readership (Audience) Overview

Who our website content and advertising reaches.

The Jefferson Chronicle's Coverage and Readership Target Audience:

Coverage area: Jefferson Township, Morris County, New Jersey, USA

Resident scope: 21,314 People, 7,830 Households, and 5,794 Families

Cities/Zip codes scope: Newfoundland (07435), Oak Ridge (07438), Lake Hopatcong (07849), and Wharton [including Lake Shawnee] (07885)

Source: 2010 United States Census

Website [www.thejeffersonchronicle.com] Readership (Audience) Analytics Scope:

Monthly Readership: 10,299 Unique (Individual) Readers

Reader Engagement Scope: 60.8% Returning Readers; 39.2% New (First Time) Readers

Reader Gender Scope: 69.1% Female Readership; 30.9% Male Readership

Reader Age Scope: 1. 45-54 (27.58%) 2. 35-44 (22.88%) 3. 55-64 (16.86%) 4. 25-34 (13.73%) 5. 18-24 (9.67%) 6. 65+ (9.28%)

Reader Access-From Technology Scope: 1. Mobile (69.78%) 2. Desktop (21.10%) 3. Tablet (9.12%)

Source: Google Analytics (for website, www.thejeffersonchronicle.com), for May 31 to June 30, 2017

2017 Advertising Rates

Standard Placements

Website Display (Across All Devices; Computer, Mobile, and Tablet)

Ad Location	Open Weekly Rate	Open Monthly Rate	6 or 12 Month Agreement*
Sidebar / In-Story Graphic Sizing: Computer: 300x250 pixels Mobile/Tablet: 300x250 pixels	\$50 per week	\$200 per month	\$150 per month
Footer Graphic Sizing: Computer: 728x90 pixels Mobile/Tablet: 300x250 pixels	\$45 per week	\$180 per month	\$135 per month

* All 6 or 12 Month Agreements come with free-of-charge bonuses, refer to page 5, "Discount Offers Available".

Premium (High Visibility) Placements

Website Display (Across All Devices; Computer, Mobile, and Tablet)

Ad Location	Open Weekly Rate	Open Monthly Rate	6 or 12 Month Agreement*
Header Graphic Sizing: Computer: 728x90 pixels Mobile/Tablet: 300x50 pixels	\$100 per week	\$400 per month	\$300 per month
Mobile Only Floater Graphic Sizing: Mobile: 300x50 pixels	\$95 per week	\$380 per month	\$285 per month

* All 6 or 12 Month Agreements come with free-of-charge bonuses, refer to page 5, "Discount Offers Available".

E-mail Digest Placements

Reach our over 10,000 e-mail newsletter subscribers

“Weekly Digest (Top Stories and Upcoming Events)” sent every Thursday at 5 a.m.

Ad Location	Open Weekly Rate	Open Monthly Rate	6 or 12 Month Agreement*
Header Graphic Sizing: 728x90 pixels	\$110 per week	\$440 per month	\$330 per month
Inline Graphic Sizing: 728x90 pixels	\$95 per week	\$380 per month	\$285 per month
Footer Graphic Sizing: 300x250 pixels	\$75 per week	\$300 per month	\$225 per month

* All 6 or 12 Month Agreements come with free-of-charge bonuses, refer to page 5, “Discount Offers Available”.

Business, Service and Organization Directory

We like to call it, *“the Yellow Pages of Jefferson Township”*.

Listing Length	Annual Rate
1 Year Listing	\$125 per year
1 Year <i>Featured</i> Listing	\$150 per year
1 Year <i>Chamber/Rotary* Member</i> Listing	\$75 per year
1 Year <i>Non-Profit and Church</i> Listing	\$50 per year
2 Year Listing, Save 20% year-to-year	\$200 per year

* To take advantage of the discounted rate, you must provide proof that you're an active, in-good-standing member of the Jefferson Township Chamber of Commerce, or Jefferson-Sparta Rotary Club.

Discount Offers Available

- All **6 or 12 Month Agreements** for display advertising solutions automatically receive a 1 Year Business, Service and Organization Directory Listing **free-of-charge**, a savings of \$125 annually. As a bonus for **6 or 12 Month Agreement campaigns**, in-house Creative Services and Graphic Design are **free-of-charge**, a savings of \$40 per campaign.
- **Non-Profit Organizations and Churches** will save 50% off per week/or month for all display advertising solutions (website and e-mail). Offer available for Open Weekly Rate, Open Monthly Rate, and 6 or 12 Month Agreement options. Inquire for details.

Creative Services and Graphic Design

All services are professionally and personally provided by *The Jefferson Chronicle's* Art Director, Jason J. Nicholas.

Full creative and graphic design services are an additional **one-time payment of \$40 per campaign**. Services will be billed on your first invoice, should you take advantage of such.

Payment Options

We offer flexible payment options.

Whether you choose the Open Weekly Rate, Open Monthly Rate, or 6 or 12 Month Agreement for your display advertising needs, we allow you to choose how you pay us. **You may pay us monthly, quarterly (every 3 months), or annually (in full).**

We accept payment via **e-mail invoicing**, in which you may pay by **debit/credit card, or bank transfer**. We also accept **check-by-mail** payments, which may be made out, and mailed to: The Jefferson Chronicle, LLC., 7 Osage Trail, Oak Ridge, New Jersey, 07438.

Been seen by your community – our readers today.

Contact us to learn more or start your campaign.

Phone: 973-384-1799 / E-mail: advertising@thejeffersonchronicle.com