

NEWPORT'S ONLINE NEWS SOURCE

NEWPORT BEACH

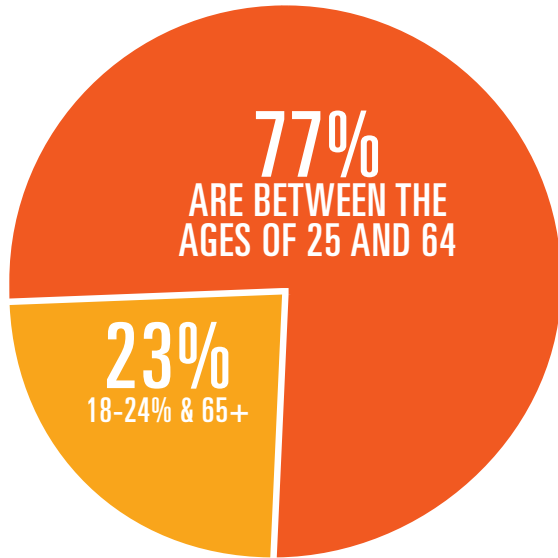
Independent

“For Locals, by Locals”

THE MOST VIEWED NEWS WEBSITE IN NEWPORT

NewportBeachIndy.com

MEDIA KIT



INDY USER INFORMATION

- Visitors to this site are 3.15x more likely than the average internet user to visit websites in the Travel category.
- Visitors to this site are 2.50x more likely than the average internet user to visit websites in the Business category.
- Visitors to this site are 2.28x more likely than the average internet user to visit websites in the Finance category.
- Visitors to this site are 2.24x more likely than the average internet user to visit websites in the Real Estate category.
- Visitors to this site are 1.89x more likely than the average internet user to visit websites in the News category.
- Visitors to this site are 1.54x more likely than the average internet user to visit websites in the Style & Fashion category.
- Visitors to this site are 1.43x more likely than the average internet user to visit websites in the Food & Drink category.
- Visitors to this site are 1.38x more likely than the average internet user to visit websites in the Health & Fitness category.
- Visitors to this site are 1.36x more likely than the average internet user to visit websites in the Shopping category.
- Visitors to this site are 1.36x more likely than the average internet user to visit websites in the Automotive category.

44,625 Average monthly visits in 2020

56,524 Average pageviews in 2020

50% FEMALE

58% MOBILE USERS

1.43 PAGES PER SESSION

70% COLLEGE OR GRAD SCHOOL

21K NB SOCIAL FANS AND FOLLOWERS

50% MALE

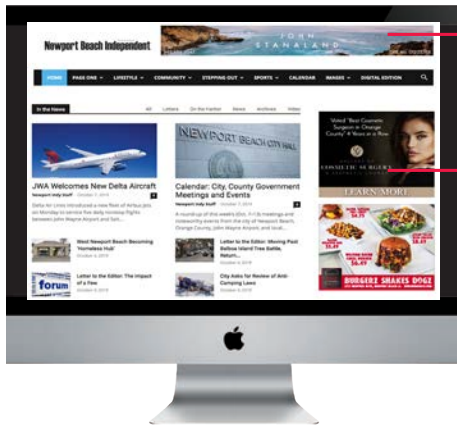
34% DESKTOP USERS

1:01 AVERAGE TIME ON PAGE (MINUTES)

HHI \$150,000+

2.5K OPT-IN EMAIL SUBSCRIBERS

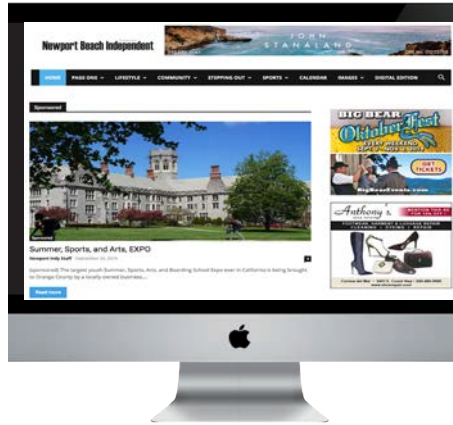
RUN OF SITE BANNER ADVERTISING



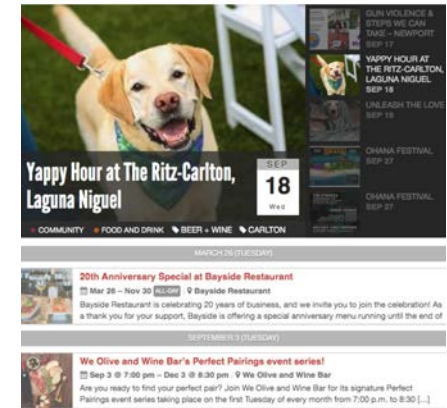
LEADERBOARD ADS 728X90

BOX ADS 300X250

LARGE FORMAT SPONSORED EDITORIAL



FEATURED EVENTS



CATEGORY SPONSORSHIP



STANDARD FORMAT SPONSORED EDITORIAL



WEEKLY POLL SPONSORSHIP

Run of site placements appear across the entire Newportbeachindy.com website network (7,800+ pages)*
As an added bonus NewportBeachIndy.com box ad advertisers also appear on the NewportBeachMagazine.com website!

WEBSITE RATES*

AD UNIT	RATE/MO.	SIZE
HOMEPAGE LEADERBOARD AD	\$1,000 PER MONTH	728 X 90
SIDEBAR BOX BANNER AD #1	\$600 PER MONTH	300 X 250
SIDEBAR BOX BANNER AD #2	\$400 PER MONTH	300 X 250
SIDEBAR BOX BANNER AD #3 & ROS	\$200 PER MONTH	300 X 250
CATEGORY/SECTION BANNER AD	\$600 PER MONTH	728 X 90
FEATURED EVENT LISTING	\$75 PER MONTH	
LARGE FORMAT SPONSORED EDITORIAL	\$800 PER MONTH	
STANDARD SPONSORED EDITORIAL	\$375 PER MONTH	
FEATURED EVENTS ON HOMEPAGE	\$99	
SPONSORED VIDEO ON HOME PAGE	\$375 PER MONTH	
POLL SPONSORSHIP (PRINT & DIGITAL)	\$1,400 PER MONTH	300X100

EMAIL OPPORTUNITES

	RATE
DEDICATED E-BLAST	\$450/EA.
REAL ESTATE FEATURE HOME (WEEKLY)	\$75/WK
EMAIL BANNER AD 468X60	\$50/WK.
SPONSORED EDITORIAL	\$75/EA.

ONLINE/PRINT COMBO

COMBINE YOUR NEWPORTBEACHINDY.COM BUY WITH PRINT MARKETING AND REACH OUR ENTIRE NEWPORT BEACH AUDIENCE AT THEIR HOMES, MOBILE DEVICES, AND DESKTOP COMPUTERS.

ESTIMATED MONTHLY VIEWERSHIP: 188,000



DIGITAL ADVERTISING GUIDELINES

- Web specifications are measured in pixels (px), image quality should be at least 72 DPI and, if used for digital and print, 300 DPI is recommended.
- All dimensions are noted WxH, i.e. 300x250px means 300px in width and 250px in height
- Animated ad banners are 15-second maximum OR 3 times looping maximum (5-seconds per loop).
- Creative with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content.
- File sizes for banner ads should not exceed 100k, accepted file extensions: .JPEG .GIF .PNG
- Submit destination URL (i.e. <https://mywebsite.com>) for all of your submitted online marketing materials
- Linking URL - Linking URLs must be domain name based and cannot be the IP address (i.e., <http://207.123.456.78>).
- Any sound must be user-initiated and is defined as a click-based interaction rather than a mouse-over or rollover.
- The dedicated email should be submitted as a single image file with the subject line, and destination URL. HTML coded emails are accepted and preferred for emails with multiple links.
- Social media promotions and sponsored editorial should include all relevant images, text, URL links, social links and hashtags, if applicable.
- All digital assets submissions should go to Megan Shelhamer, megan@firebrandmediainc.com: 949-715-4100 x220

Leaderboard ad - 728x90

Newsletter & Category sponsor ad - 468x60

Box ad - 300x250

DEDICATED EMAIL

Image width not to exceed 580px, there is no height limitation, but we suggest this image does not exceed 1,500px

SPONSORED EDITORIAL

Title text (if any) maximum of 60 characters with spaces

Body Text: maximum 250 characters with spaces

Image/logo (1): maximum size 600x250

Call To Action (CTA) i.e. "Click Here," "See More" or "Buy Now"

Destination URL for Call To Action

For additional information, contact

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