

# THE NEWPORT BEACH DIGITAL AD NETWORK

## 2023 DIGITAL MEDIA KIT

NEWS SOURCE > [NEWPORTBEACHINDY.COM](http://NEWPORTBEACHINDY.COM)

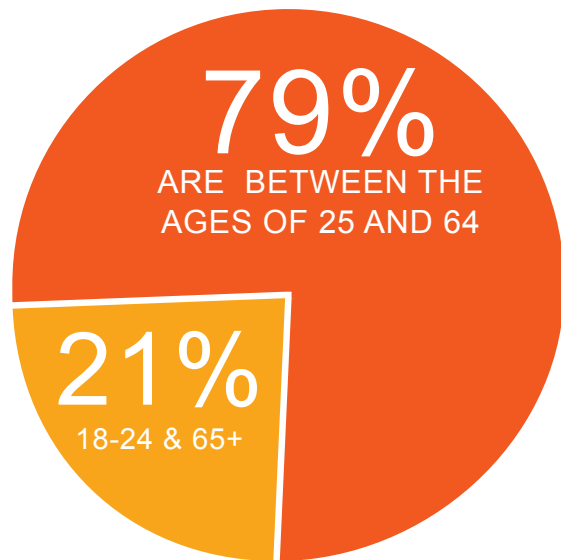
ENTERTAINMENT & LIFESTYLE > [NEWPORTBEACHMAGAZINE.COM](http://NEWPORTBEACHMAGAZINE.COM)



**Newport Beach Independent**

**NB**  
NEWPORT BEACH MAGAZINE

## USER DEMOS & AFFINITY'S\*



- Visitors to this site are 2.01x more likely than the average internet user to visit websites in the Business category.
- Visitors to this site are 1.84x more likely than the average internet user to visit websites in the Travel category.
- Visitors to this site are 1.64x more likely than the average internet user to visit websites in the Real Estate category.
- Visitors to this site are 1.63x more likely than the average internet user to visit websites in the News category.
- Visitors to this site are 1.45x more likely than the average internet user to visit websites in the Dine category.

\*2023 Quatcast Data NewportBeachIndy.com

- Visitors to this site are 2.02x more likely than the average internet user to visit websites in the Travel category.
- Visitors to this site are 1.61x more likely than the average internet user to visit websites in the Business category.
- Visitors to this site are 1.56x more likely than the average internet user to visit websites in the Real Estate category.
- Visitors to this site are 1.53x more likely than the average internet user to visit websites in the Dine category.
- Visitors to this site are 1.45x more likely than the average internet user to visit websites in the Health & Fitness category.

\*2023 Quatcast Data NewportBeachMagazine.com

**435,952** USERS IN 2022

**643,093** PAGE VIEWS IN 2022

**47%** FEMALE

**53%** MALE

**48%** MOBILE USERS

**1.25** PAGES PER SESSION

**67%** COLLEGE OR  
GRAD SCHOOL

**20K+** NB SOCIAL FANS  
AND FOLLOWERS

**49%** DESKTOP  
USERS

**1:20** AVERAGE TIME ON  
PAGE (MINUTES)

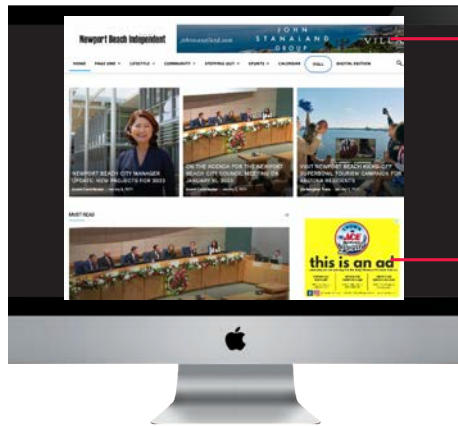
**HHI** \$150,000+

**4.0K+** OPT-IN EMAIL  
SUBSCRIBERS

# STANDARD INTEGRATIONS



## BANNER ADVERTISING

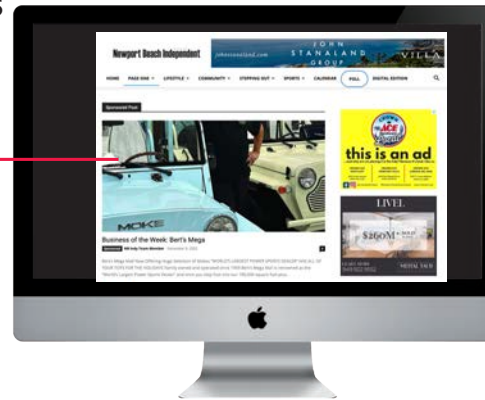


LEADERBOARD ADS  
728X90

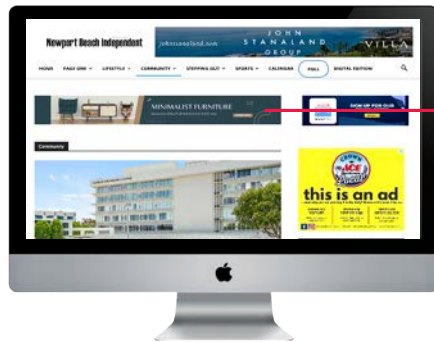
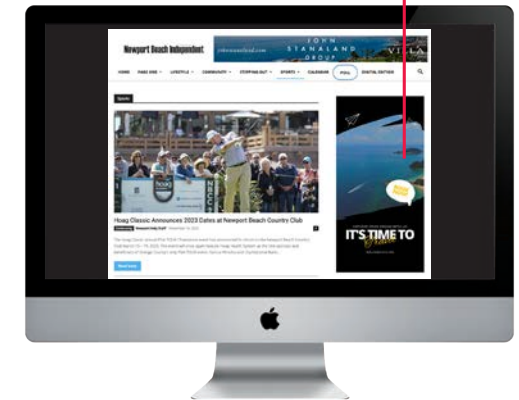
LARGE FORMAT  
ADS 625X350

BOX ADS 300X250

## LARGE FORMAT HOME PAGE BANNER



## NEW - TOWER BANNER 300X600



SPONSOR ADS  
728X90

## CATEGORY SPONSORSHIP



## STANDARD FORMAT SPONSORED EDITORIAL



## WEEKLY POLL SPONSORSHIP

Run of site banner ad placements appear across both  
NewportBeachIndy.com and NewportBeachMagazine.com websites.

# ADVERTISING RATES



## WEBSITE RATES\*

AD UNIT	RATE/MO.	SIZE
HOMEPAGE LEADERBOARD AD	\$8,000 PER MONTH	728 X 90
SIDEBAR BOX BANNER AD #1	\$600/MO.	300 X 250
SIDEBAR BOX BANNER AD #2	\$400/MO.	300 X 250
SIDEBAR BOX BANNER AD #3 & ROS	\$200/MO.	300 X 250
SIDEBAR BOX BANNER AD RUN OF SITE (ROS)	\$100/MO.	300 X 250
LARGE FORMAT HOME PAGE BANNER* - NEW	\$400 PER MONTH	625 X 350
LARGE FORMAT SPONSORED EDITORIAL	\$600 PER MONTH	SEE SPECS
STANDARD SPONSORED EDITORIAL	\$275 PER MONTH	SEE SPECS
FEATURED EVENT LISTING	\$99 PER MONTH	SEE SPECS
SPONSORED VIDEO ON HOME PAGE	\$350 PER MONTH	YOUTUBE/VIMEO
POLL PAGE SPONSORSHIP	\$250 PER MONTH	728X90

\*Home page only, position based on availability

## EMAIL OPPORTUNITIES

AD UNIT	RATE
DEDICATED E-BLAST (5,000+ OPT-IN SUBSCRIBERS)	\$400/EA.
REAL ESTATE FEATURE HOME (WEEKLY)	\$75/WK
EMAIL BANNER AD 468X60	\$50/WK.
SPONSORED EDITORIAL	\$75/EA.

# SPECIFICATIONS



## 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 150k, 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 mouseover 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 Taryn Metkovich,  
[taryn@firebrandmediainc.com](mailto:taryn@firebrandmediainc.com)  
949-715-4100 x220

Leaderboard ad  
728x90

Newsletter & Category sponsor ad  
- 468x60

Box ad  
300x250

Large Format Home Page  
Banner  
625x350

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

Large and Standard Format  
Sponsored Editorial/Featured Events  
Title text (if any) maximum of 60 characters with spaces  
Body Text: maximum 1,000 max characters with spaces  
Image/logo (up to 5): 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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