



2024 MEDIA KIT



NJ **URBAN** **NEWS**

A Voice for the Voiceless

2024 MEDIA KIT



NJ **URBAN** **NEWS**

A Voice for the Voiceless

2024 MEDIA KIT



VISION

A more knowledgeable and engaged community grounded in our shared humanity.

MISSION

Journalism that informs, enriches, and inspires.





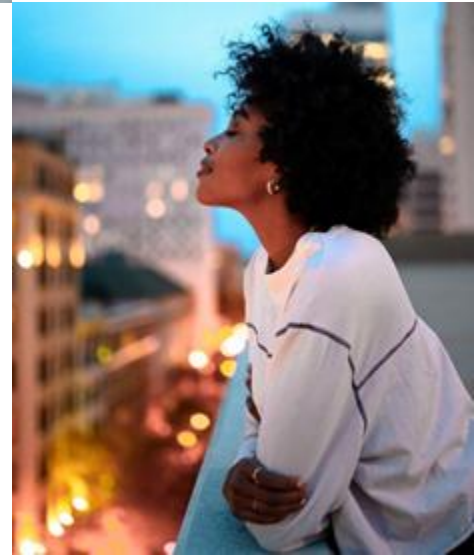
A VOICE FOR THE VOICELESS

NJ Urban News is your Black news source in the Garden State.

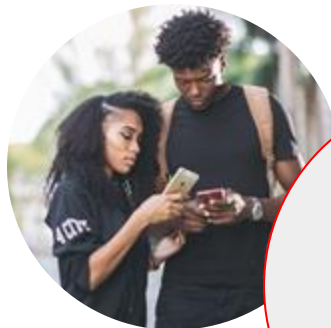
We are dedicated to enriching New Jersey's vibrant African American community through informative stories and thorough coverage.

We cover stories often overlooked by mainstream media impacting the 1.1 million people that make up New Jersey's Black community.

NJUN is updated daily with breaking national news and each Friday with fresh content.



Black buying power
in the U.S. is
estimated to grow to
\$1.98 trillion
by 2025.



Black 18 - 34
year olds are
2.3x
as likely to use
social media to
talk about
brands



83%
of Black audiences
seek out diverse-
owned media



Black consumers are
highly digital: they are
more likely to own a
smartphone, and they
use their phones
12%
more than White
Americans.

OUR AUDIENCE

Audience Overview

United States.....90%

U.S. Traffic

New Jersey.....76%

New York Metro.....10%

Pennsylvania - Pocono Region.....8%

Demographics

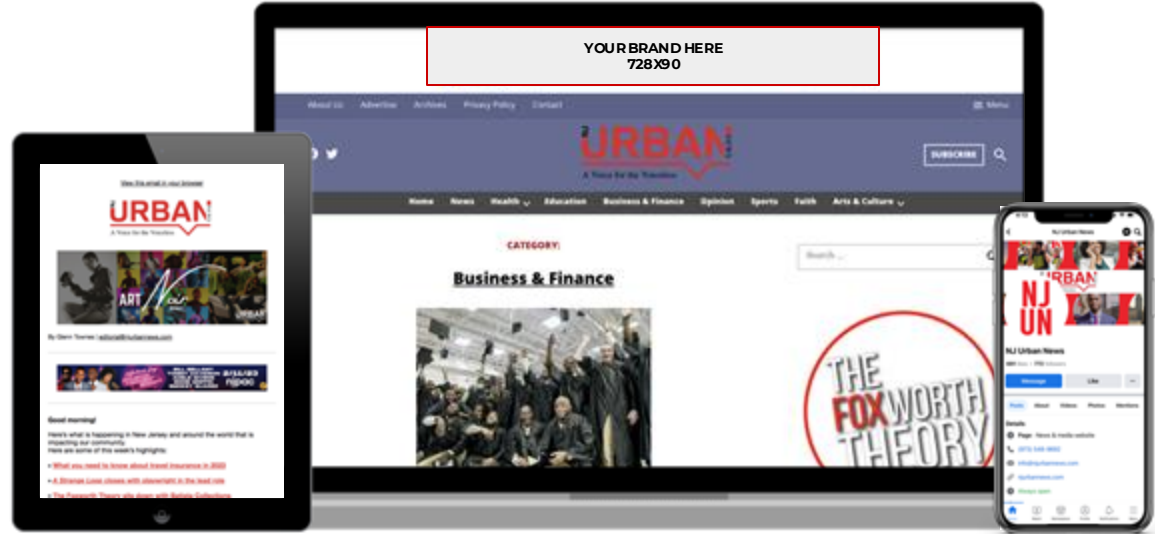
A25-44.....75%

New Jersey.....34%

Bachelor's Degree+.....47%



OUR PLATFORM



Website/eNewsletter

Monthly Page Views.....	368,000
Monthly Unique Visitors.....	61,000
Monthly Returning Visitors.....	36%
Average Duration.....	3:58
eNewsletter Subscribers.....	36,000

Social Media



100,000 Monthly Impressions



75,000 Monthly Impressions

OUR EDITORIAL

NJ Urban News informs and educates across a variety of categories, delivering late breaking news to readers.

NEWS

EDUCATION

BUSINESS & FINANCE

OPINION

SPORTS

FAITH

ARTS & CULTURE



2024 EDITORIAL CALENDAR & AD SCHEDULE

FEBRUARY

Black History Month

SPACE CLOSE:

XX.XX.XX

MARCH

Women's History Month

SPACE CLOSE:

XX.XX.XX

APRIL

National Poetry Month;
Celebrate Diversity Month

SPACE CLOSE:

XX.XX.XX

MAY

Mental Health Awareness Month

SPACE CLOSE:

XX.XX.XX

JUNE

Black Pride Month;
Juneteenth

SPACE CLOSE:

XX.XX.XX

JULY

July 4th

SPACE CLOSE:

XX.XX.XX

AUGUST

Black Business Month

SPACE CLOSE:

XX.XX.XX

SEPTEMBER

Back to School

SPACE CLOSE:

XX.XX.XX

OCTOBER

XXX

SPACE CLOSE:

XX.XX.XX

NOVEMBER

Thanksgiving

SPACE CLOSE:

XX.XX.XX

DECEMBER

Holiday

SPACE CLOSE:

XX.XX.XX

RATE CARDS

SOCIAL MEDIA

Facebook Cover	\$1,000 Per Week
Pinned Facebook Post	
Twitter Cover	
Pinned Twitter Post	
Daily Tweets	
3 Instagram Posts Per Week	
Weekly Posts on Facebook & LinkedIn	
Sharing Posts in 20+ NJ-targeted Groups	

EMAIL

Dedicated Email Blast	\$750 Per Week
Leaderboard Ad in Weekly eNewsletter	\$500 Per Week
Custom Email Blast <i>(for any two days in a seven day cycle)</i>	\$1,250 Per Week

NOTE:

NJUN's email distribution list can be supplemented with additional email sends for the following incremental costs:

- For an additional 50k emails: +\$800
- For an additional 100k emails: +\$1,650

DISPLAY ADVERTISING

Leaderboard	\$1,000 Per Week
Pop-Up Ad	\$1,200 Per Week
Medium Rectangle	\$800 Per Week
Large Rectangle	\$900 Per Week
Half Page	\$1,200 Per Week

SPONSORED CONTENT

Sponsored / Branded Article	\$1,500 Per Week.
Video	\$400 Per Week.

CPM Pricing: \$30

Pre-Roll/Video CPM Pricing: \$18

Other ad sizes available on request.c

GET THE MOST OUT OF YOUR BUDGET

BRONZE SPONSORSHIP

- Social Media Promotion
- Large Rectangle
- eNewsletter Ad in Daily Roundup

\$1,300/week

SILVER SPONSORSHIP

- Social Media Promotion
- Pop-Up Ad
- eNewsletter Ad in Daily Roundup
- Dedicated Email Blast

\$1,500/week

GOLD SPONSORSHIP

- Social Media Promotion
- Website Leaderboard Ad
- eNewsletter Ad in Daily Roundup
- Sponsored Article
- Dedicated Email Blast

\$1,800/week

BREAKING BARRIERS: BUILDING BLACK WEALTH

PODCAST SPONSORSHIPS

SILVER SPONSORSHIP

- 30 second spot airing two times – once during live broadcast and once during rebroadcast (production not included)
- One live mention by host
- Banner ad on host personal/business website
- Possible guest appearance by key person within company (subject to host approval)

\$5,500
1 months

GOLD SPONSORSHIP

- 30-second spot airing four times – two during live broadcast and two during rebroadcast (production not included)
- One live mention by host
- Banner ad on host web page
- Possible guest appearance by key person within company (subject to host approval)

\$6,500
2 months

PLATINUM SPONSORSHIP

- 30-second spot airing six times – three during live broadcast and three during rebroadcast (production included)
- 30-60 second video spot (content must be provided)
- Banner ad on weekly ecard
- Banner ad on host personal/business website
- Possible guest appearance by key person within company

\$11,500
3 months

Audio commercial production: \$350
30-60 second video - content must be provided: \$450



AD SPECS

DIGITAL AD SPECS

970x90 Large Leaderboard

728x90 Leaderboard

300x250
Medium
Rectangle

336x280
Large
Rectangle

300x600
Half Page

400x600
Pop-Up
Ad

DIGITAL AD SPECS

AD UNIT	FIXED SIZE (PX)	MAX. KWEIGHT (KB) INITIAL LOAD	MAX. KWEIGHT (KB) SUB LOAD
Large Leaderboard	970x90	200	400
Leaderboard	728x90	150	300
Pop-Up Ad	400x600	150	300
Medium Rectangle	300x250	150	300
Large Rectangle	336x280	150	300
Half Page	300x600	150	300

Supported Files: JPG / GIF / PNG / HTML5



**OUR
CAPABILITIES**

DISPLAY ADVERTISING

NJUN is New Jersey's comprehensive Black news source, with 61k monthly unique visitors turning to us for timely news coverage.

Align with our unique and engaged audience via digital display advertising, wrapping our relevant content. With 33% share of voice across all channels of the NJUN site, and ad placements will be hyperlinked to your website or landing page of choice, driving qualified traffic.

Ad Placements Include:

- Leaderboard Ad
- Pop-Up Ad
- Medium Rectangle
- Large Rectangle
- Half Page Ad



23.9%
CTR

EMAIL NEWSLETTERS

Each week, NJUN deploys three can't-miss newsletters, delivered directly to the inbox of our engaged opt-in subscribers who look to us for the latest news and happenings in our community and beyond.

Reach an audience of 36k across three timely and relevant newsletters with a 728x90 leaderboard ad placement hyperlinked to your site.

- **Weekly Digest:** each Sunday, we cover what is happening in New Jersey and around the world that is impacting our community
- **Art Noir:** every Wednesday, we spotlight the latest in Black entertainment, arts and culture
- **Business & Personal Finance:** on Thursdays, we provide a weekly dose of business and personal finance news to give readers an insight on which matters affect our families and our community



78%
AVG.
OPEN RATE

32%
AVG.
CLICK RATE

SOCIAL MEDIA

NJUN has a presence across social media platforms, engaging with our readers on the go and delivering timely content wherever they are across all devices.

Dedicated social posts help drive awareness for your brand, promote newsworthy initiatives or product launches, and drive qualified traffic to your website.



SPONSORED CONTENT ARTICLE

NJUN can drive education for your brand with sponsored content articles across our website. Your brand will receive the following:

- Naming rights on content article (“Presented by”)
- Sponsored content article(s) on a relevant channel on the NJUN.com site
- Opportunity to wrap sponsored content with display ad units to further reinforce your message (100% SOV)
- Dedicated post within one weekly newsletter, driving traffic to the sponsored content article
- Dedicated social posts to promote the content on all NJUN social media platforms.



VIDEO

NJUN provides unique opportunities to bring your brand to life through branded video content.

VIDEO PRE-ROLL

- You will have the opportunity to run a video pre-roll campaign featuring supplied video content that brings your brand to life for users, ensuring your message will be viewed by a group of prospective clients

CUSTOM VIDEO PRODUCTION

- NJUN can also produce a bespoke video on behalf of your brand, managing production and creative direction, with your authentic voice



CONTACT:

Penda Howell
penda.howell@njurbannews.com

THANK YOU