

# ONLINE ADVERTISING OPPORTUNITIES

## IMPORTANCE OF ONLINE ADVERTISING

Increase the power of your marketing with Alter Communications' online audiences.

By purchasing online advertising on all, or just one, of Alter Communications' sites, you increase the likelihood that visitors will visit your Web site and thus be more inclined either to buy online from you or to frequent your business.

That's just a fact.

Allow Alter Communications to show you the power of its online advertising.



### TILE (120 pixels x 60 pixels)

- 4 positions available on *Style* and *Chesapeake Life* — Above navigation – Run of site
- 8 positions available on *BALTIMORE JEWISH TIMES* — Home Page only



### BANNER (468 pixels x 60 pixels)

- Home Page and inside content pages; banner centered below navigation bar
- 1 position per page — all sites



### MEDIUM RECTANGLE (300 pixels x 250 pixels)

- Home page and inside content pages
- 1 position per page — all sites
- 2 positions on Home Page — *Style* and *Chesapeake Life*

### WIDE SKYSCRAPER (160 pixels x 600 pixels)

- Positions available on all inside content pages
- 1 position available per page; positioned within copy block

### LEADERBOARD (728 pixels x 90 pixels)

- Available on the *BALTIMORE JEWISH TIMES* Web site only
- News, Marketplace, Milestones and Opinion pages only; not available on Home Page
- Banner below navigation bar



1040 Park Avenue, Suite 200 • Baltimore, MD 21201  
410.752.3504 • alteryourview.com

# INTEGRATED MEDIA CUSTOM OPPORTUNITIES

## CUSTOM SPONSORSHIPS

- Custom packages created to meet all client objectives such as contests, sweepstakes and product sampling

## OPT-IN NEWSLETTER PROGRAM

- Advertiser content or topic related content (trends) provided
- Private label newsletter

## E-MAIL CAMPAIGNS FOR ADVERTISERS

## ADVERTISER SURVEYS

## REVENUE SHARING/ TARGETED CONTENT

- Gift registry for births, weddings & engagements, and obituaries

## WEB DEVELOPMENT/DESIGN

# CHOOSE YOUR PLACEMENT

## RUN OF ALTER (ROA)

Ad will rotate at random through the BALTIMORE JEWISH TIMES, Chesapeake Life and Style Web sites.

## RUN OF ALTER (targeted content ZONES)

Ad will rotate through the BALTIMORE JEWISH TIMES, Chesapeake Life and Style Web sites while targeting specific content departments (Food, Blogs, Travel).

## RUN OF SITE (specific publication)

Ad will rotate at random through one specific publication (BALTIMORE JEWISH TIMES, Chesapeake Life or Style Web site).

## SINGLE SITE TARGETED CONTENT

Ad will rotate only through specifically targeted departments (Food, Guides) on a single Web site.

## SINGLE SITE TARGETED PAGE

Ad will run only on specifically targeted pages (Home Page, Guide, Single Topic/Invitations) on a single Web site.

WEB SITE:	jewishtimes.com	baltimorestyle.com	chesapeakelifemag.com	Run of Alter	
Average monthly page views:	546,406	226,540	73,200	846,146	
HOME PAGE	TILE (120 x 60)				
	1 month	\$400	\$300	\$250	\$500
	3 months	1000	750	650	1275
	RECTANGLE (300 x 250)				
	1 month	\$525	\$400	\$325	\$650
	3 months	1330	995	825	1650
INSIDE PAGE	BANNER (468 x 60)				
	1 month	\$250	\$200	\$150	\$350
	3 months	650	500	400	900
	SKYSCRAPER (160 x 600)				
	1 month	\$400	\$300	\$250	\$500
	3 months	1000	750	650	1275
	RECTANGLE (300 x 250)				
	1 month	\$400	\$300	\$250	\$500
	3 months	1000	750	650	1275
	JEWISHTIMES.COM ONLY				
LEADERBOARD (728 x 90)		N/A	N/A	N/A	
1 month	\$400				
3 months	1000				
E-LETTER	1 issue	\$200	\$200	\$200	N/A
	1 month (4x)	680			
	3 months (12x)	1500			

ADS ACCEPTED IN FLASH, JPEG, GIF, ANIMATED GIF AND THIRD PARTY AD SERVING.

Please contact your advertising executive for available online inventory.



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