



THE BLUEPRINT

nyblueprint.com
 losangelesblueprint.com
 jerusalemblueprint.com

The Blueprint, the urban Jewish event guide, caters to young Jews in their 20s and 30s through our daily updated websites and weekly email lists. After nine years of publishing, The Blueprint has become the **essential Jewish guide for New York, Jerusalem and Los Angeles**. The Blueprint reaches young Jews by offering the scoop on what's going on in their city—young Jewish professionals turn to The Blueprint to find out what's happening, where, and why they should care. **The Blueprint reports 50,000 visitors a month for all three websites and about 700,000 pageviews in total.**

BANNER ADS

DESCRIPTION	SIZE width x height, in pixels	NEW YORK rate/month	LOS ANGELES rate/month	JERUSALEM rate/month
1 upper left corner	184 x 90	\$600	\$300	\$300
2 leaderboard	728 x 90	\$1,000	\$500	\$500
3 middle of page	600 x 72	\$600	\$300	\$300
4 medium rectangle top right margin	300 x 250	\$500	\$250	\$250
5 medium rectangle middle right margin	300 x 250	\$500	\$250	\$250
6 small rectangle middle right margin	300 x 125	\$300	\$150	\$150
7 medium rectangle bottom right margin	300 x 250	\$300	\$150	\$150
8 interstitial: full page banner ad displays once per visitor session, when any item in navigation bar or event on homepage is clicked	920 x 613	\$1,000	\$500	\$500
9 event sponsorship: displays at the top of every event page	text only: company name and website link	\$300	\$150	\$150

Please send materials to ads@nyblueprint.com, formatted as follows:

Subject: Company Name

Body: Provide the appropriate destination URL for your banner ad

Accepted file types: GIF, animated GIF, JPG (we do not accept Flash at this time)

Maximum file size: 50kb

Due date: web-ready files are due one week before start date

If extensive assistance is needed, The Blueprint will assess an hourly charge.

EMAIL BLASTS

The Blueprint email blasts are a really quick way to reach a dynamic, growing readership that wants to know about your event. **Our email list of 8,000 grows each day** with sign-ups from young Jews in their 20s and 30s who want to be notified each week about upcoming events in the Jewish scene.

	NEW YORK	LOS ANGELES	JERUSALEM	ALL 3 CITIES
Price	6,000 subscribers	1,000 subscribers	1,500 subscribers	8,500 subscribers
	\$300	\$50	\$75	\$400

Accepted file types: HTML code in an .html or .txt file (if necessary, JPG or GIF is also accepted)

Maximum width: 800px

Maximum file size: 100kb

Due date: Materials should be sent a week prior to the blast date so that we can send a test email for approval. Rest assured that no eblasts will be sent without a test.

FOR MORE DETAILS, CALL 212.665.8873 OR EMAIL ADS@NYBLUEPRINT.COM