



**Why do people visit Our Community Online?** Our website is the place where Tenafly's consumers can find information, local events, recommendations and friendly advice. Your consumers come here for answers to questions such as, "Does anyone have a plumber, tailor, painter, or gutter cleaner to recommend?"; "Does anyone know of a good class for my toddler?" or "I am new to town, where should I go for bagels, a haircut, or a family friendly dinner?"

In our Chat Rooms we have subsections including: Families, Fitness, Technology, Beauty, Foodies, Pets, Help for Homeowners and many more. Our Business and Restaurant Directories are also categorized by topic or town. All ads will be strategically placed on the page you choose. This targeted advertising allows you to pinpoint your audience.

Your customers are here. You should be too!



### **Our Website Traffic**

(Since our inception February 27<sup>th</sup>, 2009)

- 4,250** visits per month
- 30,600** page views per month
- 1,800** new visitors per month
- 4.5** minutes per visit on site per month
- 7.5** pages per visit per month

## ADVERTISING OPTIONS:

### Homepage Ads (above the fold)

**1 ½ x 2 ½ inches (150 x 250 pixels)**

Two of these ads are located next to each other on the right side of the Homepage. We will not post two competing ads. The other ad is on the top left of the homepage. We can link the ad to your website or create a link to a coupon so you can track the usage.

**Pricing:** \$400 for 3 months

(examples)



### Homepage (below the fold), Directories and Helpful Info page

**3 x 2 ½ inches (300 x 250 pixels)**

We can link the ad to your website or create a link to a coupon.

**Pricing:**

Homepage (below the fold):

\$350 for 3 months

Directories Opener, Helpful Info:

\$350 for 3 months

Directory Subpages

\$250 for 3 months

(example)



## Skyscraper

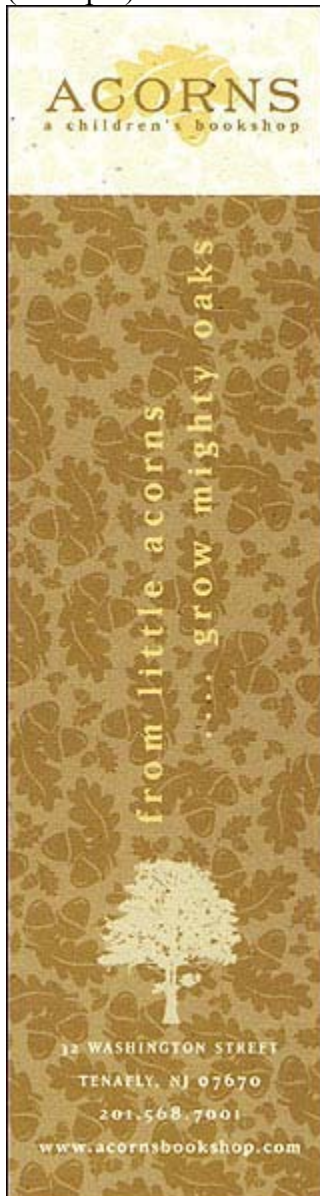
**1 5/8 x 6 inches (160 x 600 pixels)**

This ad is located in several areas of the website including the Homepage, Local Chats, Classified section and on the Calendar pages. We can link the ad to your website or create a link to a coupon so you can track the usage.

### Pricing:

Homepage:	\$400 for 3 months for an ad above the fold \$350 for 3 months for an ad below the fold
Calendar, Classified, Blog Opener & Helpful Info pages:	\$350 for 3 months
Local Chat Opener:	\$350 for 3 months for top ad \$300 for middle ad \$250 for bottom ad
Local Chat targeted topics pages:	\$250 for 3 months
Individual Blog pages:	\$250 for 3 months

(example)



## **Business or Restaurant Directory Listing:**

### **Option 1. Directory Listing**

This option is for businesses with a website who want to be listed in our directory. We can provide a link to your website. **\*\*If you do not have a website, we will list your phone number and address.\*\***

#### **Pricing:**

Full year listing: \$50

Option #1 includes a business or restaurant listing in our Directories under the category of your choice. We will provide a link to your website if you have one.

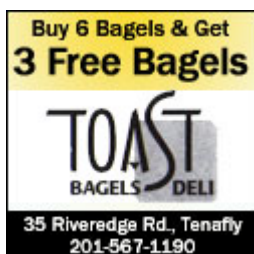
### **Option #2 Header Ad and Directory Listing**

This option is for businesses that want to be listed in our directory and have a prominent rotating Header Ad. We will strive to make sure your ad is never shown next to that of a direct competitor. **\*\*If you do not have a website, we will list your phone number and address and link your ad to an email address or coupon\*\***

#### **Pricing:**

Full year listing: \$200

Option #2 includes a business or restaurant directory listing with a link to your website and a banner ad of **1 ¼ x 1 ¼ inches or 125 x 125 pixels** that randomly rotates on the top of EVERY page. This site-wide header ad rotates through all the businesses listed in the directory. There will always be two ads in the header. Above the two ads on every page is a “See all Sponsors” link which when clicked on displays all of the header ads.



We can link the ad to your website or create a link to a coupon so you can track the usage. (Add \$25 if you need your ad designed.)

## Deals & Announcements Section

This page consists of written deals and announcements and small non-rotating ads. It is an inexpensive way to emphasize an event, deal or announcement to the community. The size of the ad is the same as the rotating header ad so it is a great add-on to the rotating header ad.

### **Pricing:**

Written Deal or Announcement: \$30 per month

(example)

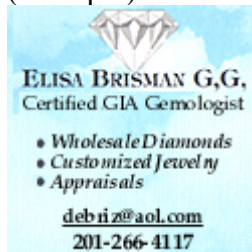
#### **TENAFLY SWIM CLUB**

The Tenaflly Swim Club, located at 147 Grove Street, is an exceptional place where members can enjoy their summer days and nights. All Tenaflly residents whatever your age or needs are welcome. Non-Tenaflly residents are also welcome. So bring your friends and come join us for the 2009 Season! For more information, call 201-567-5572 or go to [www.tenafllyswimclub.com](http://www.tenafllyswimclub.com)

### **Pricing:**

Square ad on Deals and Announcement page: \$50 per month

(example)



**\*\*\*As an added bonus to any advertiser who offers a coupon on Our Community Online, their name and a link to their coupon is listed on the Deals & Announcement page in a box called "See all Coupons"\*\*\***