



# Media Kit 2014

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# About Us

The Passyunk Post is South Philly's fastest-growing website, covering restaurants, developments, new businesses and city living. We reach thousands of affluent readers in our coverage area — everything south of South Street — and we want you to do the same.

## AUDIENCE

- 81 percent of readers are 21 to 39 years old
- About half make more than \$75,000 a year
- 88 percent are college grads
- 98 percent learned about a business on Passyunk Post

## REACH

- Over 24,000 unique visitors a month and growing
- 90,000 page views a month and growing
- 94 percent of readers rated us as a trusted source for neighborhood news

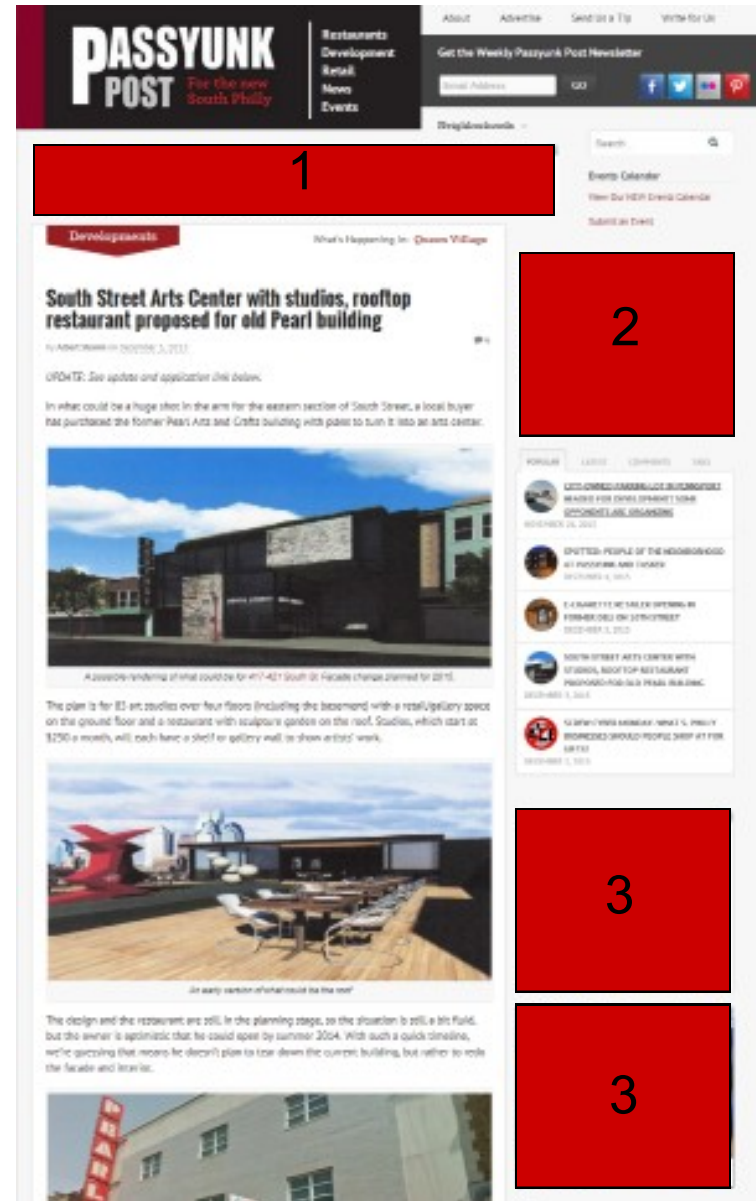
# Display advertising

We offer a variety of display ad options, priced per thousand pageviews (CPM) for a share of any ad space or for a flat fee to secure it for the month.

- 1 Leaderboard 728x90 pixels:  
\$18 CPM or \$1,000 a month
- 2 Top square 300x250 pixels:  
\$15 CPM or \$800 a month
- 3 Middle squares 300x250 pixels:  
\$10 CPM or \$600 a month

Lower ad positions (not pictured here):

- 125 x 125 pixel fixed, below “Features”:  
\$100 a month
- 300 x 250: \$350 a month permanent (all pageviews) above “Writers” list; \$250 a month below “Writers”



# In-blog ads

- In-blog ads provide maximum visibility since they are **posted directly in the blog stream**.
- Rates begin at \$300 for a 600 x 600 pixel ad.
- In-blog ads can also be paired at a discount with a combination of sponsorships or advertising campaigns.

The screenshot shows the Passyunk Post website interface. At the top left is the logo and navigation menu. A newsletter sign-up form is on the top right. Below the header, there are several featured articles. The main article is a sponsored advertisement for Money Market Savings Account, featuring a blue background with confetti and the text 'Grand Opening MONEY MARKET 1.05% APY\*'. To the right of the main article is a sidebar with a search bar, an events calendar, and a list of popular articles with thumbnails and titles.

# Sponsorships

- **SPONSORED POSTS:**  
Clearly labeled stories that remain permanently on the site. Rates begin at \$400.
- **COLUMN SPONSORSHIP:**  
Branding a regular feature, like the [SoPhilly Spotlight](#), are \$250 each week.
- **SITE SPONSORSHIP:**  
A permanent logo can be affixed near the top of the right column in the space where the Events Calendar currently is.

The screenshot shows the Passyunk Post website interface. At the top left is the logo and navigation menu. A newsletter sign-up form is on the top right. Below the header, there are advertisements for Pandora and Chromecast. The main content area features a sponsored post titled 'Sponsored Post: Make Something at 3rd Ward' by Albert Stumm, dated June 4, 2013. The post includes a large image with the text 'MAKE SOMETHING at 3RD WARD' and a sub-headline 'Hundreds of Classes in Technology, Craftsmanship, Photography, Art, Design + More.' Below the image is a short paragraph about the classes and a link to browse all classes. To the right of the main post is a sidebar with a search bar, an events calendar, and a 'Gift Card' advertisement for Jersey Mike's. The sidebar also contains a 'POPULAR' section with three article teasers.

# Social Media

Advertising will also give you access to our active Social Media network.\*



- About 1,600 [Facebook followers](#)



- More than 2,100 [Twitter followers](#)



- About 900 subscribers to [weekly email newsletter](#)

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**Bottom line:** We're flexible. We can find an advertising campaign that will match any budget.

Contact Albert Stumm today at [albert@passyunkpost.com](mailto:albert@passyunkpost.com).