edible digital options

DEDICATED E-BLAST

Our team will turn your content into an e-blast that we send to over 50k *edible* subscribers. Our high click through rate will insure your message gets read!

POP-UP BANNERS AVAILABLE

SPONSORED E-NEWSLETTER

Take over our weekly e-newsletter with your banners! Sponsors get 3 banners per newsletter so they will be sure to get noticed!
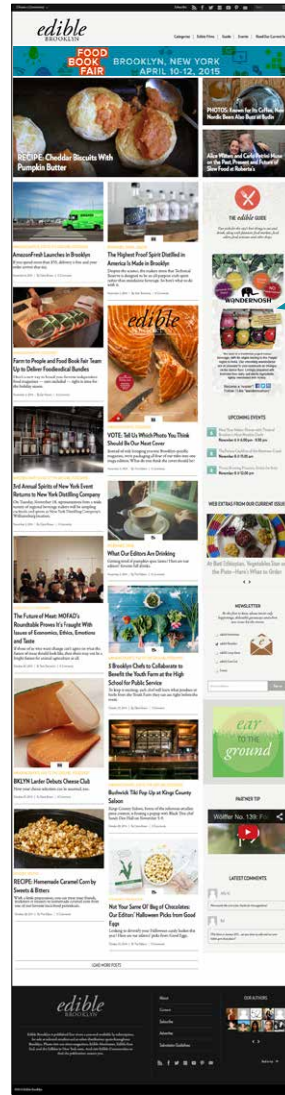
VARIOUS SIZED WEBSITE BANNERS

LEADERBOARD
1180x146 px

SIDEBAR 300x600 px

WIDE RECTANGLE
300x250 px

POST CONTENT **728x90 px**

Ruth Temianka: Black Mountain Wine House
The lights are low, the wine list long. A log fire blazes brazenly away in the corner, inviting nearby guests locked in intimate conversations to remove a layer of clothing… or two. Outside, the cold wind blustering Cobbled couples like well-heeled tumbleweed down the wide, dark street invites lingering grips. This is Black Mountain Wine House. It's the stuff fond memories are made of.

Talia Ralph: GG's
Is there anything more romantic than a fresh-out-the-oven grandma pic with beautiful little pepperoni slices curling up at the edges? No, no there is not. Add to that the perfect

Food and Finance High School Highlights the African Diaspora for This Year's Restaurant Day
For their junior year capstone, students will focus on northern, western and southern regions of Africa, as well as the Caribbean, South America and the United States.
March 24, 2015 | By Claire Brown | 0 Comments

BLOG ROLL
300x250px

EAT, PLACES
Our Favorite Places to Take a Date
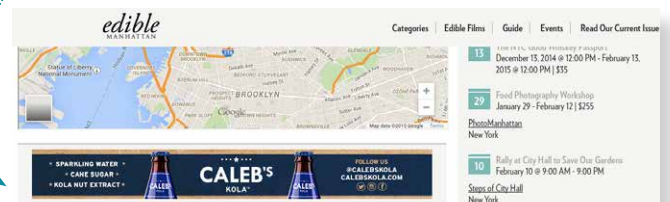Valentine's Day or otherwise, here's where our editors and writers go for an intimate night out on the town.
February 9, 2015 | By The Editors | 0 Comments

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Digital

As a stand-alone campaign or a complement to a print campaign, *Edible*'s digital opportunities offer affordable adjacency to our blogs, events listings, well-perused archives and online guide of advertisers and event partners.

DIGITAL AUDIENCE BEHAVIOR

- 70,842+ unique users of our websites per month
- 137,228+ collective page views across all our sites per month
- Readers spend an average of 1:36 on the site
- Over 27% of our audience are returning users

TARGETED OPPORTUNITIES

- Event page takeovers
- E-newsletter banner takeovers
- Dedicated e-blasts
- Video
- Blog sponsorships
- Custom integration
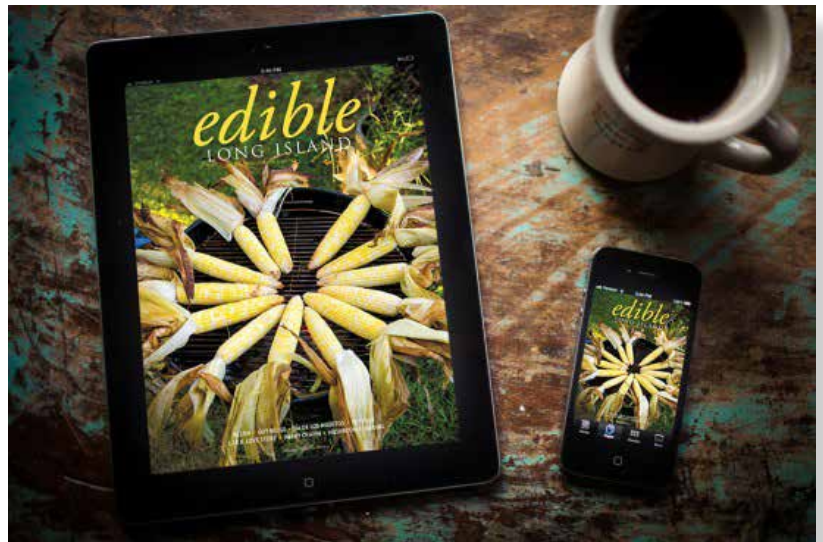
THE *EDIBLE* DIGITAL AUDIENCE BY EDITION

Edition	Unique Visits	E-mail Subs	Twitter Followers	Facebook Likes	Instagram Followers
Manhattan	60,900	33,800	26,800	10,100	5,800
Brooklyn	31,200	25,400	28,900	10,200	13,000
Long Island	24,100	7,600	1,800	3,900	1,500
East End	20,000	11,700	5,100	5,000	2,100
Total	136,200	70,800 (Masterlist)	62,600	29,200	22,400

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Digital rates & specs

E-mail Opportunities	All Lists	Manhattan	Brooklyn	Long Island	East End
Number of Subscribers	**70,800**	**33,800**	**25,400**	**7,600**	**11,700**
Dedicated E-mail	**$2,000**	**$1,250**	**$900**	**$500**	**$900**
Sponsored E-newsletter	**$1,500**	**$1,000** (Man + Bklyn)		**$750** (LI+EE)	

Banner Opportunities	Weekly	Monthly
Leaderboard	**$500**	**$1,500**
Rectangle	**$300**	**$900**
Wide Sidebar	**$250**	**$750**
Pop-Up	**$900**	**$2,500**
Blog Roll	**$300**	**$900**
Post Content	**$500**	**$1,500**
Unique Visitors	**26,500**	**103,000**

For pricing on sponsored blog posts, video and custom integration, please speak with your ad sales representative for a customized quote.

SPECIAL CONSIDERATIONS:

Nonprofits & Associations qualify for 25% discount off listed rates.

- All rates are gross before agency commission.
- Rates effective January 1, 2015.

DIGITAL AD SPECS:

Deadline: 1 week prior to posting

Acceptable Formats: Flash, GIF, HTML, JPG

Maximum File Size: 35k for Flash and GIF

Ad Dimensions:

- **Leaderboard:** 1180x146 pixels
- **Rectangle:** 300 x 250 pixels
- **Wide Sidebar:** 300 x 600 pixels
- **Blog Roll:** 300 x 250 pixels
- **Post Content:** 728 x 90 pixels

Delivery: Up to 15MB, E-mail

Ads@ediblemanhattan.com, or if over 15MB, use: **www.senduit.com**, or e-mail for Dropbox or FTP info.

ADS CAN BE RESPONSIVE ON ALL DEVICES :

Mobile/Tablet Ad Dimensions:

- **Leaderboard Tablet:** 728 x 90 pixels
- **Leaderboard Mobile:** 320 x 50 pixels
- **Sidebar Tablet:** 160 x 600 pixels
- **Blog Roll Mobile:** 300 x 250 pixels
- **Post Content Tablet & Mobile:** 320 x 50 pixels

CONTACT US: PO Box 779, Sag Harbor, NY 11963

☎ 631.537.4637 ✉ ads@ediblemanhattan.com **FAX** 631.204.6989

Dedicated e-blast

Get your message in the inboxes of 70,000+ information hungry opt-in subscribers.

"E-mail remains a significantly more effective way to acquire customers than social media—nearly 40 times that of Facebook and Twitter combined. That's because 91 percent of all US consumers still use e-mail daily, and the rate at which e-mails prompt purchases is not only estimated to be at least three times that of social media, but the average order value is also 17 percent higher." **—McKinsey & Co.**

GRAPHIC:

Acceptable file types—GIF and JPEG
600 wide x 600 to 1200 high (pixels)

TEXT:

Please send suggested text, press release or any other campaign copy/information you have. Include hyperlinks as appropriate. Our team will work with your materials to produce sparkling copy in the *Edible* voice.

EFFECTIVENESS TIPS FOR CAMPAIGN DESIGN & TIPS:

• **Subject Line:** This should be clear, specific and provocative, noting any timeliness of the campaign ("Two Weeks Only!") or special offers ("Free Shipping"). Also, please note, we include the term "Sponsored" in the subject line. Our analytics show that it actually helps open and click rate.

• **Mention of *Edible* Readers:** We have found that sponsored blasts that offer a specific product/service/benefit for *Edible* readers get the highest open/ click rate. This might include a special discount code for *Edible* readers or, more simply, referring to *Edible* readers in the first line or two of the blast text.

We can also help you write your campaign text. Please ask for more information.
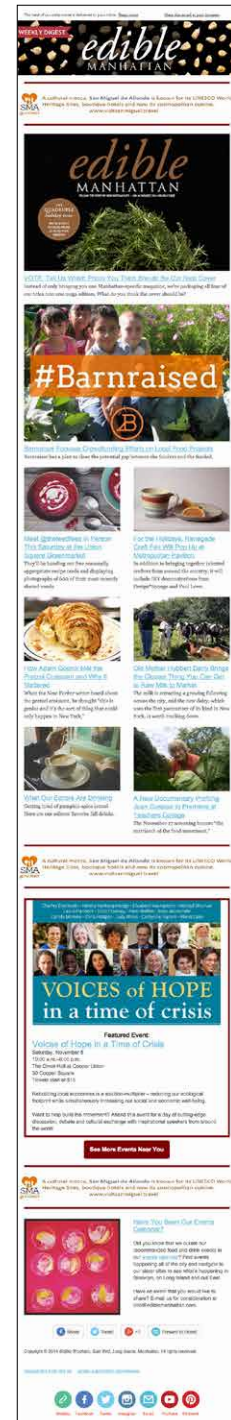
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E-newsletter Digests

Take over our weekly e-newsletter with your banners! Sponsors get **three** 728 x 90 Leaderboard-sized banners per newsletter so they will be sure to get noticed.
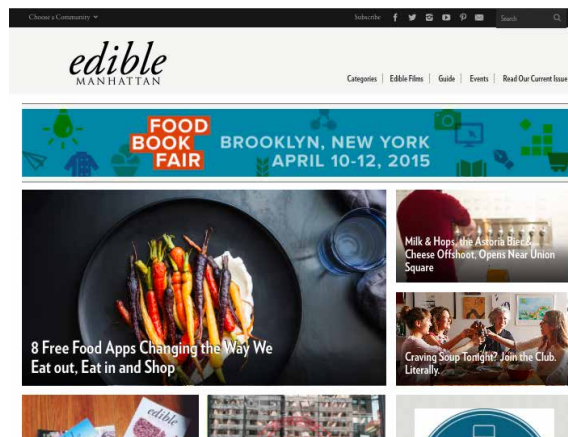
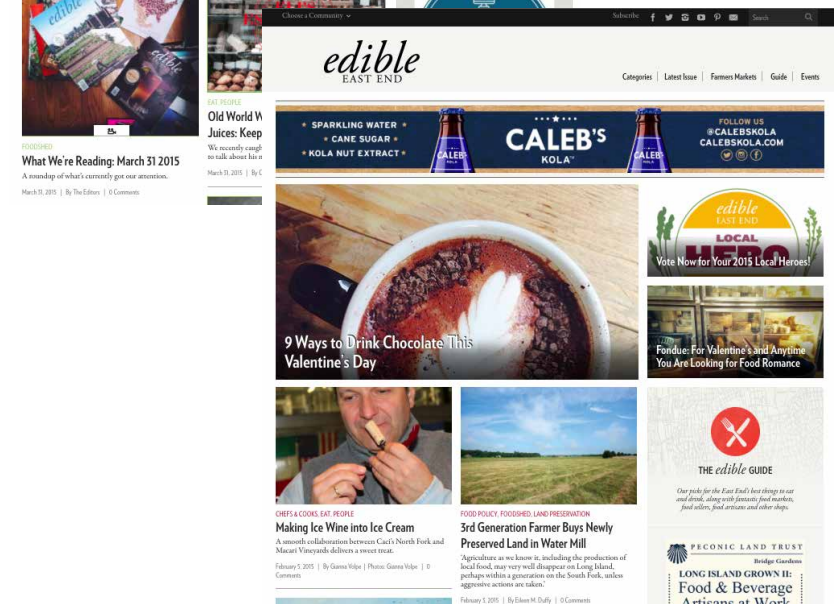## Examples of Leaderboards:

LEADERBOARD
728 x 90 px

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The website

LEADERBOARD
1180 x 146 px

**RECTANGLE
& BLOG ROLL**
300 x 250 px

SIDEBAR
300 x 600 px

POST CONTENT
728 x 90 px