

# edible digital options

## DEDICATED E-BLAST

Our team will turn your content into an e-blast that we send to over 70k *edible* subscribers. Our high click-through rate will insure your message gets read!

Natural Gourmet Institute's Fall/Winter classes start Oct. 20, Nov. 16 and Dec. 2. Find out more [here](#). [View this email in your browser](#)

### • BECOME A HEALTH-SUPPORTIVE CHEF

Sign up for Natural Gourmet Institute's Chef's Training Program Today

What do the owners of local restaurants Dirt Candy, Dimes, Sattie, Brooklyn Kombucha and Palo Santo have in common? They are all graduates of Natural Gourmet Institute's renowned **Chef's Training Program**®. Now registering for Fall/Winter, Natural Gourmet Institute's interdisciplinary program is offered on a full- or part-time basis and features world-class instruction in culinary technique, responsible sourcing, food & healing and more.

Upcoming classes start October 20, November 16 or December 2. [Sign up now.](#)

Natural Gourmet Institute also offers in-depth coursework on culinary topics through their **Certificate Programs**. Upcoming courses include: Sustainable Meat, Food Media and Culinary Tours. Public intensives, hands-on instruction, demonstrations and lectures [for the healthy cooking enthusiast are also available.](#)

[Learn more](#)

\* Natural Gourmet Institute's Chef's Training Program is licensed by the State of New York and accredited by ACCET – a Partnership for Quality.

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**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!

1

2

3

## VARIOUS SIZED WEBSITE BANNERS

### LEADERBOARD

1180x146 px

SIDEBAR 300x600 px

EAR TO THE GROUND: FOODISHED

### 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 Clare Brown | 0 Comments

EAR TO THE GROUND: FOODISHED

### BLOG ROLL

300x250px

edible MANHATTAN

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

JUST FOOD

EAR TO THE GROUND: FOODISHED

### WIDE RECTANGLE

300x250 px

### POST CONTENT

728x90 px

edible MANHATTAN

Categories | Edible Films | Guide | Events | Read Our Current Issue

11 [Join Us For a Wine Tasting & Reception](#)  
December 15, 2014 @ 12:00 PM - February 15, 2015 @ 12:00 PM | \$35

29 [Food Photography Workshop](#)  
January 29 - February 12 | \$255  
FluxusManhattan  
New York

10 [Rally at City Hall to Save Our Gardens](#)  
February 10 @ 9:00 AM - 3:00 PM  
Save Our City Hall  
New York

WEB EXTRAS FROM OUR CURRENT ISSUE

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 Cobblebed couples like well-heeled tumbledown 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 pie with beautiful little mezzerooni slices curling up at the edges? No, no there is not. Add to that the perfect

# edible

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## Digital



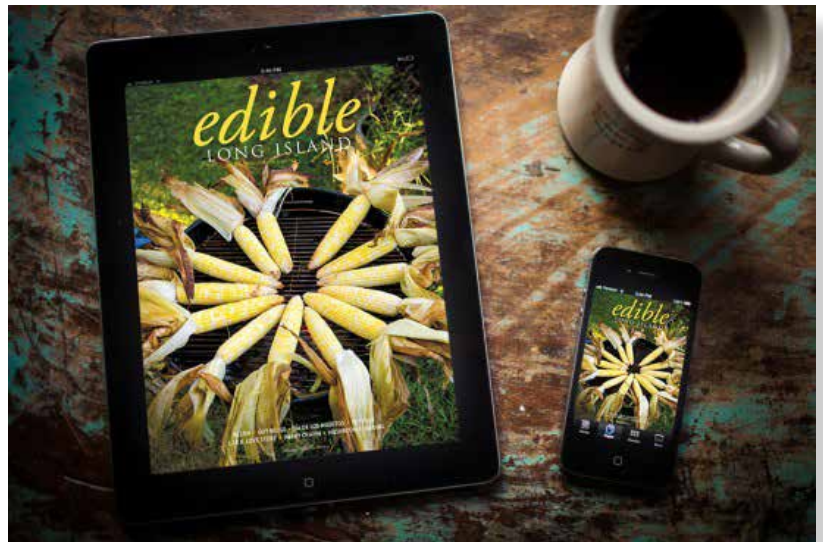
As a stand-alone campaign or a complement to a print campaign, *Edible's* digital opportunities offer affordable adjacency to our blogs, events listings, well-perused archives and online guide of advertisers and event partners.

### DIGITAL AUDIENCE BEHAVIOR

- 70k+ unique users of our websites per month
- 135k+ 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	Collective Pg Views	E-mail Subs	Twitter Followers	Facebook Likes	Instagram Followers
Manhattan	33,400	33,800	26,800	10,100	5,800
Brooklyn	14,600	25,400	28,900	10,200	13,000
Long Island	13,500	7,600	1,800	3,900	1,500
East End	9,300	11,700	5,100	5,000	2,100
Total	70,800	70,800 (Masterlist)	62,600	29,200	22,400

## Digital rates & specs

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

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

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.

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



631.537.4637



ads@ediblemanhattan.com

**FAX** 631.204.6989

### 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:** 1180 x 146 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

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## 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

## The website

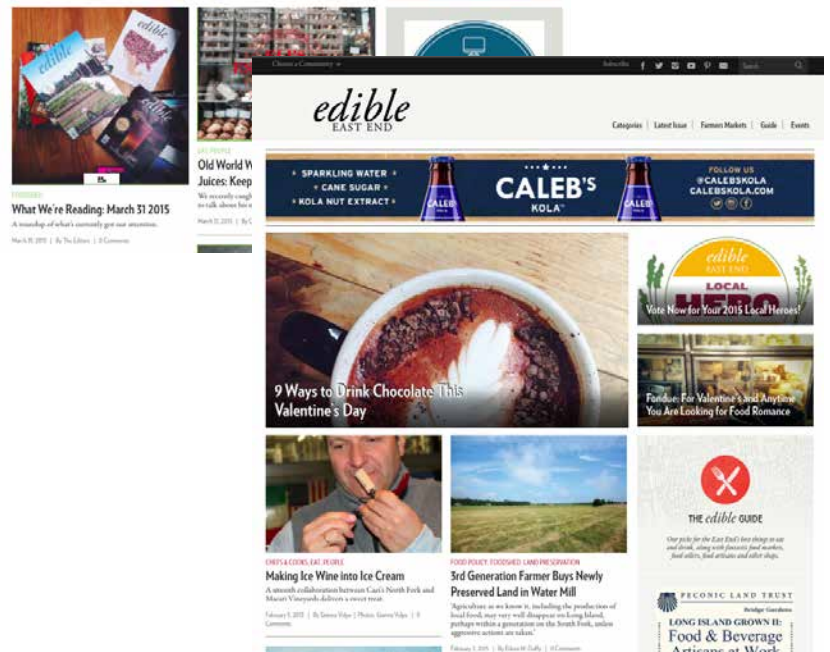
### LEADERBOARD

1180 x 146 px

RECTANGLE  
& BLOG ROLL  
300 x 250 px



SIDEBAR  
300 x 600 px



POST CONTENT  
728 x 90 px