



World Jewish Daily.comTM Breaking Jewish News
Updated Throughout the Day

2011 MEDIA KIT

For more information: email adsales@worldjewishdaily.com or call 312.814.9900.

ADVERTISING OPPORTUNITIES

WorldJewishDaily.com is the world's foremost aggregator of news and commentary pertaining to Jews, Israel, and the Middle East.



READERSHIP

WJD has a **steady, devoted core readership** comprised of **discerning, discriminating thinkers**.

WJD devotees are **intellectuals, policy makers, and persons of thought and action**.

WJD reaches the **influential**. A smaller but more powerful audience who is ready for your message.

WJD gives you **what you want as an advertiser: Retinas and Minds**.

WJD offers a variety of online advertising solutions, including banner ads, buttons, towers, pop-ups, and interstitials.

WJD ads can be **geo-targeted** to reach specific geographic areas of the world. Ads can be targeted by country, or in the USA by state, city, or ZIP code. Geo-targeting is a great way to increase the value of your media campaigns, and can boost response rates within target demographics.

LAYOUT

WJD pages are laid out in three columns, each column having a maximum width of 300 pixels. This will accommodate the bulk of advertising requirements, and banners wider than that can be positioned in the top or bottom area of each page.

WJD advertising can be placed between any two news or features sections, in any of our three columns, on the main page, the news synopsis page, or both. In addition, we now offer advertising placement in the WJD Morning Update, which is sent every morning (Sunday through Friday) via e-mail to thousands of subscribers.

SPECS

AVAILABLE SIZES

Medium Rectangle (A)

Location: Inside any column on any page. This is far and away the most common ad size on WJD due to its flexibility.

Size: 300 x 250 pixels. **Format:** GIF / JPG / PNG. Flash media can be used.

Leaderboard (B)

Location: Top or bottom of the home page, the news synopsis page, or both.

Size: 728x90 pixels. **Format:** GIF / JPG / PNG. Flash media can be used.

Wide Skyscraper (C)

Location: Inside any column on any page divided into columns.

Size: 160x600 pixels. **Format:** GIF / JPG / PNG. Flash media can be used.

Full Banner (D)

Location: Top or bottom of the home page, the news synopsis page, or both.

Size: 468x60 pixels. **Format:** GIF / JPG / PNG. Flash media can be used.

Rectangle (E)

Location: left or right side of WJD logo (will appear on every page), or inside any column.

Size: 180x150 pixels. **Format:** GIF / JPG / PNG.

Square Button (F)

Location: inside any column.

Size: 125x125 pixels. **Format:** GIF / JPG / PNG.

Button 1 (G)

Location: inside any column.

Size: 120x90 pixels. **Format:** GIF / JPG / PNG.

Button 2 (H)

Location: inside any column

Size: 120x60 pixels. **Format:** GIF / JPG / PNG.

