

Digital Advertising Rates

Rates Effective Through 12/31/17

Baltimore's Child magazine

| Kind | Size | Cost | Description |
|-----------------------------------------------------------------|------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Banner Ad | 330 pixels wide x 75 pixels high | \$600/month | Your ad appears at the top of the home page and all pages of our website above the masthead. Position one and three 100% share of voice. Position two rotates up to three advertisers. |
| Premium Tile ads | 150x150 pixels | \$500/month | Tile ad appears as one of the first five tiles on either right or left side at the top of the home page and all other pages throughout the website. |
| Home Page Tile ads | 150x150 pixels | \$400/month | Tile ad appears on the home page and all other pages throughout the website. |
| Directory Listing Links, Logos, and Digital Spotlight Ad | 400 pixels wide x 75 pixels high | \$900 | Enhance your listing with a live link to your website and make it stand out with a logo or artwork that attracts attention and a spotlight ad. |
| Sponsored Articles | 750 maximum words | \$100/month First month featured on the home page. | The article title is listed on our home page for one month under "Sponsored Articles" and remains on BaltimoresChild.com for six months. |
| Sponsored Link | Adjustable | \$100/article | Appears at the end of the featured article. |
| Web Package Special | Adjustable | \$900 | Includes a live link and logo/artwork of your choice in the appropriate directory and a digital spotlight ad. |
| Camp Web Package Special | | \$600. Web package can be extended to a full year for an additional \$100. | Includes a link in the Baltimore's Child Virtual Camp Fair for a full year and a live link & logo in the Baltimore's Child Camp Directory online |
| E-Newsletter Ads | 600 pixels wide x 90 pixels high | \$299/month | Ads appears in our bi-monthly, 14,991 data base, newsletter. There is a top, middle and bottom position. E-news comes out the first and third Wednesday of each month. |
| Facebook Announcements | | \$250/post | |
| E-Blasts | 600 pixels wide x 1115 pixels high | \$699/e-blast | We use Constant Contact for our email blasts* 14,991 data base |

*Must be JPG image, HTML or we can build it for you. **HTML format:** Client must supply the HTML. HTML page should be 600 pixels wide by unlimited depth. All images must be hosted by the client and embedded using full image path (i.e. <http://sampledomain.com/images/myimage.jpg>). **In-house build:** Client must supply all images, text and links (URL's) for us to design the blast. Client should proof the text, as it will be copied and pasted as it was supplied to us. Client must supply a general layout. Because of how a web page appears is dependent on the end-user's computer, fonts used in these are very generic. Please choose Serif or San Serif only. You should supply the URL link and a subject line.



Give your business extra audience

Baltimore Jewish Times, Baltimore Style, Consumer's Eye,
Smart Shopper and Washington Jewish Week.

Contact the Advertising Department at 410-902-2309 • advertising@baltimoreschild.com