



WestView News

FREE AD AND DISCOUNTS FOR FIRST-TIME ADVERTISERS

	one-time ad rate	4 insertions, regular rate	3 insertions + 1 free and 10% off for new advertisers	Net savings for new advertisers	Monthly cost over 4 months with discount
Business card size ad — black and white *	\$120.00	\$480.00	\$324.00	\$156.00	\$81.00
Business card size — color *	\$144.00	\$576.00	\$388.80	\$187.20	\$97.20
Dimensions: 3-3/8" wide X 2" high		* Two 1/5-page ads may be taken instead of four business card size ads.			
1/5-page ad — black and white	\$170.00	\$680.00	\$459.00	\$221.00	\$114.75
1/5-page ad — color	\$204.00	\$816.00	\$550.80	\$265.20	\$137.70
Dimensions: 3-3/8" wide X 4" high					
1/4-page ad — black and white	\$270.00	\$1,080.00	\$729.00	\$351.00	\$182.25
1/4-page ad — color	\$324.00	\$1,296.00	\$874.80	\$421.20	\$218.70
Dimensions: 5" wide X 6-1/8" high					
1/2-page ad — black and white	\$680.00	\$2,720.00	\$1,836.00	\$884.00	\$459.00
1/2-page ad — color	\$816.00	\$3,264.00	\$2,203.20	\$1,060.80	\$550.80
Dimensions: horizontal — 10" wide X 6-1/8" high; vertical — 5" wide X 12-3/4" high,					
Full page ad — black and white	\$1,420.00	\$5,680.00	\$3,834.00	\$1,846.00	\$958.50
Full page ad — color	\$1,704.00	\$6,816.00	\$4,600.80	\$2,215.20	\$1,150.20
Dimensions: 10" wide X 12-3/4" high					

Digital ads: Submit as 92 PPI .jpgs by the 24th of each month.

Online Ad Rates: **Banner** — 728 x 90 px \$150 | **Box** — 300 x 300 px \$100 | **Skyscraper** — 300 x 600 px \$125
Monthly Pageviews: 16,300 | Monthly Unique Visitors: 12,500 | Instagram Followers: 5,000 — Add \$25 for IG

Print-ready ads: Submit as 300 DPI .pdfs by the 24th of each month.

Design your own ad, or our talented designer will prepare your ad for a small fee:

Full-page ads \$100 • Half-page ads \$75 • 1/4-page ads, \$50 • 1/5 and 1/10th-page ads \$25

To advertise contact **George Capsis: 212.924.5718** ads@westviewnews.org