

WHO WE ARE

GothamGazette.com is the foremost Web site covering NYC news and policy. It is read by people “in the know” both inside and outside of government. Gotham Gazette’s stories regularly appear among the top results on the major search engines, making it the go-to source for the issues it covers. The site receives local and national recognition for the quality of its journalism and its usefulness as an information resource. Past recognition includes:

- The **Earth Day New York Award** for Excellence in **Environmental Reporting**;
- The **General Excellence in Journalism Award** from the Online News Association;
- The **Innovator Award** from the **Pew Center for Civic Journalism**;
- The **Journalism Award** from the **New York chapter of the American Planning Association**;
- A **“Best of Reference”** designation as one of the 25 most useful reference resources by the New York Public Library

Web Site Traffic

MONTHLY PAGE VIEWS= **150,000**

MONTHLY UNIQUE VISITORS= **85,000**

TOTAL EMAIL NEWSLETTER SUBSCRIBERS= **11,500**

DAILY “EYE OPENER” SUBSCRIBERS= **6,500**

CONTACT:

Mark Caserta
advertise@gothamgazette.com
Phone: (212) 227-0342

Reader Stats

GENDER= **46% Female, 54% Male**

EDUCATION= **56% Masters Degree or higher**

INCOME= **61% reader household incomes above \$75,000, 42% are above \$100,000**

FIELD OF WORK= **35% Non-Profit/Education, 25% Government, 23% Private**



ADVERTISING RATES

Ad Type	Size	CPM Charge	Flat Rate	Notes.
Banner Slots (ROS)	334x60	\$10	-	2 sold together
Skyscraper 1 (ROS)	160x600	\$8	-	Upper ad
Skyscraper 2 (ROS)	160x600	\$8	-	Lower ad
Box Upper Home Page	300x250	\$25	-	Home Page only
Box Lower Home Page	300x250	\$25	-	Home Page only
Topic Page Txt	-	-	\$200	per month
Topic Page Display	300x250	-	\$350	per topic/per month
Eye Opener Ad	234x60	-	\$400	per email day
Wonkster Ad	300x250	-	\$250	

HOMEPAGE

The screenshot shows the Gotham Gazette homepage with several ad placements highlighted in red boxes and labels:

- BANNER**: Located at the top of the page, above the main navigation.
- SKYSCRAPER 1**: A vertical ad on the right side of the page, above the 'BOX UPPER HOME PAGE ONLY' ad.
- BOX UPPER HOME PAGE ONLY**: A rectangular ad on the right side of the page, below the 'SKYSCRAPER 1' ad.
- SKYSCRAPER 2**: A vertical ad on the right side of the page, below the 'BOX UPPER HOME PAGE ONLY' ad.
- BOX LOWER HOME PAGE ONLY**: A rectangular ad on the right side of the page, below the 'SKYSCRAPER 2' ad.
- WONKSTER**: A section on the left side of the page, below the 'BOX UPPER HOME PAGE ONLY' ad.
- The Eye Opener**: A section on the right side of the page, below the 'SKYSCRAPER 2' ad.

CONTACT:
 Mark Caserta
 advertise@gothamgazette.com
 Phone: (212) 227-0342