

Baristanet

WELCOME TO A NEW KIND OF MEDIA

If you haven't yet participated in the online experience known as Baristanet.com, it's about time. In less than six years, we've had over ten million visits. Born in May 2004, Baristanet is run by Debbie Galant, former New York Times columnist, and Liz George, an editor at the New York Daily News. We focus on Montclair, Glen Ridge and Bloomfield - with news, restaurant and entertainment listings - and draw 9,000 visits daily. We're online 24/7, so readers know to turn to us when major news breaks.

READER DEMOGRAPHICS

- 63% are women
- 39% have annual incomes of \$150,000 or higher
- 91% have finished college or graduate school
- 74% are professionals, entrepreneurs or creative workers
- 55% spend at least 12 hours a week online



ads@baristanet.com

Annette Batson 973.746.4399

BARISTANET HAS HAD **10 MILLION** VISITS

RECENT ADVERTISERS INCLUDE

Schumacher Chevrolet • Montclair Art Museum • Montclair State University
Bloomfield College • Whole Foods Market • Peak Performances • SOPAC • RE/MAX
Montclair Realty • Garden State Yoga • Bloomfield Center Alliance • Montclair YMCA
Yogadesha • Berman Home Systems • NJSO Catcom Computers • Market Essex County
Premiere Contractors • Corso 98 • Shoprite • Montclair Breast Center • The Manor
Highlawn Pavilion • Hampton House • Chyten Test Prep • Joe Bartoni's Italian
Montclair Business Improvement District • The Shakespeare Theatre of New Jersey

"Thanks so much. I really enjoy the Baristanet site and have been getting great results from advertising."

-Suzanne O'Conner, Studio Kids

"From a fan and devotee of the site we say thanks! We were able to promote without killing a bunch of trees."

-Jonathan Phillips Organic Digital

"Baristanet is quick, edgy. It picks up the buzz and creates lots of it. The posts are short and pithy...In a perfect world, Baristanet would spur our staid hometown newspaper, The Montclair Times, to liven up its act. My fear, though, is that the blog will kill it."

- Stephen Baker, BusinessWeek

"Baristanet is a fearsomely intelligent mixture of innovation and sass. Reading it is such good fun you wish you lived there; the daily comments from locals make you feel as if you already do."

- Lisa Williams, Placeblogger.com

"Debbie Galant and Liz George were better than my PR firm. I would recommend Baristanet to anyone hoping to establish a business presence in the Montclair area."

- David Hoffman, Café Theatre

"I think Baristanet is informative, funny and necessary. I check it several times a day. Your coverage of the microburst, fire and power outages was absolutely the best."

- Cissy Rebich

VISIT US ONLINE AT

WWW.BARISTANET.COM

Current Advertising Rates

HOME PAGE

Premium Ads (weekly or monthly)

Header Ad \$300 / week \$1200 / month
Up to 3 banners rotate through 1 spot

Discussion Box Ad \$250 / week \$1000 / month
Up to 3 banners rotate through 1 spot

Continuation Ad (pictured below) \$200 / week \$800 / month
On the story's jump, page the reader visits to continue the story

Monthly Ads (start on the 1st or 15th of the month)

Horizontal Ads \$600 / month
Up to 12 banners rotate through 4 spots

Button Ads (3-month minimum)
Tier 1 (Buttons 1-5) \$350 / month
Up to 15 buttons rotate through 5 spots

Tier 2 (Buttons 6-13) \$250 / month
Up to 30 buttons rotate through 10 spots



REAL ESTATE & FOOD PAGES

3-month minimum. Start on the 1st or 15th of the month

Premium Food Box \$350 / month

Header Ad \$250 / month

Horizontal Ads \$150 / month

Button Ads \$100 / month

CLASSIFIEDS PAGE

See www.baristanet.com/classifieds

30 words max. \$20/month without photo, \$40/month with photo.
Pay on the classifieds page, then send ad copy to classifieds@baristanet.com

BARISTA KIDS

Contact: ads@baristakids.com

GETTING STARTED

Write to ads@baristanet.com
Annette Batson 973.746.4399
FOR MORE INFORMATION

THE FINE PRINT

We will do the art at no charge. All ads click through to your website. We sell up to three ads for each ad spot on our page. Your ad will rotate with others. Monthly ads start on the 1st and 15th of each month and require a 3-month minimum commitment. Click-through statistics are available; just ask. We take all major credit cards and Paypal. Payment due before ad runs.