



# 2024 MEDIA KIT

**cincy** | jewfolk

# WHO WE ARE

Jewfolk, Inc. is a growing nonprofit **media hub for local Jewish communities**. Jewfolk cultivates multiple platforms where we reach and engage a wide variety of individuals, online and in real life, through high quality, independent, local journalism.



Launched in 2023, Cincy Jewfolk, is **Cincinnati's only independent Jewish online media** hub, where we engage, inform, and connect the Jewish community.



FolkMedia Consulting offers **quality, effective, and affordable social media management** for Jewish organizations. Visit [jewfolkmedia.com](http://jewfolkmedia.com)!



The Jewfolk Podcast Network hosts a **diverse roster of Jewish-interest shows**. Interested in starting a podcast? We can help!



TC Jewfolk is our original **award-winning, independent, online media hub in the Twin Cities**. Reach the TC Jewish community here.

**Disclaimer: Jewfolk, Inc. reserves the right to determine whether any prospective advertiser or advertisement aligns with its mission and decline to run ads based on that decision.**

# WHO WE REACH

Cincy Jewfolk is at the heart of all things Jewish in Cincinnati!

Some more specific detail about our audience:



| gender |



| age |

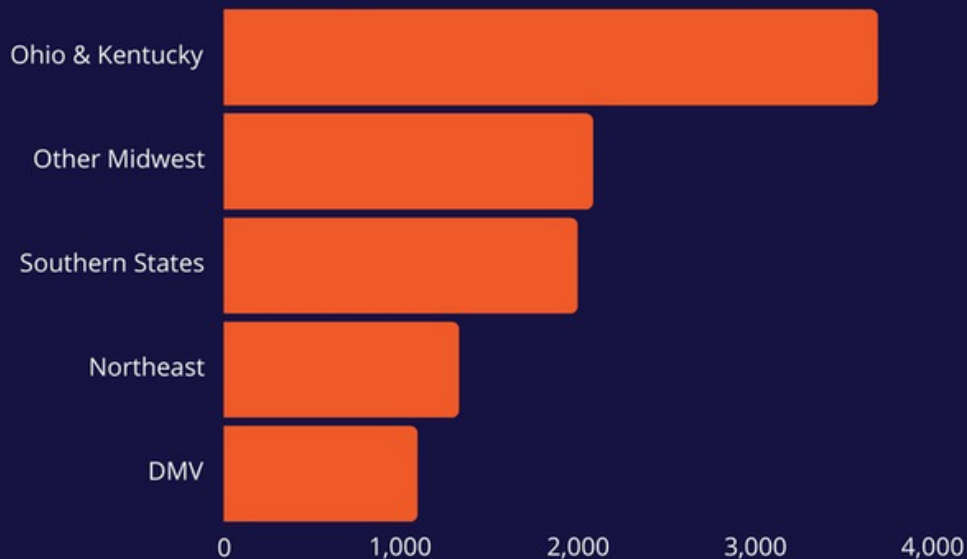
| where our readers  
come from |

24% | direct traffic

29% | social media

14% | newsletter

| top audience locations |



# BUNDLE AND SAVE

Your advertising *dollars go further* when you plan ahead for the coming year and buy a bundle! Below are examples of how ad credit may be used toward any of the ad elements on the following pages, in any combo.

We're happy to customize your bundle.

SPEND  
**\$3000**

GET \$5,400  
IN AD CREDIT

- full year section sponsorship
- 2 sponsored articles
- 8-week newsletter sponsorship 4 sponsored social posts

SPEND  
**\$1,500**

GET \$2,400  
IN AD CREDIT

- 12-week sidebar ad
- 12-week newsletter ad
- 1 sponsored article
- 4 sponsored social posts

SPEND  
**\$700**

GET \$1,000  
IN AD CREDIT

- 4-week sidebar ad
- 2-week banner ad
- 4-week newsletter ad
- 4 sponsored social posts

SPEND  
**\$400**

GET \$500  
IN AD CREDIT

- 4-week newsletter ad
- 4-week banner ad
- 4 sponsored social stories

INCLUDED IN ANY  
BUNDLE:

- logo & link on our website
- live coverage at one event of interest to the Jewish community (with 2 weeks+ notice & dependent on staff availability)

# ADS ON CINCYJEWFOBK.COM

Connect with Cincy Jewfolk's engaged readership! cincyjewfolk.com attracts **1.9k users** each month with over **1,000 impressions per week** on any given advertisement and a **.06% average click-thru rate**.

## WEBSITE AD

Sidebar ad appears on the sidebar; Banner ad appears on the bottom of page throughout site. See next page for display/specs.

**\$75 /WK**

SIDEBAR

**\$50 /WK**

BANNER

## SPONSORED ARTICLE

Consult with staff to produce a 500–800 word article or series. Stories are independently reported/sourced. Topic must be approved and 2 week+ lead time is needed.

**\$150**

## SPONSORED SECTION

Your company's name, logo, and link appear in every article in the content category (e.g. Cincy Jew News, Art + Culture, etc.).

**\$900 /QR**

## POST A VOLUNTEER OPPORTUNITY

Listed on our Volunteer Board and shared via social media.

**FREE**

# DISPLAY & SPECS NEXT PAGE

# ADS ON CINCYJEWFOLK.COM

## WEBSITE AD SPECS



Our site attracts community-minded readers who turn to Cincy Jewfolk for news and matters of interest to Jewish Greater Cincinnati.

We average **4.4k pageviews per month.**

September 26, 2023

Members of the 2024 cohort of UpSpring, formerly known as the Venture Accelerator (UpStart)

### Jewfolk Joins Nationally Recognized UpSpring Accelerator Program

Jewfolk, Inc., is proud to be selected out of a pool of 70 candidates to be part of the 2024 cohort of UpSpring (formerly known as the Venture Accelerator), a program of UpStart. We've come a long way, and it's all thanks to you – our community, readers, and supporters! Through UpSpring, we hope to continue growing and find new and better ways to serve you.

UpSpring is the leading engine behind the success of groundbreaking Jewish ventures. Since 2006, UpStart has uplifted over 100 ventures, including Eshel, The Open Temple, Libenu, Pico Union Project, and others, by helping entrepreneurs to accelerate the scaling of their venture's impact.

As a member of the 2024 UpSpring Cohort, Jewfolk, Inc., will receive the community, training, and resources needed to scale our impact. We are excited to join the other selected organizations who are creating a positive impact and inspiring new experiences within the Jewish community!

Learn more about our cohort and the UpSpring program here: [www.upstartlab.org/cohort-24](http://www.upstartlab.org/cohort-24)

The Millennialfolk section is brought to you by **YALA Twin Cities**

**Sidebar ad**

**Section Sponsorship**

**Banner ad**

### Guidelines

Submit content in **.jpg or .png** format. For best display send:

**Sidebar** 450x375 px

**Banner** 1092x135 px

# ADVERTISE IN NEWSLETTER

Our weekly newsletter is delivered to **340 subscribers** with an average **59% open rate** and a **0.50% CTR on ads**.

## NEWSLETTER AD

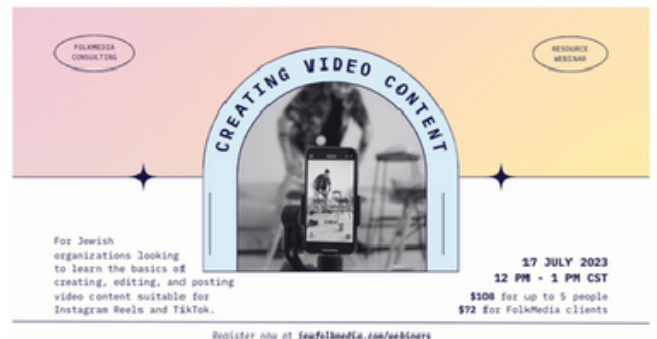
**\$75/WK**

feature in our Cincy weekly news digest, sent Sundays.

## SPONSOR THE NEWSLETTER

**\$175/WK**

feature in the entire Cincy Jewfolk newsletter, filling up all ad spots plus a sponsorship paragraph in the newsletter intro.



**Guidelines:** Submit **Newsletter ad** content in .jpg or .png format. For best display send 1125 x 600 px.

# ADVERTISE ON SOCIAL MEDIA

Catch the attention of Cincy Jewfolk's **1.2k+ (and growing) followers**



|285|



|530|



|465|

## SPONSORED POST

**\$75**

your image/video and message on the Cincy Jewfolk social properties.

## SPONSORED STORY

**\$25**

your image/video and message on Cincy Jewfolk's IG & FB story.



**Guidelines:** Submit **social content** a good resolution .jpg or .png format, or a video. **Posts** may be square or rectangle.

**Stories** should be 1080 x 1920 px.

**Include** text and/or link to accompany graphic(s).