



STATE BROADCAST NEWS

A DIVISION OF THE LUBETKIN MEDIA COMPANIES LLC
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 StateBroadcastNews.com

2017 Advertising Rate Card

State Broadcast News is an audio, video, and photojournalism news service. A division of [The Lubetkin Media Companies LLC](#), we produce our own original content for our website and for other news organizations. Our current geographic focus is the New Jersey-Eastern Pennsylvania-Delaware market. We produce written, audio, and video news content, and also have a curtain paywall encouraging visitors to support our newsgathering via subscription.

Site Statistics

Since going live in October 2014, the SBN site generates approximately 150 page views a month, which we expect to increase as we ramp up news content creation over the next 90 days. Promotion of the site with its own Facebook page, Twitter feed, and other social media channels is expected to increase traffic.

Advertising Rates (\$/month, minimum 3-month commitment)

Ad Slot	Leader Board	Banner	Skyscraper
Dimensions	728x90	468x60	120x600
SBN Site ROS	30	25	20
Homepage	50	35	30
NJ	35	20	15
PA	35	20	15
DE	35	20	15

Ad Slot	Wide Skyscraper	Large Skyscraper	Square	Small Square
Dimensions	160x600	300x600	250x250	200x200
SBN ROS	25	30	15	10
Homepage	35	40	30	25
NJ	20	25	10	5
PA	20	25	10	5
DE	20	25	10	5