

Planet Princeton

MEDIA KIT



Optimize your ad spend with targeted results to reach your customers where they live - in our community. That's...

THE POWER OF LOCAL

Why go digital?

75% of US consumer spending occurs at retail locations within 15 miles of consumers' homes. Let us help you reach your LOCAL audience with our hyperlocal advertising.

Don't waste your money on ads that aren't reaching your target audience. Our ads are cost effective, delivering local eyeballs to your website and business.

See what the power of LOCAL can do for your business:

AUTO DEALERSHIPS

Almost 90% of customers use dealer websites in the early steps of their decision making journey. More than 50% of customers make their decision online, according to McKinsey & Co.

Nissan's Chief Marketing Officer says that "80 to 90 percent of the car-buying experience now starts online," in a recent AdWeek article.

INSURANCE

67% of people who shopped for insurance in the past year obtained a quote online.

RESTAURANTS

The food and drink industry has the #1 display ad clickthrough rate in the United States. - eMarketer

REAL ESTATE

92% of homebuyers used the internet to find their home. 90% of homebuyers who searched for their home online went on to purchase their home through an agent 1% of homebuyers first found their home through a print or newspaper ad.
- NAR, 2014

HEALTH PROFESSIONALS

44% of American web users look online for information about doctors or other health professionals. - Pew Research Center

Most effective location-based marketing for small businesses according to business owners: (show pie chart in orange)

Our Reader Demographics

Website traffic almost 50/50 male and female split. Facebook is 63 percent women and 37 percent men.

Age 35-44 is biggest age group at 27 percent, followed by 45-54 at 26 percent and 25-34 at 18 percent. Ages 18-25 is 5 percent, ages 55-64 is 15 percent.

Top interests: new junkies, political junkies, movie lovers, music lovers, cooking enthusiasts, travel buffs, avid readers, family-focused, shoppers/shopaholics. (Google Analytics)

Our Numbers

Since launching in late 2011, Planet Princeton has grown to attract thousands of engaged users every week.

The is projected to receive more than 2 million pageviews this year.

- 55,000 unique users per month - Average Oct. 2017-March 2018

- more than 165,000 pageviews per month - average Oct. 2017-March 2018

(Source: Google Analytics)

Visits by town (percentage)

Princeton 52%

Princeton Area Commuters who work in New York 6%

Princeton Area Commuters who work in Washinton DC 4%

West Windsor and Plainsboro 11%

Lawrenceville 11%

Hopewell Township 9%

Kingston, Pennington, Montgomery 3%

Our Services

ADVERTISING:

Our ads range from \$200 to \$1,000, with audiences of 5,000 to 100,000+ page views. No matter what your marketing needs, we can help you meet them.

GRAPHIC DESIGN:

No graphic artist? No problem. We will design your ad for you for \$35. Don't have a website to link your new ad to? Need a basic website or social media consulting? We can help with that too. We also offer audits of your social media presence. Email editor@planetprinceton.com for more information.

CALENDAR:

We have a comprehensive community calendar, updated daily with local events. List yours for free, or have a featured listing advertised starting at \$75. Enter your event via our website portal or submit your listings to calendar@planetprinceton.com.

Advertising Rates

Leaderboard at top of page next to logo: \$500/month (up to 3 ads in rotation)

Large Rectangle Feature Box before posts and content: \$900/month (up to 3 ads in rotation)

News Feature Box : \$600/month (supports video).

News Feature Box 2: \$400/month (supports video)

News Boxes: \$200/month (3-month minimum)

Boxes on each page, and bottom of each post.

Special Formats

Sponsored Post - Written by Planet Princeton writer: \$375

- Published on homepage, links to your site and social media. Clearly labeled as a sponsored post for readers. Posted on FB, Twitter, sent out via RSS feed. If you also have an ad, it can link to the sponsored post. Special pricing offered for ad/sponsored post packages.

Sponsored Post - Copy provided by you, edited by us: \$275

- Published on homepage, links your site and social media. Clearly labeled as a sponsored post for our readers. Posted on FB, Twitter, sent out via RSS feed. If you have an ad, it can link to the sponsored post. Special pricing offered for ad/sponsored post packages.

Promoted Event Post - \$75

- Event listed on homepage promoted event section for a week. Posted on FB, Twitter, sent out via RSS feed. Special pricing offered for ad/promoted event post packages.

Ribbon Ad at top of Planet Princeton Website: \$250/week

Run of site-- stays at the top of each page. Great for highlighting a time-sensitive event.

Email Newsletter Sponsorships

Reach more than 1,500 Princeton area readers who receive our email updates in their inboxes. \$200-400 per month.

Ad art should be 72 dpi resolution min. Save in high quality jpg. We are happy to change links each week and swap out ads on a regular basis to keep visuals fresh. All ads can link to advertiser's website, Facebook, Twitter, Instagram or Youtube account.