

**2021 Print + Digital Marketing Bundles**

 **BROOKLYN RAIL**

**Critical Perspectives on Art, Politics, and Culture**

**Last updated March 17, 2021**

**Why print and digital?**

## **Print matters.**

**We are a print publication with a growing digital audience. These ad bundles offer a balance of print and digital ads designed to reach our full audience in varying capacities.**

## Starter Package \$3,500

**1 Print Half Page Color Ad**

**3 Newsletter Ads**

**3 Homepage Tile Ads**

**Free: Annual Subscription**  
2 copies per issue

Annual Subscription (2 copies per issue)	Free
Total Value	\$4,380
<b>Total Reach</b>	<b>200,000</b>
Package Discount	20%
<b>Total Cost</b>	<b>\$3,500</b>

Ad Type + Specs	Quantity	Total Impressions	Total Cost
<b>Print: Half Page Color</b> <ul style="list-style-type: none"> <li>• Horizontal: W: 10" × H: 6.75"</li> <li>• Vertical: W: 4.9" × H: 13.75"</li> <li>• CMYK, no spot color</li> <li>• High res JPEG at 300 dpi</li> <li>• No bleed</li> </ul>	1	20,000	\$1,050
<b>Web: Newsletter Ad</b> <ul style="list-style-type: none"> <li>• Accompanying Web URL</li> <li>• W: 600px × H: 230px</li> <li>• JPG or PNG at 72dpi</li> </ul>	3	30,000	\$1,590
<b>Web: Homepage Tile Ad</b> <ul style="list-style-type: none"> <li>• Accompanying Web URL</li> <li>• W: 250px × H: 250px</li> <li>• JPG or PNG at 72dpi</li> </ul>	3	150,000	\$1,740

## Friend Package \$6,400

### 3 Print Full Page Color Ads

#### 1 Article Page Ad

#### 1 Week Event Listing

#### 1 Newsletter Ad

### Free: Annual Subscription 10 copies per issue

Annual Subscription (2 copies per issue)	Free
Total Value	\$7,995
<b>Total Reach</b>	<b>230,000</b>
Package Discount	20%
<b>Total Cost</b>	<b>\$6,400</b>

Ad Type + Specs	Quantity	Total Impressions	Total Cost
<b>Print: Full Page Color</b> • W: 10" × H: 13.75" • CMYK, no spot color • High res JPEG at 300 dpi • No bleed	3	60,000	\$4,395
<b>Web: Monthly Article Page Ad</b> • Accompanying Web URL • W: 640px × H: 200px • Files must be sent as a JPG or PNG at 72dpi.	1	150,000	\$2,500
<b>Web: Weekly Event Listing</b> • Event Title & Description (120 words max) • Registration Link (i.e. Eventbrite) • Bios, headshots, or images • Start/end date and time	1	10,000	\$550
<b>Web: Newsletter Ad</b> • Accompanying Web URL • W: 600px × H: 230px • JPG or PNG at 72dpi	1	10,000	\$550

## VIP Package \$10,000

### 5 Print Full Page Color Ads

### 1 Article Page Ad

### 4 Week Event Listing + inclusion in one Events Newsletter

### 1 Dedicated Newsletter

### Free: Annual Subscription 25 copies per issue

Annual Subscription (25 copies per issue)	Free
Total Value	\$12,650
<b>Total Reach</b>	<b>310,000</b>
Package Discount	20%
<b>Total Cost</b>	<b>\$10,000</b>

Ad Type + Specs	Quantity	Total Impressions	Total Cost
<b>Print: Full Page Color</b> <ul style="list-style-type: none"> <li>• W: 10" x H: 13.75"</li> <li>• CMYK, no spot color</li> <li>• High res JPEG at 300 dpi</li> <li>• No bleed</li> </ul>	5	100,000	\$6,950
<b>Web: Monthly Article Page Ad</b> <ul style="list-style-type: none"> <li>• Accompanying Web URL</li> <li>• W: 640px H: 200px</li> <li>• Files must be sent as a JPG or PNG at 72dpi.</li> </ul>	1	150,000	\$2,500
<b>Web: Weekly Event Listing</b> <ul style="list-style-type: none"> <li>• Event Title &amp; Description (120 words max)</li> <li>• Registration Link (i.e. Eventbrite)</li> <li>• Bios, headshots, or images</li> <li>• Start/end date and time</li> </ul>	4	50,000	\$1,700
<b>Dedicated Newsletter</b> <ul style="list-style-type: none"> <li>• Body text (250 words max)</li> <li>• Images (1-3 to choose from), JPEG</li> <li>• Accompanying web URLs</li> </ul>	1	10,000	\$1,500

## Best Practices for Newsprint Ads

### Choose Images with plenty of contrast

It's hard to get a true deep black in newspaper printing, and details in dark areas can merge together and look "flat" in print. At the other end of the spectrum, pale and subtle tones will lose some definition and can look washed out. ....For best results choose photographs with a good range of midtones and enough contrast between important details to make sure they really stand out.

### Check ink coverage for digital printing

In digital printing, colours with less than 20-30% ink coverage are likely to be very pale, or not visible at all in print. In general, we recommend keeping colours above 30%.

### Consider your layout

Newsprint is thin and your images are likely to show through the paper. Design with this in mind, and be careful with dark photos backing onto pale photos.

### Remember that colors look different in newsprint than they do on a screen

...newspaper presses are working with a limited range of colours, especially compared to a screen. It's important to expect some variation between your file and your newspaper.

From *The Newspaper Club* (April 3, 2017)

## About

**Founded in October 2000, the Brooklyn Rail provides an independent forum for arts, culture, and politics throughout New York City and far beyond.**

**Our journal features criticism of visual art, music, dance, film, theater and literature, alongside thoughtful political commentary and original fiction and poetry.**

**The Rail is distributed free of charge both in print and online, and further fulfills its mission by curating art exhibitions, panel discussions, reading series and film screenings that reflect the complexity and inventiveness of the city's artistic and cultural landscape.**



# Contracts and Contacts

## Terms

**Acceptance of contract rate by customer constitutes contract.**

**The Brooklyn Rail reserves the right to decline any advertisement.**

**In the event of an error, the Brooklyn Rail's liability shall not exceed the cost of the space occupied by the error.**

**While the publication dates are subject to change, we strive to begin distribution of each issue on the first week of the month.**

**There is a 20% fee for all cancellations submitted after the material deadline.**

## Contact

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