

# DNAinfo.com

# New York

neighborhood news

MANHATTAN, BROOKLYN, THE BRONX, QUEENS, STATEN ISLAND



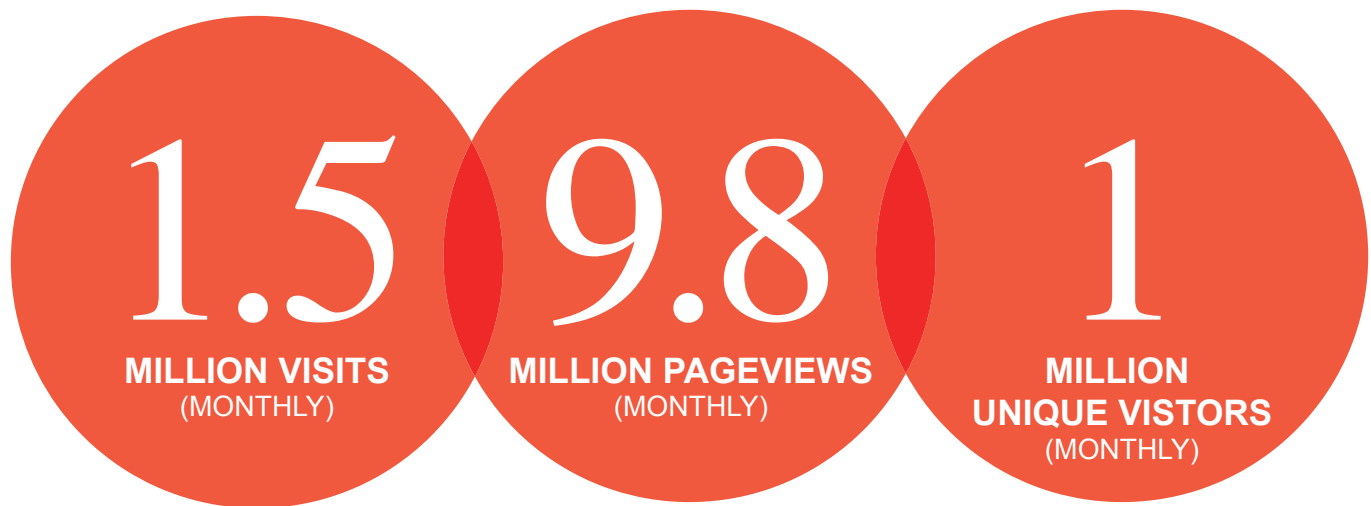
[sales@DNAinfo.com](mailto:sales@DNAinfo.com) / (646) 588-5314

# Who we are

**DNAinfo.com** is New York's leading hyper-local news source, offering up-to-the minute reports on entertainment, education, politics, crime, sports and dining. Our award-winning journalists find the stories – big or small – that matter most to neighborhood residents.

DNAinfo.com gives businesses the ability to reach New York residents on a more personal and engaged level, with the ability to target readers by borough and our 46 neighborhoods.

This May, the launch of DNAinfo.com New York has extended our in-depth coverage to the 5 boroughs, reaching more New Yorkers in the neighborhoods where they live. We will be launching DNAinfo.com in Chicago in 2012.



## HOW FAST WE'RE GROWING



**10K+** Twitter Followers



**15K+** Facebook Fans



# What we offer

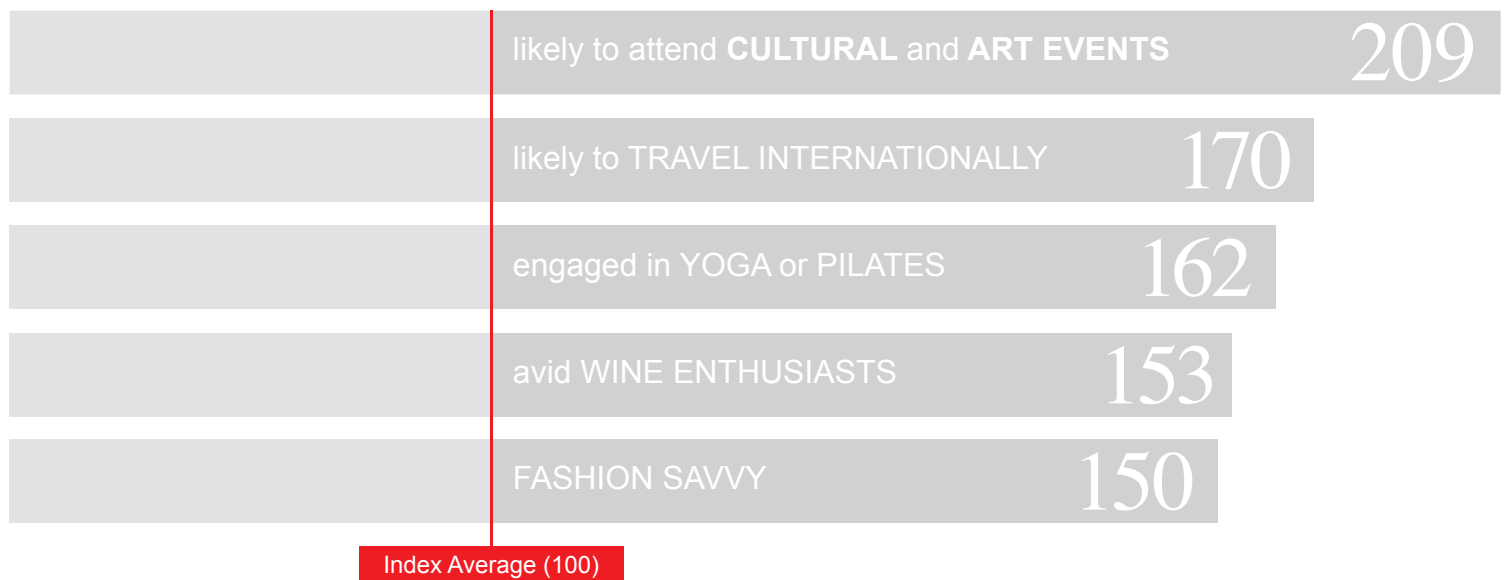
DNAinfo.com delivers advertising programs and opportunities that directly target your neighborhood customer. Either through traditional onsite banners, or through custom program integration with events, email blasts and sponsorships. **OPPORTUNITIES INCLUDE:**

**Neighborhood Marketing Packages**  
**Homepage & Neighborhood Sponsorship**  
**Neighborhood Newsletter Sponsorship**

- **Interstitial Slide Show Ads**
- **Homepage Takeover**
- **Weekend Guide Sponsorship**

# Who we reach

DNAinfo.com visitors are an **active, engaged, affluent** audience who are:



Index is a measurement of consumers' likelihood to engage in the Activity. An Index = 100 is the U.S. Average

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Saturday Apr. 20, 2012 Updated 30 min ago neighborhood news

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DNAinfo.com DNAinfo.com New York Launches, Expands Coverage to all 5 Boroughs



MANHATTAN »  
**Space Shuttle to Fly Over New York Monday**



MURRAY HILL/GRAMERCY »  
**5 Napkin Burger Opens in Union Square**

Burger buzz has been swirling for months about the opening of a fourth Manhattan location of 5 Napkin Burger in Union...



CHELSEA / HELL'S KITCHEN »  
**Teeny-Tiny Art Exhibit Debuts on the High Line**  
A teeny-tiny art exhibition has littered the High Line with miniature sculptures.



DOWNTOWN »  
**GIGS & WEEK**  
**Elvis Costello, Radiohead and The Horrors Play Manhattan**

Video

LOWER EAST SIDE & EAST VILLAGE »  
**Ryan Gosling Breaks up Street Fight in East Village**



UPPER EAST SIDE »  
**John Edwards is First Name Uncovered in 'Millionaire Madam' Investigation**



WASHINGTON HEIGHTS / INWOOD »  
**Principal Miriam Pedraja Teaches Uptown Children Two Languages at a Time**



GREENWICH VILLAGE/ SOHO »

**Drunk Puppy Buying Banned by West Village Pet Stores**

You've heard of drunk dialing and drunk Facebooking, but drunk puppy buying?

Newsletter Signup

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More Neighborhood News

- Advocates Push for 5-Day Carriage Horse Work Week
- Free Food in Times Square and Madison Square Park
- Models Raise Money for Ugly Water Shortage
- FITNESS X INSIDER: 'HIIT' Your Fitness Goals with High Intensity Interval Training
- Models Raise Money for Ugly Water Shortage

Photo Favorites

SLIDESHOW **Celebs in Your Neighborhood**



SLIDESHOW **Bronx Art Group to Explore the Borough's Vices in New Show**



SLIDESHOW **'Wellness Week' Aims to Make Ladies Sexier**



SLIDESHOW **Staten Island Toilet Snake 'Hershey' Finds Temporary Home**



SLIDESHOW **Paul Simon, Modeselektor and Rahzel Play NY**



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