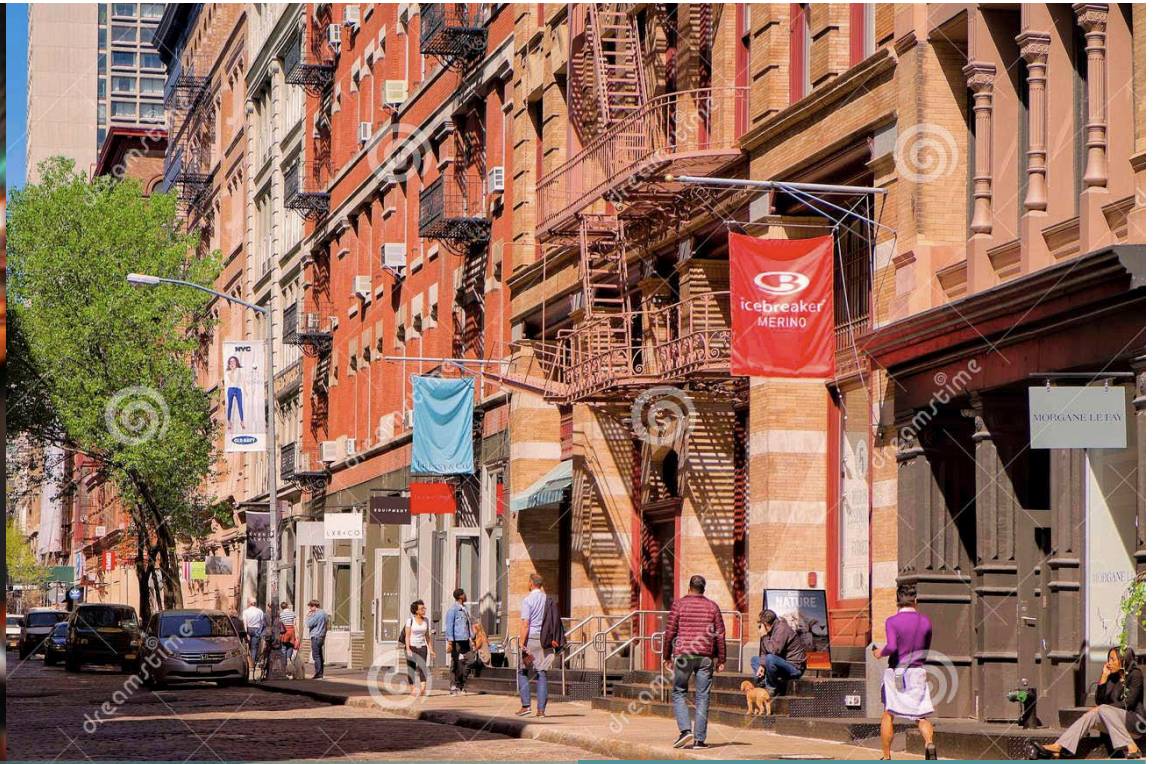




Media Kit



# YourNeighborhood

Love Where You Live...



# Who We Are



# Who We Are

- YourNeighborhood.co delivers comprehensive, hyper-local information to individuals who either live in NYC or are interested in moving there - neighborhood overviews, real estate and apartment listings, live events, schools, lifestyle articles, and user reviews.



# Who We Are

- We have been featured in several national and local publications inclusive of, but not limited to the following:

As Featured In:



BUSINESS  
INSIDER



Entrepreneur



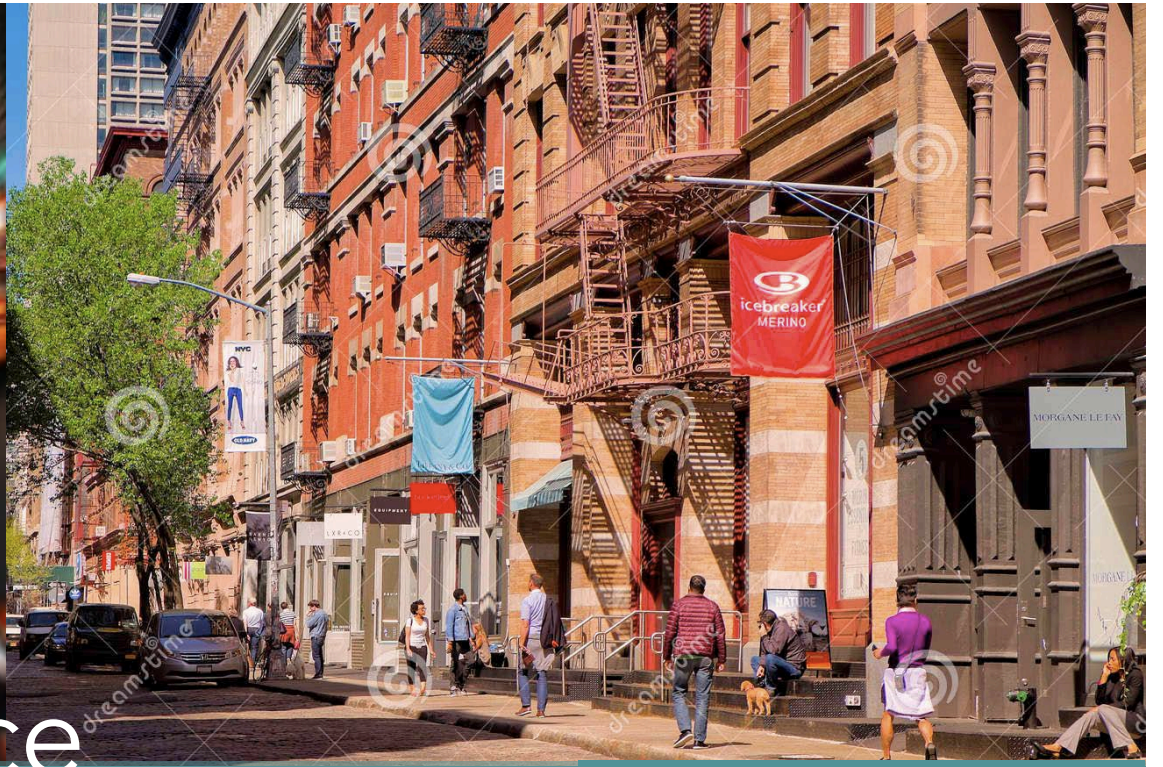
# Social Media

- YourNeighborhood has a rapidly growing social media following on Facebook and Instagram
- We are partnering with Social Eyes NYC, FitSpace NYC, Platinum Properties, and several bloggers to share content about the city everyone wants to visit and live in, NYC.

# Facebook Fan Growth







# Our Audience

Demographics

# Our Audience: Overview

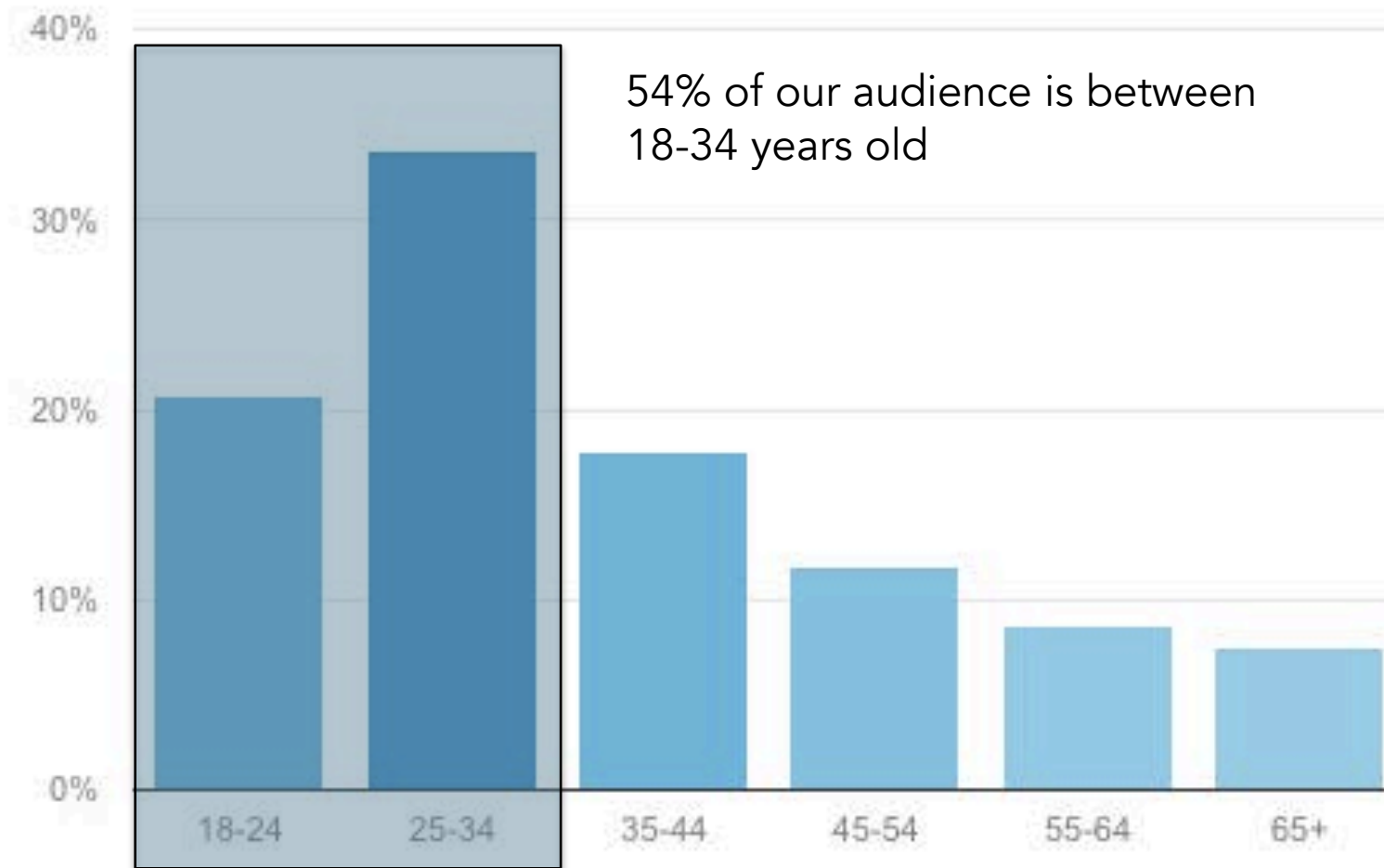
- A young, targeted audience living in, or traveling to, the NYC metro area actively seeking content, information and services.

- Real estate
- Schools
- Events
- Lifestyle
- Nightlife
- Travel

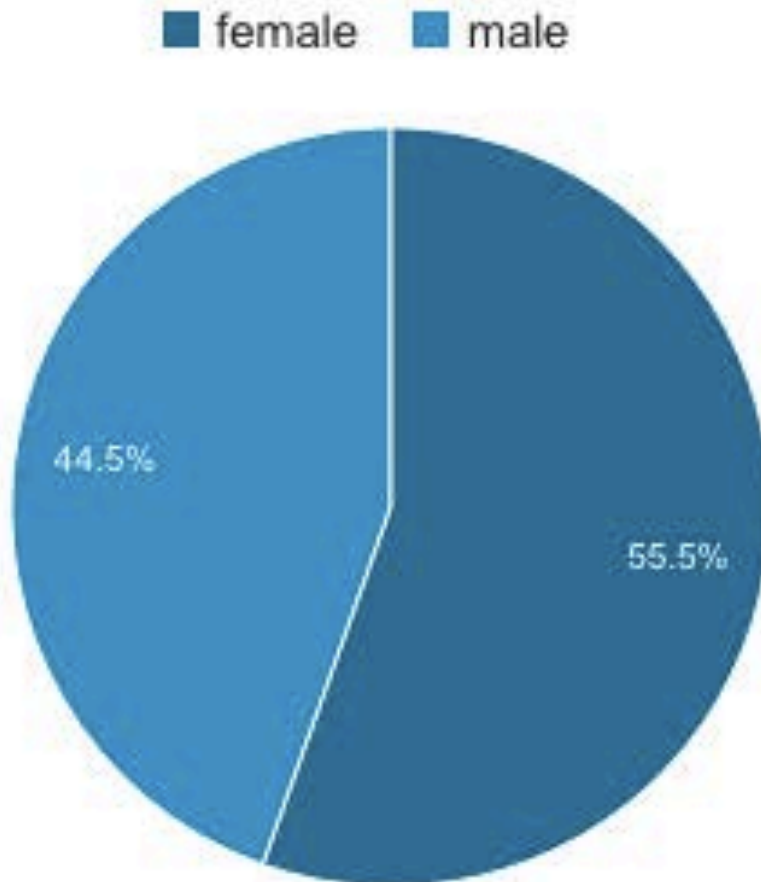




# Our Audience: Age

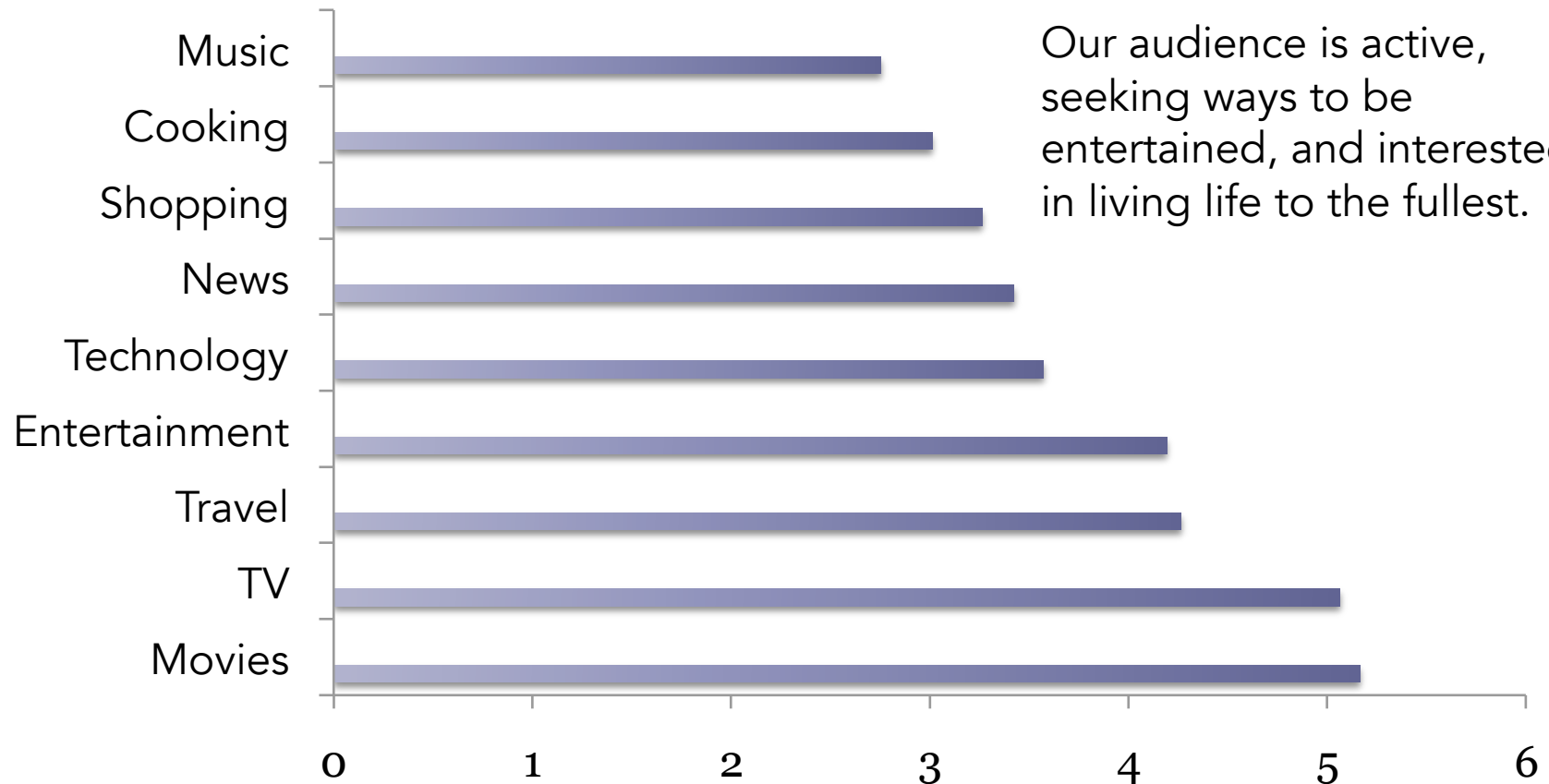


# Our Audience: Gender



Our audience is almost evenly split between men and women.

# Our Audience: Interests (%)





# Our Audience: Traffic

- 62% of our traffic is mobile (phone and tablet)
- 61% of our traffic is from New York State
- 73% of our traffic is from the NY Tri-State area
- 83% of our traffic is from the United States
  
- Rapidly approaching inventory of 1M ad impressions per month

# Website Placements and Rates

- Top leaderboard (728x90) \$20/CPM
  - Plus Mobile bottom of screen (320x50)
- Left column in-page (600x250) \$16/CPM
- Left column in-page video (600x250) \$20/CPM
- Right column (200x200) \$14/CPM
- Right column (160x600) \$12/CPM
- Bottom leaderboard (728x90) \$8/CPM
  
- One CPM unit is equal to 1,000 ad impressions/views
- Targeting by geo, gender, age, and other metrics available
- Run of site package rates available

# Sample Placements

- Top Leaderboard (728x90)
- Right Column (200x200)
- Right Column (160x600)
- Left Column In-Page (600x250)

The screenshot shows a website for 'YourNeighborhood' with the following elements and ad placements:

- Top Leaderboard (728x90):** A blue banner at the top right with the text 'Top Leaderboard 728x90'.
- Right Column (200x200):** A blue square ad with the text '200x200'.
- Right Column (160x600):** A vertical blue ad with the text 'Right column 160x600'.
- Left Column In-Page (600x250):** A blue rectangular ad with the text 'Native Content or Ads'.
- Page Content:** The page features a navigation bar with 'Home', 'Boroughs', 'Neighborhoods', 'Real Estate', 'Events', and 'Living in NYC'. The main content includes a featured article for 'Alphabet City, Manhattan' with a large image and text, a 'Neighborhood Highlights' section with a map, and a search form titled 'Find the Perfect Place to Live in [Neighborhood]' with filters for price, bedrooms, and bathrooms. A 'Popular Neighborhoods' section at the bottom right lists 'East Village', 'Midtown West', 'Williamsburg', 'Upper East Side', and 'West Village' with small thumbnail images.





# Ad Creative

- If ads need to be created, YourNeighborhood will design and prepare them for \$100 each
- For campaigns over \$5000 we will include ad creation for no extra fee
- We will work closely with you to ensure your campaigns are optimized for best possible results

# Limited Time Promotion

- For every purchase over 50,000 impressions YourNeighborhood will increase your impressions by 10% free of charge.
  - Example: Purchase 100,000 impressions and get 10,000 free

# Social Media Placements and Rates

- **Package A:** Two posts on Facebook/Twitter/Instagram per month with one boosted (\$400)
  - Will deliver targeted impressions to all of our followers with a focus on generating Clicks (to advertiser website, Facebook page, or other destination as requested)
- **Package B:** Two sponsored articles on YourNeighborhood.co and promotion on all social media platforms for two weeks (\$1,000)
  - Will deliver targeted impressions to all of our followers with a focus on generating Clicks back to each full article on YourNeighborhood.co with a call to action included





# Brokers – Reach Motivated Viewers

For real estate brokers, finding people who are actively seeking to move or relocate is the name of the game. YourNeighborhood's highly sought after demographic effectively taps into that audience.

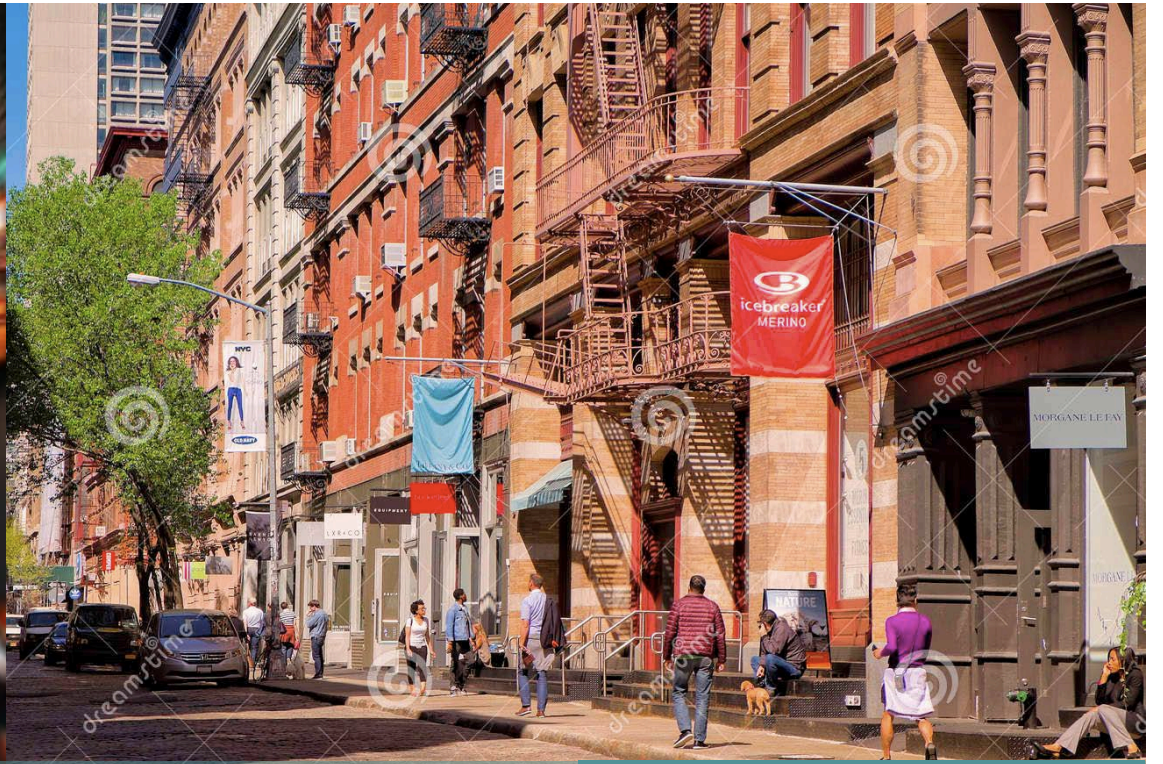
We will integrate your XML feed into our database and list on [YourNeighborhood.co](http://YourNeighborhood.co) free of charge.



# Want Our Neighborhood Content?

YourNeighborhood.co can provide your website with dynamic content with demographics and detailed information for every New York City neighborhood inclusive of schools, population, housing prices, transportation, maps, and more.

If interested, please contact [eric@yourneighborhood.co](mailto:eric@yourneighborhood.co) for additional information.

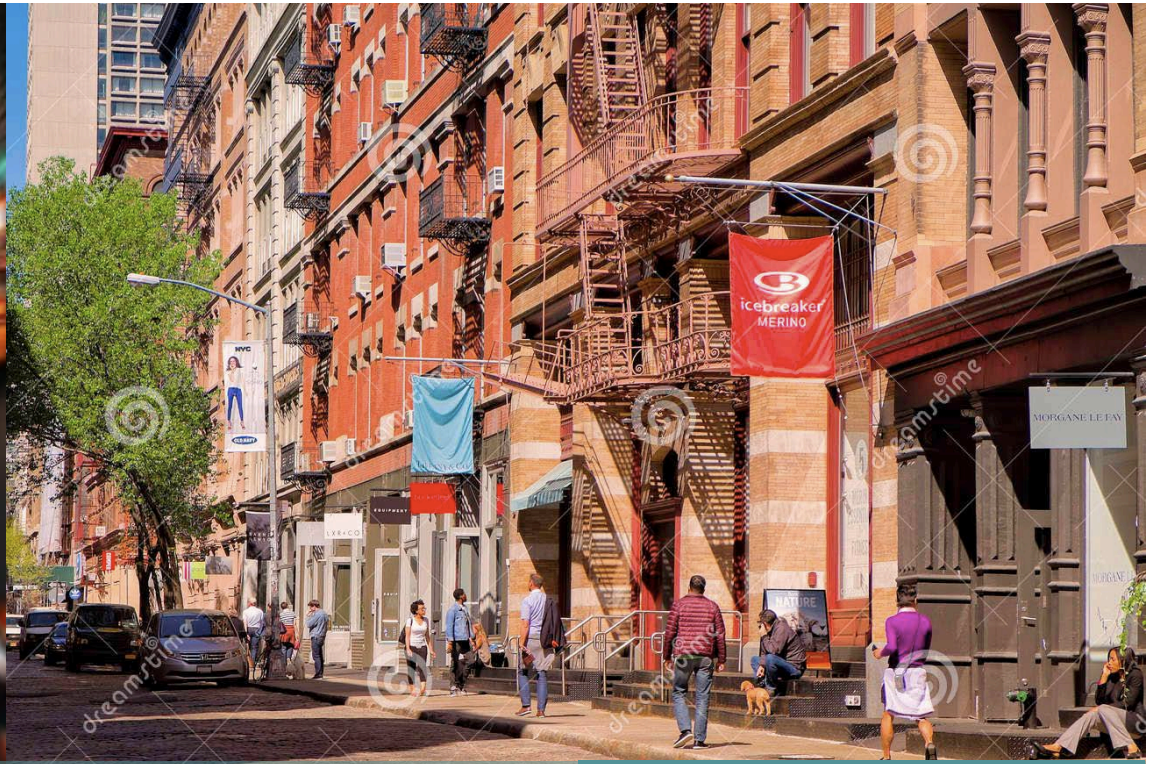
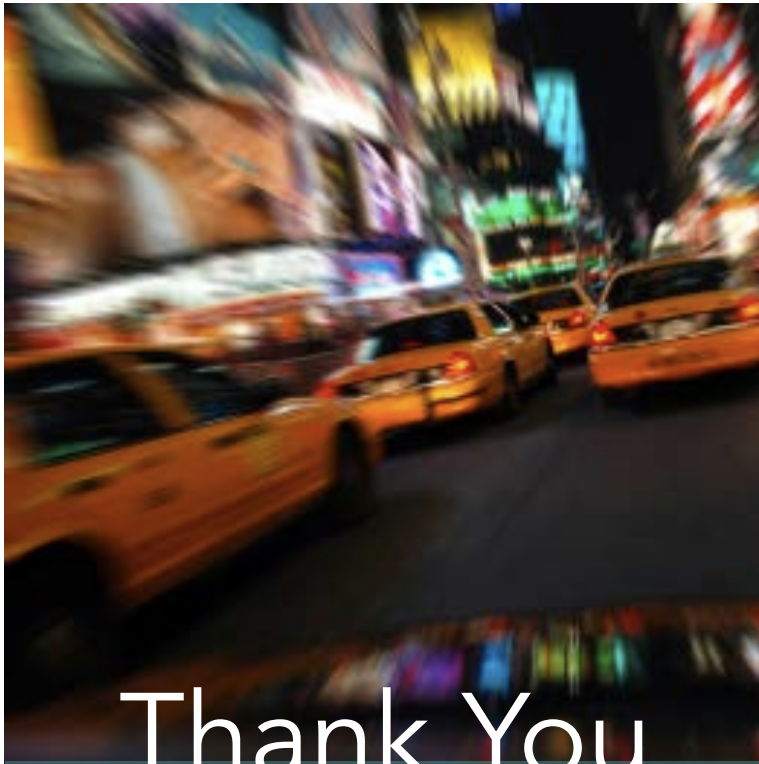


# Contact Us

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**YourNeighborhood**  
Love Where You Live...





Thank You

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