

# Online advertising with TheObserver.com

Established in 1996

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Back in 1996, **TheObserver.com** was one of the very first weekly news websites not just in America, but on the planet. Because our readership is rich in diversity, we draw from not just the local area, but across New Jersey, the United States and many parts of Europe, Asia & South America. Since our reach is global, so, too, are our current advertisers. Let us allow your business to reach a global audience, where so many people are willing to support the same people who support us!

## SKY BANNER

Located above the website masthead on computers, mobiles and tablets  
**\$10 CPM @ Minimum 10,000 CPM**

## MASTHEAD BANNER (468px x 95px)

Located along side the website masthead on computers, mobiles and tablets  
**\$8.50 CPM @ Minimum 10,000 CPM**

## SIDEBAR SQUARE - 500px wide

In the right-hand column on computer and lower end of mobile & tablet sites  
**\$5.50 CPM @ Minimum 10,000 CPM**

## PAID STORY/REVIEW/EDITORIAL

Place a story written by you on our website as sponsored content. We can write it for you if needed. | *Please call or email for details & pricing*

## FACEBOOK FEATURED (PINNED) POST

Your ad in jpg form as our top pinned social media post. With 10,000+ followers (includes Instagram post, also)  
**\$65 per day, no minimum**

## LIVE READ @ THE OBSERVER LIVE on FACEBOOK

The Observer broadcasts live on Facebook Live a minimum of once per week — often more — and every time we're live, your logo will be featured on the screen along with a live commercial of between 30 to 90 seconds, depending on your needs.  
**\$250 for one week | \$850 for four consecutive weeks | \$1,063 for a month with five Mondays (day The Observer is scheduled to be live.)**

## SPECIAL PACKAGE - LIVE READ & FEATURED FACEBOOK POST

Your business gets a weekly live read and featured Facebook post  
*Please call or email for details & pricing*

## GOLD PACKAGE - COMPLETE WEBSITE TAKEOVER

Your ad in all locations — top of page, masthead, sidebar, and footer (if desired)  
*Please call or email for details & pricing*

## PLATINUM PACKAGE - COMPLETE WEBSITE TAKEOVER, PINNED POST, LIVE READ ON FACEBOOK LIVE

Your ad will be everywhere we are online: On www.theobserver.com, live broadcasting & Facebook (includes Instagram)  
*Please call or email for details & pricing*

## TheObserver.com's wide-ranging reach ... (based on 2021 Google Analytics Figures)

### Top 10 New Jersey Towns

Kearny  
Newark  
Jersey City  
Secaucus  
Lyndhurst  
Rutherford  
Bloomfield  
Belleville  
Paramus  
Harrison

### Top 10 U.S. States

New Jersey  
New York City & State  
Kansas  
Florida  
Pennsylvania  
California  
Texas  
Virginia  
Ohio  
North Carolina

### Top 10 Countries

United States  
China  
Russia  
United Kingdom  
Czech Republic  
Norway  
Sweden  
Hungary  
Canada  
France