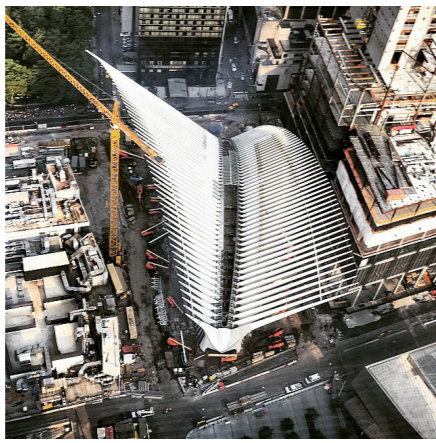




NEW YORK  
**YIMBY**





# NEW YORK YIMBY



## THE WEBSITE

newyorkyimby.com now sees approximately 120,000 monthly visits from 60,000 unique monthly users.

## THE NEWSLETTER

The newsletter reaches 8,000 subscribers, with a weekly recap every Saturday.

\*Average open rate is 40%, average CTR is between 8-10%.

## YIMBY SOCIAL

YIMBY's social channels reach another 43,000 people, with 21,000 followers on Instagram, 8,000 on Twitter, and over 14,000 Facebook likes.

\*YIMBY's Instagram audience is especially engaged and posts typically receive between 300 and 1,000 likes.

## So WHY SAY YIMBY?

Our content is specific to new development, consequently we have become the definitive resource for NYC's new construction news.

Besides reaching approximately 110,000 monthly users on owned channels, YIMBY reaches millions of additional eyeballs through regular syndication and featuring in print publications like the New York Times, New York Magazine, and the Daily News, as well as web outlets like Curbed and Gothamist.

YIMBY's core audience is composed of industry professionals who deal in the construction, financing, or selling of real estate, and our search-optimized website also means our content reaches consumer eyeballs expressing search intent.

# RATE CARD

## DEDICATED HOMEPAGE BANNER

\$12,000/year

Your logo appears every time someone views YIMBY's homepage, reaching the audience that consumes our content on a daily basis.

The homepage is viewed 75,000+ times each month.

## SOCIAL SPONSORSHIP

\$4/click, \$1,500 minimum monthly spend

Your banner appears in the social media feeds of people who read newyorkyimby.com and open YIMBY's newsletter. Clicks guaranteed and based on retargeting of YIMBY's audience on Facebook.

A monthly spend of over \$2,000 also comes with a newsletter sponsorship (600x250 banner)



## RUN OF SITE BANNER AD

\$1,500/month minimum

Your ad appears in the 328x280 position on the right side of every page. Impressions correspond with a CPM of \$15.

This option is ideal for targeting YIMBY's consumer audience, or promoting the work/transactions of individual brokers.

