ABOUT THE TRIB

Who reads us
Residents of Tribeca, BPC and FIDI • Business Owners
Families • People Who Work in Lower Manhattan

What we write about
News • Culture • Kids • Real Estate & Development
Events • Local History • Personal Profiles

How many people we reach
• Avg. Monthly Sessions: 13,500; Page Views: 20,500
  • Eblasts are sent to 2,500 subscribers

Recognized by...
• National Newspaper Association, Winner, “General Excellence” Award
• New York Press Association, Winner, “Best Use of Video” and “Best Website” Awards
• New York Times, “…long helped make a community out of the neighborhood.”

WEBSITE AD RATES

LEADERBOARD $395 per month
970 wide x 105 deep (larger size upon request)

SKYSCRAPER $225 per blast
175 wide x 630 deep

JR. LEADERBOARD $195 per blast
395 wide x 65 deep

RECTANGLE $395 per month
350 wide 250 deep

SPOONED POST $150 / week

1-TILE $195 per month
165 wide 190 deep

2-TILE $295 per month
165 wide 390 deep

3-TILE $395 per month
165 wide 530 deep

All ad dimensions in pixels

To advertise, contact
DANA SEMAN ADVERTISING DIRECTOR
917.670.8837 • dana@tribecatrib.com

EBLAST AD RATES

LEADERBOARD $225 per blast
595 wide x 95 deep

TOP LEADERBOARD $225 per blast
500 wide x 80 deep

At Tribeca Performing Arts Center:
Salute to Trumpeter Randy Brecker

The Fight is Over for Tribeca’s Rare and Majestic Clock

ABOUT ADVERTISING

Website
• Ads can be placed for any length of time and can go up immediately
• Leaderboard and Rectangle ads can rotate with a maximum of two other ads
• Rectangle ads only appear on the homepage
• Sponsored Post in Worth Noting: 1st line, 35 characters; 2nd line, 50 characters

Eblasts
• Delivered every Tuesday to 2,500 subscribers
  • Ads are not in rotation on eblasts
  • Payment is in advance for all eblasts.