

# ADVERTISING RATE CARD

*Elevate your brand through  
impactful community connection.*



NEW ORLEANS

**NEW ORLEANS** JEWISH COMMUNITY CENTER

For inquiries, contact Elizabeth Smith at [esmith@nojcc.org](mailto:esmith@nojcc.org).

All advertising proceeds support JCC community programming.

# A PARTNER IN THE HEART OF NEW ORLEANS

When you advertise with the New Orleans JCC, you aren't just buying space; you are joining a community. As a cornerstone of New Orleans life for over 130 years, the JCC serves as a "second home" to a diverse, loyal, and multi-generational membership. Whether our members are dropping their children off at our ECC, hitting the fitness center, or attending a cultural event, your brand becomes a part of their daily routine. By partnering with us, you gain direct access to an engaged local audience while supporting the vital community programming that makes the JCC a beacon of wellness and connection.

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## DIGITAL

Reach thousands via their inboxes, capture attention on our campus digital screens, or anchor your message in our seasonal Program Guide. Our multi-channel platforms offer the reach and flexibility to grow your business in a highly connected community.

## PRINT

With over 60,000 combined annual visitors engaging in everything from year-round swim lessons and birthday parties to competitive pickleball and basketball, these banners provide unmissable, high-frequency exposure to a dedicated and multi-generational audience.

## FOR INQUIRIES

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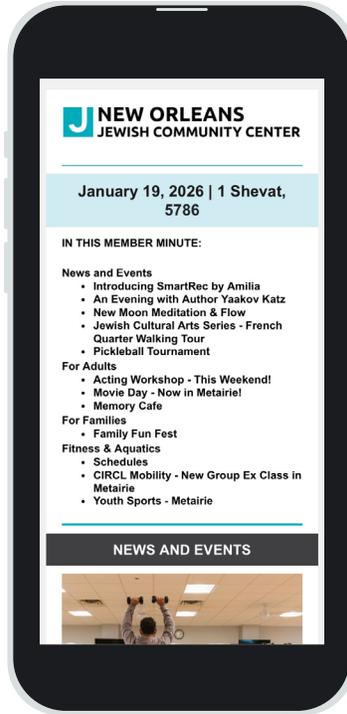
# DIGITAL

WEEKLY MEMBER MINUTE E-NEWSLETTER | WEBSITE HOMEPAGE BANNER

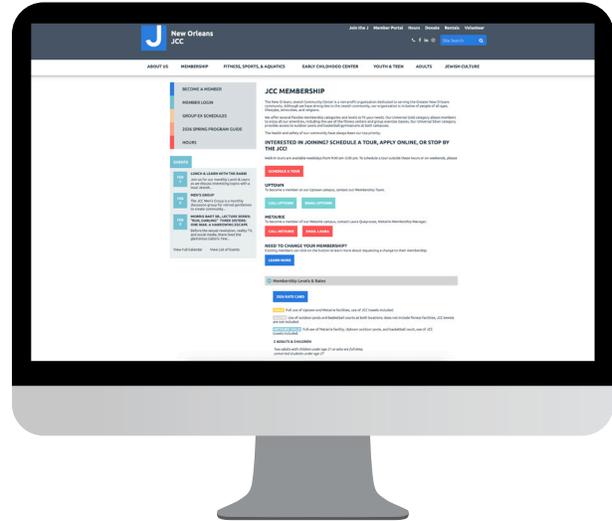
**13.8K**  
Subscribers

**62%**  
Open Rate

**52**  
Sent a Year



**10.8K**  
Monthly Visitors



## WEEKLY MEMBER MINUTE E-NEWSLETTER

Every Monday, the JCC community receives the Member Minute to plan their week and stay connected.

By advertising in our flagship e-newsletter, your business joins a trusted conversation about wellness, education, and community impact.

With 52 editions a year and a massive 62% open rate, this is our most consistent and effective digital platform for building brand loyalty and driving immediate clicks to your business. **Your ad will be placed toward the center of the e-newsletter.** The rates below are our introductory rates.

### Rates

- \$75 per week
- \$250 per month
- \$100 ad design provided by JCC

### Specs

- 1080 x 360 pixels, JPG (horizontal)

## PREMIUM WEBSITE PLACEMENT

Place your business front and center where our members live online. Our website ads offer high-impact visibility on the JCC's top-performing pages, providing a direct link between our loyal audience and your business. Whether they are checking gym hours or learning more about our Summer camp, your brand will be a key part of their JCC experience.

Your ad will live on the five web pages listed below in the left hand column underneath the JCC's events box. On the mobile version of our website, ads appear toward the bottom of the page.

### Our Top Five Performing Web Pages

- Membership, Group Exercise, Hours, Camp, Holiday Hours

### Rates for Website Cube

- \$250 per month
- \$500 six months
- \$100 ad design provided by JCC

### Specs

- Cube: 1080 x 1080 pixels, JPG

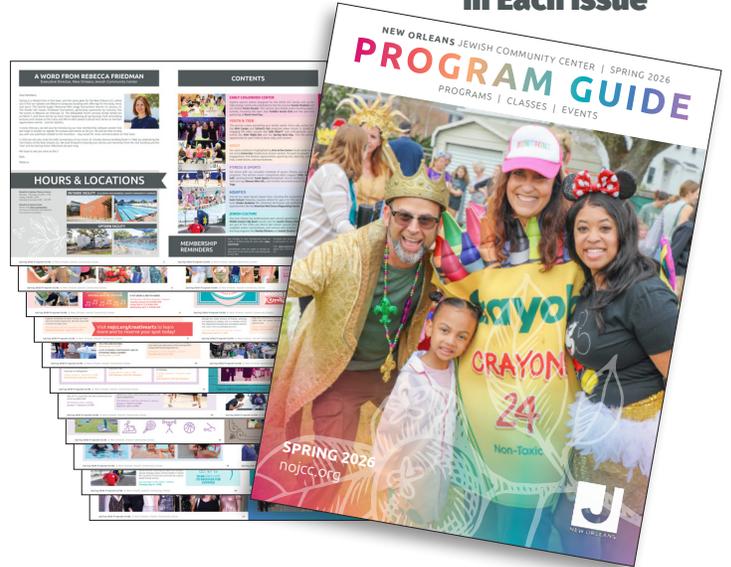
# DIGITAL

DIGITAL SCREEN ADS | PROGRAM GUIDE



Top  
**53%**  
of Site Traffic

**120**  
Days of Exposure  
in Each Issue



## DIGITAL SCREEN ADS

At the Uptown campus, four screens are located in high-traffic areas—the main entrance lobby, fitness entrance lobby, sports and wellness lobby, and the corridor linking the main building to the fitness center.

The Metairie campus features two additional screens in its fitness center and in the member lounge. **Ads are displayed on a 10 second rotation on all six screens throughout the day.**

### Rates

- \$1,000 per month
- \$2,500 six months
- \$100 ad design provided by JCC

### Specs

- 1920 x 1080 pixels, JPG (horizontal)

## DIGITAL PROGRAM GUIDE

Each Spring, Summer, and Fall edition showcases an exciting lineup of dynamic programs, special events, and inclusive opportunities that engage and connect our community.

The guide serves as a digital anchor on the JCC website and is promoted across every platform—including The Member Minute weekly e-newsletter, social media, and on-site signage—giving your ad sustained, extended reach. **This page consistently remains in the top 10 viewed on our website.**

### Individual Rates (per issue)

- \$250 Quarter page
- \$450 Half page
- \$900 Full page

### Annual Rates (three issues per year)

- \$1,000 Quarter page
- \$1,750 Half page
- \$2,250 Full page

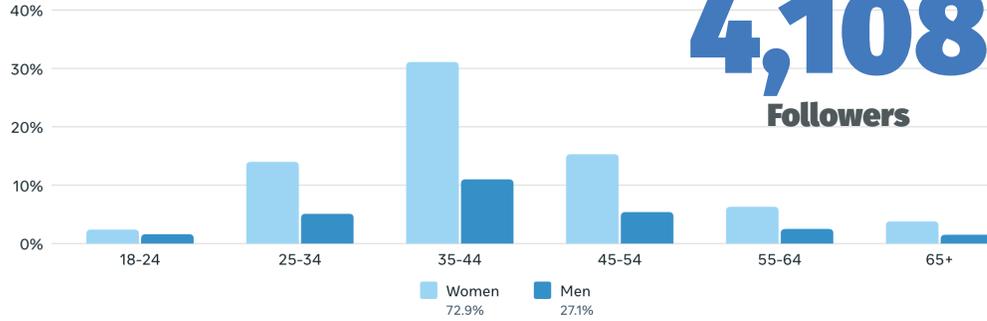
### Specs

- Quarter Page: 4.25 x 5.5 inches, JPG (portrait)
- Half Page: 8.5 x 5.5 inches, JPG (horizontal)
- Full Page: 8.5 x 11 inches, JPG (portrait)

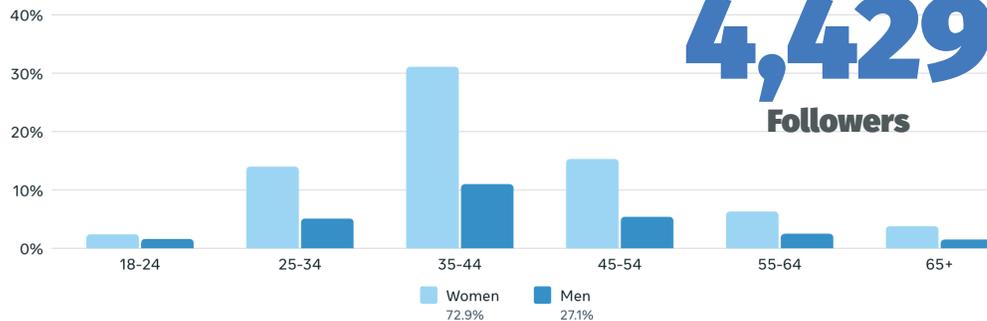
# DIGITAL

## INSTAGRAM AND FACEBOOK SOCIAL MEDIA PAGES

### Instagram at a Glance



### Facebook at a Glance



974

Average Views per Instagram and Facebook Post

## INSTAGRAM & FACEBOOK

Leverage the JCC's active social presence on Instagram and Facebook to grow your business.

Our social media ads provide a direct line to our loyal followers, making them an ideal choice for time-sensitive offers or community-focused initiatives. Your ad will be pinned at the top of our Instagram and Facebook pages for a week.

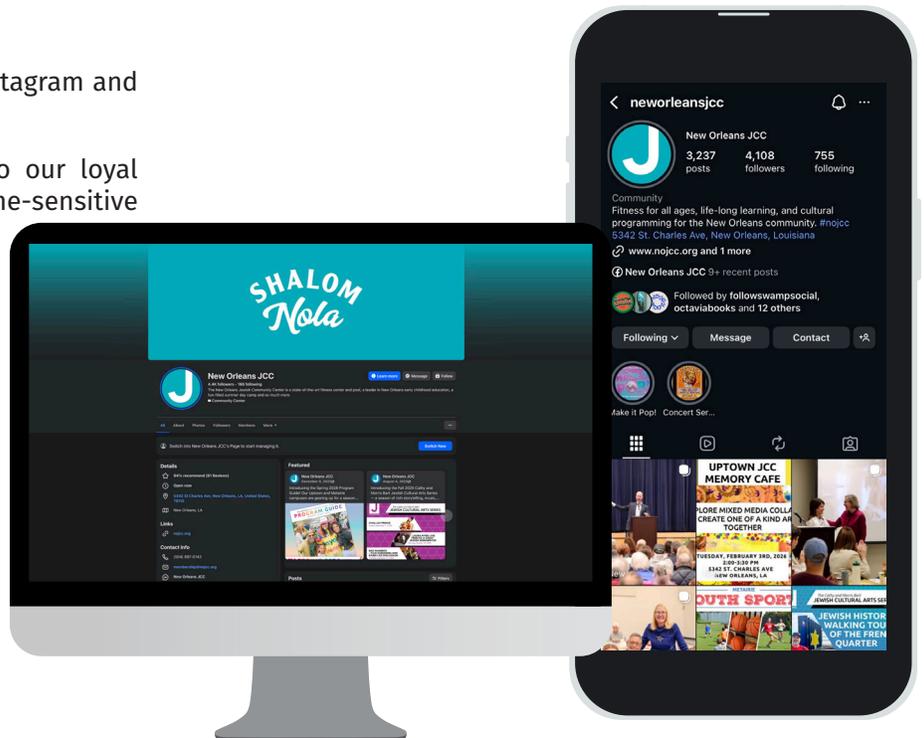
*Your ad will be posted simultaneously on our Instagram and Facebook pages.*

### Rates

- \$150 per post
- \$100 ad design provided by JCC

### Specs

- 1080 x 1080 pixels, JPG



# PRINT

## GYMNASIUM AND OSCAR J. TOLMAS AQUATICS COMPLEX BANNERS



### GYMNASIUM BANNERS

An estimated 12,000 visitors use the Uptown JCC's gymnasium each year, from members enjoying the pickleball and basketball courts to local schools, athletic clubs, and other outside groups utilizing the space.

Advertising banners in the gym offer a valuable opportunity to connect with a consistent, multi-generational audience.

#### Rates

- \$1,000 six months
- \$1,800 one year
- \$250 banner design and print provided by JCC

#### Specs

- 5 x 3 feet, PDF (horizontal)



### OSCAR J. TOLMAS AQUATICS COMPLEX BANNERS

Over 49,750 people visit the JCC's aquatics facility each year. The outdoor lap pool and indoor teaching pool are open year-round, while the family pool and splash pad are open from May through September.

The aquatics complex hosts classes five days a week, swim lessons, birthday parties, and swim meets, providing year-round opportunities for fun and fitness.

#### Rates

- \$850 summer months (May 1 – September 30)
- \$1,000 six months
- \$1,800 one year
- \$250 banner design and print provided by JCC

#### Specs

- 5 x 3 feet, PDF (horizontal)