

theloopsm

larchmont · mamaroneck · lower westchester

Founded in 2007 by a multi-Emmy award winning journalist, theLoop is a leader in the hyperlocal movement, considered one of the best online daily local news sites in the US.

theLoop connects your message to our highly targeted, engaged, educated, affluent and enlightened audience in Southern Westchester county, New York:

35,000

LOYAL UNIQUES A MONTH

100,000+

PAGE VIEWS A WEEK

FOR MORE INFORMATION, EMAIL
ADVERTISING@THELOOPNY.COM

— READER DEMOGRAPHICS —

60% are women



56% households earning over \$200k annually



76% rely on theLoop as a primary source of news and information



69% have shopped at a store or used a service after it was seen in theLoop



78% are professionals or entrepreneurs



69% spend at least 12 hours a week online



READERS AND ADVERTISERS LOVE THELOOP

“ **TheLoop** has all the pizzazz of its dynamic creator - clever and timely and intuitively user friendly. It has the feeling of 'the place to be' and I, for one, want to be there!

-Francine Lucidon
Owner, *The Voracious Reader*, Larchmont, NY

“ It is amazing. We had less than 40 hits on our website the first year. Once you put our ad up, we got up to 1300 in the next few weeks.

-Joanne Grossman
Owner, *Larchmont Nurseries*

“ I just got into your new web site for the first time and I am blown away! It's fantastic! Thank you so much for putting this together for the community!

-Philippa Abeles
New Rochelle, NY

“ **TheLoop** is one of the best hyperlocal sites out there... The community that's grown around **TheLoop** has phenomenal loyalty because it's the real thing - a true grassroots local site that is from the region and committed to the region.

-Lisa Williams, CEO, *placeblogger.com*

ADVERTISING WITH theloop

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HOME NEWS LOCALS COMING UP COOL FINDS FOOD | DINING HOME | GARDEN KIDS TOWNS

4

BANNER ADS

Appear on theLoop website, and on daily and weekly newsletters to over 6000 opt-in subscribers.

5



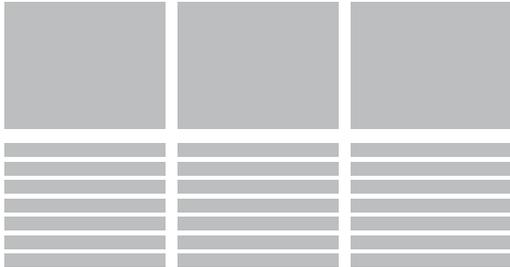
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NEWS

LOCALS

LIFE

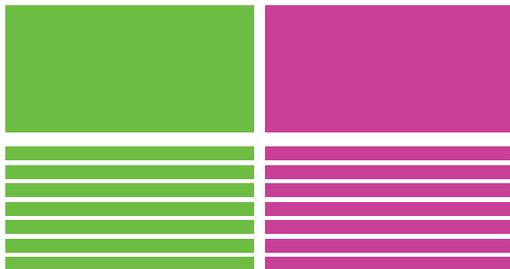


2



BUSINESS DIRECTORY

EVENTS



3



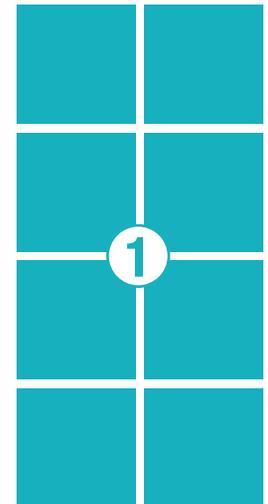
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3



1



1

BUTTON

125 x 125 px

2

MIDDLEBOARDS

468 x 60 px

3

MEDIUM RECTANGLE

300 x 250 px

4

MASTHEAD

468 x 60 px

5

LEADERBOARD

468 x 60 px

NEW!! Go in and *change your banner ad's copy* anytime you like. Great for special events and sales for those who want a different ad every day.

BUSINESS DIRECTORY

\$30 / monthly

Perfect for sole proprietors, new businesses, service professionals, etc.

EVENTS CALENDAR

FREE

List your performance, exhibit, meeting, sale, event, film class, etc.

OTHER SERVICES

SPONSORSHIPS

Having an event? We'll create the buzz. We've co-sponsored community events at local restaurants, thrown block parties, held contests, panels, lectures and book signings.

For pricing and more information, contact us at

ADVERTISING@THELOOPNY.COM