

# CITYLIMITS

MEDIA KIT 2023



# ABOUT US

## Mission

City Limits uses investigative journalism through the prism of New York City to identify urban problems, examine their causes, explore solutions, and equip communities to take action.

## Board of Trustees

Martha Nelson | Chair | Former SVP and Editor-in-Chief of Yahoo! & former Editor-in-Chief of Time Inc.

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Erik Spooner | Creative Director, Quad

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Meg Louis | Legal, NonProfit and Business Consultant

Michael Moskowitz | SVP Wealth Management Advisor, Merrill Lynch Wealth Management

Lisette Nieves | President, Fund for the City of New York

## Our Staff

Marjorie Martay | Executive Director

Jeanmarie Evely | Executive Editor

Rebekah Audic | Audience Development Consultant

Maria Giatrakis | Audience Development Consultant

Jenn Hendricks | Development Manager

Daniel Parra | Spanish-Language Reporter/Editor

Fran Reilly | Strategic Consultant

Mariana Simões | Climate Reporter

Adi Talwar | Photographer

Tatyana Turner | NYCHA Reporter

Emma Whitford | Senior Housing Reporter

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## Our History

Founded in 1976 in the midst of New York's fiscal crisis, City Limits exists to inform democracy and empower citizens to create a more just city. The organization is a 501(c)(3) nonprofit funded by foundation support, ad sponsorship and donations from readers.

# WEBSITE

Updated daily, the City Limits award winning site reaches over 1 million readers and pageviews annually. Sponsorship includes full ROS ad inventory for 30 day.

## Banner rate display ad

### 30 DAY RUN ON SITE

Leaderboard Ad Unit

Leaderboard Ad Unit

Top Right Rail Ad

Bottom Right Rail Ad

### RATE

\$4,000

\$4,250

\$3,275

\$3,000

### SIZE

970x90

970x250

300x250

300x600

The screenshot shows the City Limits website homepage. At the top is a navigation bar with links for Topics, Newsletters, Jobs, and an Equal sign icon. The main header features the 'CITYLIMITS' logo, a 'Support' button, and a search bar. Below the header is a secondary navigation bar with links for Election 2021, Climate Change & NYC, Mapping the Future, and One Ciudad sin Límites. The main content area features a large article titled 'City Council Speaker Defends His Comprehensive Planning Bill in First Public Hearing' by Sadef Ali Kally, published 7 hours ago. The article includes a photo of Corey Johnson at a City Hall rally. To the right of the article is a '300x250 Ad Unit' placeholder. Below the article is a 'Mapping the Future' section with a 'Support City Limits' button and a 'Donate Now' button. At the bottom right is a '300x600 Ad Unit' placeholder. The footer contains a 'Leave a reply' section with a form for comments and a 'Post Comment' button.

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# NEWSLETTER

Newsletter sponsorship is exclusive, with a single sponsor featured per week. Newsletter opportunities include:

Rates:

1 Newsletter: **\$450 per ad**

2 Newsletters: **\$425 per ad**

3+ Newsletters: **\$400 per ad**

## **The Weekly**

City Limits' Roundup of News and Opinion. Never miss a probing investigative report, thought-provoking op-ed or news making podcast.

## **City on the Edge**

Spotlighting climate change and climate activism across the city.

## **Mapping the Future**

City Limits' Housing and Development bulletin. News and tools for New Yorkers to navigate the housing crunch.

## **Una Ciudad sin Limites**

Informes detallados en español. In depth-reporting in Spanish

## **CityVote**

Your guide to voting and politics in NYC. News on candidates, info on issues, and resources for voters.

# JOBS BOARD

Our Jobs Board is a top destination on our site, with tens of thousands of candidates applying since launch.

- **Standard Posting:** Job posted for 30 days on the City Limits Job Board. **\$199**
- **Premium Posting:** Job featured at the top of the City Limits Job Board for 30 days, plus listed in our Friday Weekly Reads Newsletter, and on City Limits' social media. **\$225**
- **Volume Posting:** Buy five Standard Postings or five Premium Postings and get a **20% discount off** the single posting rate — you get five posts for the price of four.



Keywords

Location

Distance

Search

## Featured Jobs

**Social Work Positions**  
 Brooklyn Community Services Brooklyn, NY, USA  
Jan 03

**Chief Operating Officer/ Chief Administrative Officer**  
 Anthos|Home New York, NY, USA Temporarily Remote  
Dec 29

**Associate Director, Grantmaking**  
 MADRE New York, NY, USA Remote  
Dec 27

Post a Job

**City Limits Job Board**

**Standard Posting:** Job posted for 30 days on the City Limits Job Board. \$199

**Premium Posting:** Job featured at the top of the City Limits Job Board for 30 days, plus listed in one of our newsletters, and on City Limits' social media. \$225

**Volume Posting:** Buy five Standard Postings or five Premium Postings and get a 20% discount

# OUR METRICS

City Limits continues to develop a robust and growing audience. Engagement across all platforms have increased exponentially. In 2022, we maximized the efficiency of our content with an organic and paid social strategy. This year we will leverage a Google Ads Grant to drive website traffic growth.

## Social Media Followers



33K



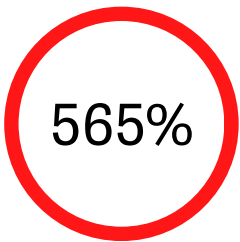
2.8K



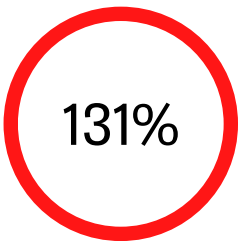
32K



1.4K



Increase in Facebook's reach since last year



Increase in Facebook's average engagement since last year



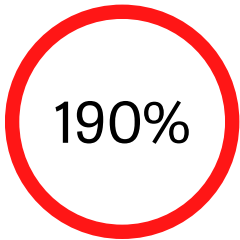
Increase in Instagram's reach since last year



Increase in Instagram's average engagement since last year



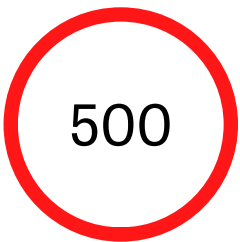
Increase in Twitter's number of posts since last year



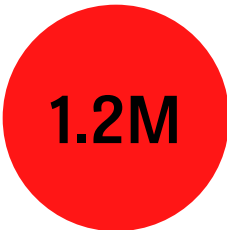
Increase in Twitter's average engagement since last year



LinkedIn impressions in 2022



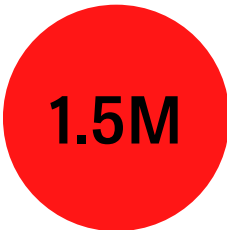
LinkedIn posts in 2022



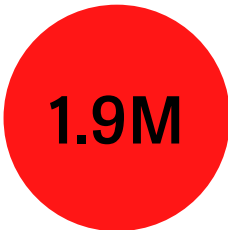
Website Users



Weekly Newsletter Subscribers



Sessions



Pageviews

# UNA CIUDAD SIN LÍMITES

## CITY LIMITS EN ESPAÑOL

City Limits continues its goal of becoming a fully bilingual investigative local media outlet, a first of its kind in the city.

City Limits' series "Lo que necesita saber sobre" has published guides and explainers in Spanish and English which serve as real-service journalism, news-you-can-use pieces for immigrant and undocumented New Yorkers.

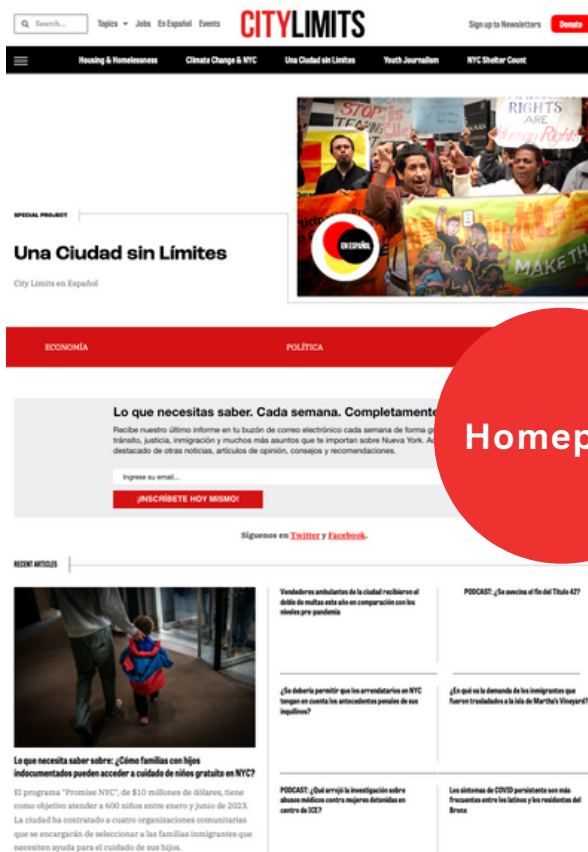
This Spanish-language project has been so successful that one of its articles "La licencia de conduccion par indocumentados en Nueva York" was City Limits' most-read article, achieving higher views than our English-language content.

# 35K

pageviews for one of City Limits' most popular article, "La licencia de conduccion para indocumentados en Nueva York"

# 1.5K

Una Ciudad Sin Limites Newsletter Subscribers



¡Hola!

Este es el boletín de noticias de [Ciudad Sin Límites](#), [City Limits](#) en español.

¡Ayúdanos compartiendo [nuestras historias](#) con tus contactos!

[Reenvía este correo a un amigo/a](#)





# Contact Info

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## Follow Us



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