

# BROWNSTONER

media kit

**Brad Einhorn**

917.740.7232

[brad@blankslate.com](mailto:brad@blankslate.com)

[www.brownstoner.com](http://www.brownstoner.com)

presented by

**blankslate.**

# About Brownstoner

- **Brownstoner.com** is Brooklyn's most read website about real estate, renovation & neighborhood news.
- **300,000+** unique visitors & **2,000,000+** page views monthly.

**BROWNSTONER**  
brooklyn inside and out

My Profile: stangin

HOME | LISTINGS | FORUM | DIRECTORY | RENOVATIONS

Advertise | Contact

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Brownstoner is Brooklyn's most read website about real estate, renovation and neighborhood news. [Read More](#)

NEIGHBORHOODS

**BLOG STREAM**

Development Watch: Urban Green  
Jolie Cantina Coming to Smith Street  
House of the Day: 27 Prospect Place  
Co-op of the Day: 30 Clinton Street, #21  
Rental of the Day: 503 Park Place, #1  
329 MacDonough St. Slowly Returns to Normalcy  
New Renderings for 384 Bridge Street  
A Lament for the State of Prospect Park's Archies  
Work Harming Empire Blvd Landmark?  
New Life for Stalled Clinton Hill Site  
Controversial Borough Taxi Bit Passes  
"Hij Truam?" Near Atlantic Yards?  
Open Thread  
Weekly Events  
Monday Links

**Development Watch: Urban Green**  
Categories: Development, Williamsburg

Some of the scaffolding is gone and work continues at the Urban Green, the Williamsburg development that sold in February for \$15 million. Units in the development were listed before being pulled from the market in 2008. Perhaps a second go-round is in the near future...  
Williamsburg's Urban Green Sells for \$15M [Brownstoner]  
Signs of Life at Urban Green [Williamsburg] [GMAP](#)  
By Emily | 09/27/2011 2:40 PM | 0 Comments

**Jolie Cantina Coming to Smith Street**  
Categories: Boerum Hill, Carroll Gardens, Food and Drink, Streetlevel

The new restaurant on the corner of Smith and Douglass streets being opened by the owners of Atlantic Avenue's Jolie will evidently be called Jolie Cantina. The menu is going to offer a mixture of French and Mexican cuisine. As noted before, the Jolie

**2011 BUILDING BROOKLYN AWARDS™**  
Honoring construction and renovation projects that

**DI LB BKLN**  
CITY & PARK VIEWS  
MINUTES FROM MANHATTAN  
STUDIOS,  
1 & 2 BEDROOMS  
FROM \$2,050

**FEATURED LISTINGS**

**Park Slope**  
\$695,000  
1 BD / 1 BA  
MORE

Beaucourt & Associates Realty LLC  
Isabella Lion

**Clinton Hill**  
\$2,875  
3 BD / 2 BA  
MORE

aptsandfls.com  
74 Grand Ave Hotline

**Bay Ridge**  
\$979,000  
3 BD / 1.5 BA  
MORE

Beaucourt & Associates Realty LLC  
Tim Beaucourt

**Canarsie**  
\$399,000  
3 BD / 1 BA  
MORE

Fluore Real Estate  
Haral Doleber

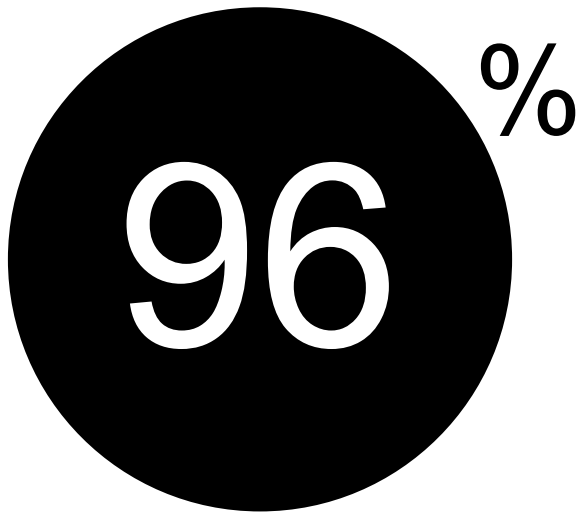
NEWSLETTER

# Brownstoner Content

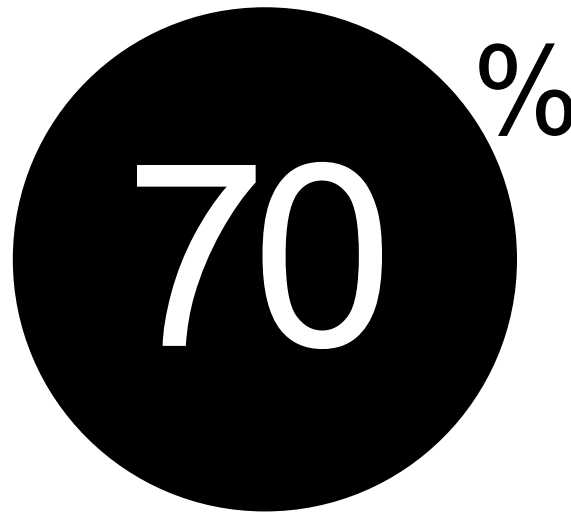
- **Daily in-depth coverage** of neighborhood news, current listings, and new developments throughout the borough.
- **Site features:**
  - Forum:** expert & reader driven Q+A on all things real-estate & renovation.
  - Listings:** continuously updated Brooklyn real estate listings marketplace.
  - Directory:** guide to Brooklyn-based businesses.
  - Renovations:** user submitted renovation blogs.

# Brownstoner readers are...

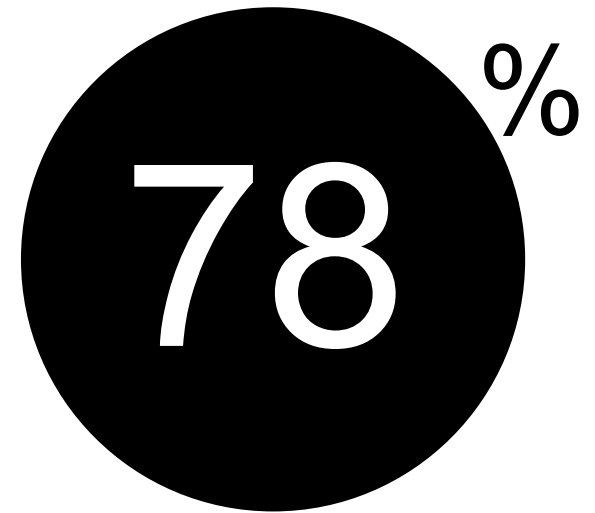
## Smart, Rich & Active



College Educated



Earn Six Figures



Aged 25-49

# Brownstoner readers are...

## Influential & Engaged

- **78%** of our readers discuss Brownstoner in “realworld” conversations every month.
- **77%** of our readers visit Brownstoner at least once a day.
- **58%** of readers sourced a contractor, supplier or other home-related professional on Brownstoner in the past year.

# Brownstoner advertisers are...

## Big Brands



## Local Specialists



**BROWNSTONER**

# Brownstoner search traffic is...

## Targeted & Organic

**brooklyn** street **construction** east river ferry  
**renovation** heights **sale** brick **brownstones**  
coney **broker** blog **gardens** safe installation **house floor**  
**development** forum **paint** granite **williamsburg**  
dumbo **contractor** slope **rental**

# Advertise on the Homepage

## Prime Display Ads

- **728x90px** Leaderboard  
\$15/CPM\*
- **300x250px** Rectangle  
\$15/CPM
- **160x600px** Skyscraper  
\$12/CPM

\* CPM: Cost per thousand impressions.

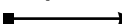
## Terms:

- Minimum Purchase  
100,000 impressions/mo.
- All rates are net of agency fees.

728x90px  
Leaderboard



160x600px  
Skyscraper



300x250px  
Rectangle



The screenshot shows the homepage of Brownstoner.com. At the top is a navigation bar with 'HOME | LISTINGS | FORUM | DIRECTORY | RENOVATIONS' and a search bar. Below the navigation is a large banner for '47 DEAN' with a '60% SOLD & FANNIE MAE APPROVED' badge. The main content area is divided into a left sidebar with a 'BLOG STREAM' menu and a '2011 BUILDING BROOKLYN AWARDS' section, a central article titled 'Development Watch: Urban Green' with a photo of a building under construction, and a right sidebar with a 'DI LB BKL' ad, 'FEATURED LISTINGS' with property cards, and a 'NEWSLETTER' sign-up.

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# Advertise on the Homepage

## Secondary Display Ads

- **300x250px** Rectangle  
\$7/CPM
- **160x600px** Skyscraper  
\$7/CPM

\* CPM: Cost per thousand impressions.

## Terms:

- Minimum Purchase  
100,000 impressions/mo.
- All rates are net of  
agency fees.

The image shows a screenshot of a real estate website homepage. On the left side, there is a vertical skyscraper ad labeled '2011 BUILDING BROOKLYN AWARDS'. In the top right corner, there is a 300x250px rectangle ad for 'DI LB BRUN' featuring a building and the text 'STUDIOS 1 & 2 (BUILDING FROM \$2,050)'. Below this, there is a 'FEATURED LISTINGS' section with several property cards. At the bottom right, there is another 300x250px rectangle ad for 'Movers, Not Shoppers!' with a 'Learn More' button. At the bottom left, there is a 160x600px skyscraper ad for '306 GOLD STREET' with a 'SALES OFFICE OPEN 7 DAYS' banner. Arrows point from the text labels '160x600px Skyscraper' and '300x250px Rectangle' to their respective ad placements on the page.

160x600px  
Skyscraper

300x250px  
Rectangle

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# Advertise in the Forum

## Shingle Display Ads

- Ads rotate in 20 spots on the Forum + 6 spots on the Homepage.
- Guaranteed 150,000 impressions/mo.
- **125x125px** – \$300/mo.

The screenshot shows the Brownstoner Forum homepage. At the top, there's a navigation bar with links for HOME, LISTINGS, FORUM, DIRECTORY, and RENOVATIONS. Below the navigation bar, there's a search bar and a section for "Forum Archive is Over Here". The main content area features a list of forum posts, each with a title, a brief description, and a "Top Answer" button. The sidebar on the right contains several advertisements, including "Big Apple Clean", "GRAND", "ROOFING LEAN MASTER", and "CREATIVE".

The screenshot shows the Brownstoner homepage. At the top, there's a navigation bar with links for HOME, LISTINGS, FORUM, DIRECTORY, and RENOVATIONS. Below the navigation bar, there's a featured article titled "Development Watch: Urban Green" with a large image of a building. To the right of the article is a sidebar with various advertisements, including "DI LB BLDN", "PARK SHOPS", and "GRAND". Below the article, there's a section for "House of the Day: 37 Prospect Place" with a large image of a house.

# Advertise in the Blog

## In-Blog Feature Ads

- In-Blog Features are great for time-sensitive promotions, events and open houses.
- **450x300px** – \$300/ad.
- **450x450px** – \$400/ad.

The screenshot displays the Brownstoner website interface. At the top, the site logo 'BROWNSTONER' is visible with the tagline 'brooklyn inside and out'. A navigation bar includes links for HOME, LISTINGS, FORUM, DIRECTORY, and RENOVATIONS. Below the navigation, there are featured banners for 'SOUTH 4TH LAB WILLIAMSBURG' and 'WYTHE Confectionery'. A search bar is located on the right side of the page. The main content area is divided into a 'BLOG STREAM' on the left and an 'Advertisement' section on the right. The advertisement is for 'the collection apartments' and features a red sofa in a modern living room. The ad text includes: 'SNEAK PEEK: WED 5:30 - 7 pm SUN 1 - 4 pm', 'the collection apartments', '21 CONDOMINIUMS + COUNTLESS AMENITIES', '1, 2, 3 Bedrooms - FHA Financing - 25 Year Tax Abatement', 'WE'RE EXPECTING YOU', and '904 Pacific Street | 718.622.5300 | collection904.com'. Below the ad, it says 'By Brownstoner | 06/24/2011 11:57 AM'. To the right of the ad, there is a sidebar with a 'NEIGHBORHOODS' dropdown menu and a 'FEATURED LISTINGS' section showing a listing for 'Williamsburg' with a price of '\$503,000' and '1 BD / 1 BA'. The sidebar also includes a 'Crown Heights' section.

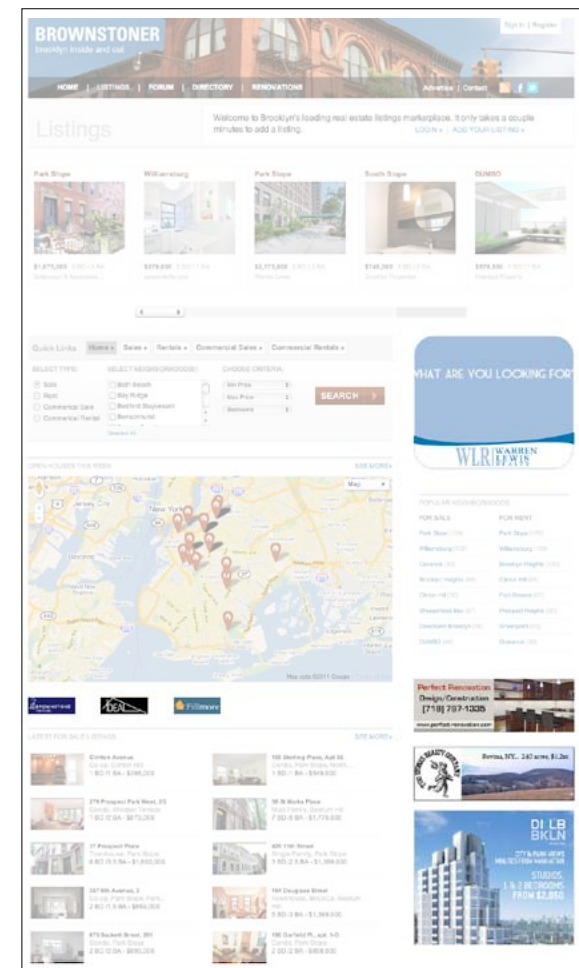
**BROWNSTONER**

# Advertise in Listings

Listings is Brooklyn's leading real estate marketplace.

## Display Advertising:

- Display ads are available in various sections of the Listings homepage.
- Price based on size and placement.
- \$500-\$1,500/mo.



# Advertise in Listings

## Basic Listings:

- **Rental:** \$10/mo.
- **Sales:** \$25/mo.

Discounts provided for customers providing bulk listings feed from OLR, RealtyMX, RealPlus, and custom systems. Contact for details.

**BROWNSTONER**

The screenshot displays the BROWNSTONER website interface. At the top, there is a navigation bar with links for HOME, LISTINGS, FORUM, DIRECTORY, and RENOVATIONS. A search bar is visible on the right side of the header. Below the navigation bar, a banner reads "Welcome to Brooklyn's leading real estate listings marketplace. It only takes a couple minutes to add a listing." with links for LOGIN and ADD YOUR LISTING.

The main content area is divided into two columns. The left column lists various neighborhoods under the heading "NEIGHBORHOODS", including All Brooklyn, Bath Beach, Bay Ridge, Bedford Stuyvesant, Bensonhurst, Bergen Beach, BoCoCa, Boorum Hill, Borough Park, Brooklyn Heights, Brownsville, Bushwick, Canarsie, Carroll Gardens, Clinton Hill, Cobble Hill, Columbia Street, and Coney Island.

The right column features a search filter section with "Quick Links" (Home, Sales, Rentals, Commercial Sales, Commercial Rentals) and a search form. The search form includes "SELECT NEIGHBORHOODS(S)", "CHOOSE CRITERIA" (Min Price, Max Price, Bedrooms), and "SHOW ONLY" (By Owner, New Development, Open Houses, Last 7 Days). A "SEARCH" button is located to the right of the search form.

Below the search form, the page displays "PROPERTIES FOR SALE - ALL BROOKLYN" with a "Showing 1 - 20 of 70 listings" and a "Sort By: Price (High to Low)" dropdown. The first two listings are:

- ICONIC DESIGN WITHIN REACH** - \$1,450,000 - Vanessa Connelly, Halstead Property. Located in the heart of Downtown Brooklyn the Toren Condominium is a n More»
- A MODERN SIGNATURE TO PARK...** - \$1,295,000 - Rich Shado, Brown Harris Stevens. CALL FOR APPOINTMENT. This 2 bedroom 2 bathroom residence provides a c More»

The bottom of the screenshot shows the start of a third listing: **ICONIC DESIGN WITHIN REACH** - \$1,245,000 - Marco Auteri.

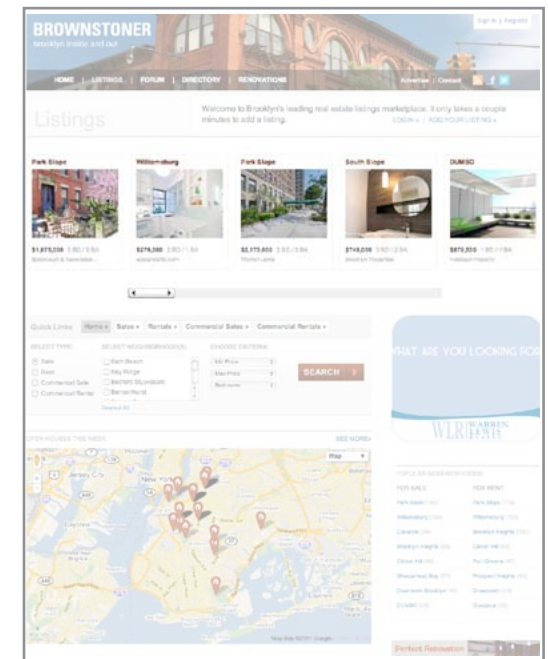
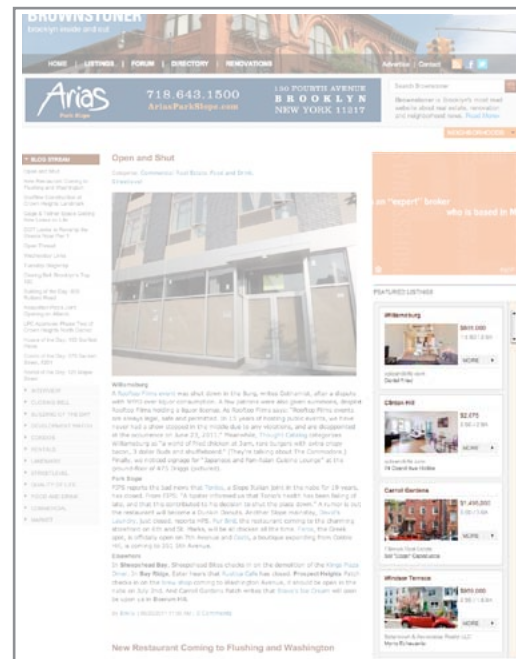
# Advertise in Listings

## Featured Listings:

- Featured rotation on Homepage.
- Featured rotation in the slide-bar at top of the Listings homepage.

• \$200/mo.\*

- \* Discounts provided for data feed customers.



# Advertise in Listings

## Neighborhood Sponsorship Ad:

- Display Ad is featured prominently in neighborhood search listings results.
- Price based on neighborhood popularity and total listings.
- **728x90px** - \$500-\$1500/mo.

The screenshot displays the Brownstoner real estate website interface. At the top, the logo reads "BROWNSTONER brooklyn inside and out" with navigation links for HOME, LISTINGS, FORUM, DIRECTORY, and RENOVATIONS. A search bar is visible on the right. Below the navigation, a "Listings" section welcomes users and provides links for LOGIN and ADD YOUR LISTING. The main content area is divided into a sidebar for "NEIGHBORHOODS" and a main listing area. The sidebar lists various neighborhoods such as Bath Beach, Bay Ridge, Bedford Stuyvesant, Bensonhurst, Bergen Beach, Boerum Hill, Brighton Beach, Brooklyn Heights, Brownsville, Bushwick, Canarsie, Carroll Gardens, Clinton Hill, Cobble Hill, Coney Island, Crown Heights, DUMBO, Ditmas Park, Downtown Brooklyn, Dyker Heights, East Flatbush, East New York, Flatbush, Flatlands, Fort Greene, Gemton Beach, Greenveld, Greenpoint, Greenwood, and Highland Park. The main listing area features a search filter with options for "SELECT NEIGHBORHOOD(S)", "CHOOSE CRITERIA" (Min Price, Max Price, Bedrooms), and "SHOW ONLY" (By Owner, New Development, Open Houses, Last 7 Days). Below the search filter, there are "PROPERTIES FOR SALE - DUMBO" listed with details such as "Spectacular 3 BR DUMBO Loft w...", "85 Adams Street DUMBO Condo", "100 Jay Street DUMBO Condo", and "Convertible 3 in Best Dumbo Lo...". A prominent advertisement for "BROOKLYN Bridge Realty" is displayed, featuring the company logo, website URL (www.brooklynbridgerealty.com), phone number (347-678-7019), and address (211 Court Street Brooklyn N.Y. 11201). The ad also includes the REBNY logo.

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# Join the Directory

Promote your business and get in front of new customers across Brooklyn and all of New York City.

- Directory listing with your logo and important business information.
- Category classification for easy searching and filtering.
- Priority placement and Search Engine Optimized (SEO) mini-site fueled by Brownstoner's millions of page views available for enhanced subscribers.

**Basic \$24.95/mo.**

**Enhanced \$49.95 /mo.**

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The image shows two screenshots of the Brownstoner website. The top screenshot displays the 'Directory' page with a search bar and a list of categories on the left. A listing for 'Marvin Windows by Park Avenue Building Supply' is highlighted. The bottom screenshot shows a detailed profile for 'JOHANN GROBLER ARCHITECTS', including contact information, a 'Full-service architecture firm' description, social media sharing options, and a gallery of 'Our Recent Projects'.

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**Contact:**

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