

SPONSORSHIP AND MARKETING 2025

ABOUT NEW JERSEY ISN'T BORING



Founded by Cyd Katz in 2014 as a resource of things to do in New Jersey year-round, New Jersey Isn't Boring quickly grew to the quintessential online hub for all things New Jersey.

NJIB is dedicated to all the wonderful things that make New Jersey interesting. There is a full list of every diner in the state, ideas for day trips, Events, NJ vineyards, Craft beer, and distilleries

New Jersey Isn't Boring is one of the top websites for finding things to do in N.J.

109K

650,000+K

800 + K

IG FOLLOWERS As of March 2025

WESBSITE USERS In 2024

IMPRESSIONS In a 90 Day Reach across Meta Platforms

EVENT PROMOTION

New Jersey Isn't Boring has become an important website where you can find the best NJ events year-round as well as Top Events for the Weekend round-up weekly.

Advertisers can promote their event on NJIB's social media platforms and be featured on newjerseyisntboring.com

SPONSORSHIP PRICING

3 Months - \$4,250

6 Months - \$7,500

1 Year - \$13,500

- 1-2 featured posts/press releases on the website per month (total of 6 potential posts).
- 2 boosted posts per month on Instagram
- 2 boosted posts per month on Facebook
- Instagram stories (3-5 slides with links) each week
- Unlimited shares for shared links on instastories
- Featured on all Listicles where applicable
- Links to your event/business added to
- New Jersey Isn't Boring Linktree for the entirety of the campaign



Website: newjerseyisntboring.com

@newjerseyisntboring on Social Media



SOCIAL MEDIA MARKETING

1 Week Promotion - \$250

2 Week Promotion - \$450

1 Month Promotion - \$750

Includes:

- Boosted Facebook or Instagram post
- Instagram Story (3 to 5 slides) with links

Suggested Add ons (Discounted w/ Package):

- \$ 100 Featured Article/Press Release
- \$150 Side Bar Ad on the Website
- \$50 Listed on Website as a Featured Event ie Top Events for the Weekend, banners

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A LA CARTE PRICING

Social Media

Instagram Reel \$300 - \$600

Boosted Post on Social Media \$200

Static Post on Social Media \$100

Instagram Story (3 to 5 slides) \$50

Event/Business added to Linktree 🔭 \$75

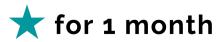
Website/Design

Side Bar Ad 🛨 \$200

Featured Article on the Website \$150

Graphic Design \$200 - \$750

Featured Event Listing \$75



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