

NEW JERSEY ISN'T BORING

#NJISNTBORING

SPONSORSHIP AND MARKETING 2023

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 NJ.



102K

IG FOLLOWERS
As of January 2023

265,712K

NEW WEBSITE USERS
In 2022

390K

IMPRESSIONS
In a 90 Day Reach
across Meta Platforms

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

EVENT
PROMOTION

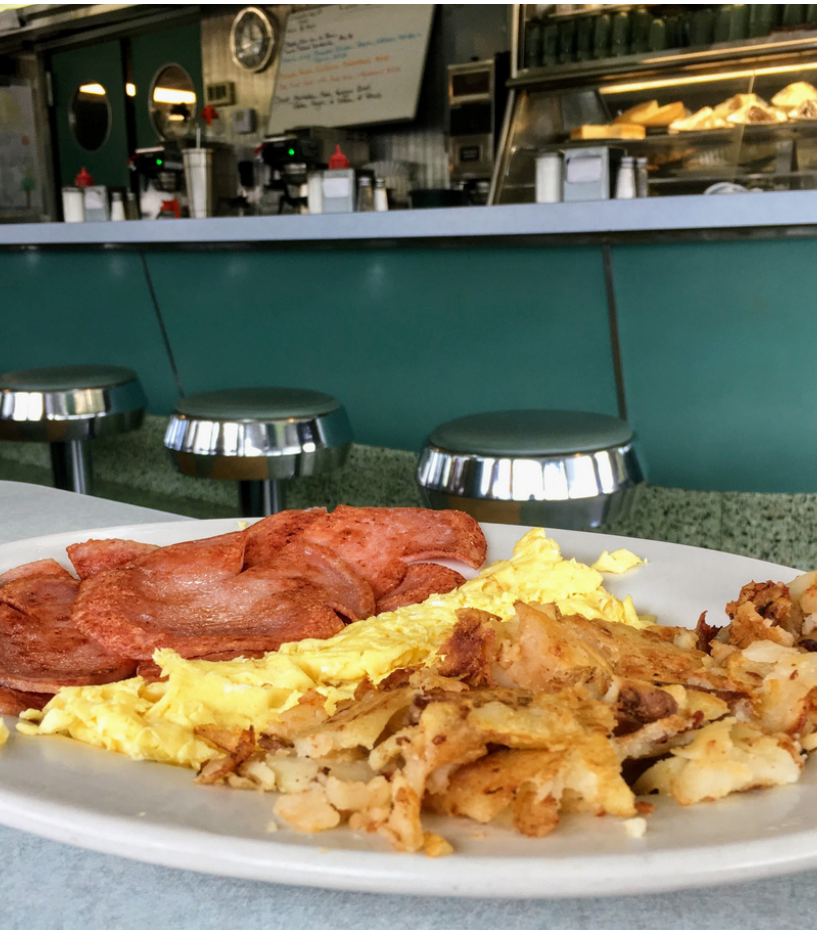
SPONSORSHIP PRICING

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



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

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
Unlimited shared links on Instastories	\$75 per week

Website/Design

Side Bar Ad	\$200
Featured Article on the Website	\$150
Graphic Design	\$200 - \$750
Featured Event Listing	\$75

