



**MEDIA
KIT**



**THE LARGEST ONLINE FRUM
CLASSIFIEDS AND MARKETPLACE!**

Reach thousands of customers by advertising on The Macher!

WHO WE ARE?

The Macher is the largest online classifieds site and message board for the Orthodox Jewish community in North America. Updated daily, The Macher is easy to navigate with an advanced search engine.

The dedicated team behind The Macher checks for content, ensuring that it's appropriate for its intended audience, and our Customer Service is always available to help.

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WHAT IS THE MACHER'S GOAL?

Our goal is to serve as a digital platform for the professional religious world and to help it progress from newspapers and printed materials to the online world.



WHAT'S UNIQUE ABOUT THE MACHER?

- The site is designed by and for the Orthodox community and is operated within the guidelines and features required by this community.
- We update the site on a daily basis, and centralize many of the classifieds for the religious community in North America.
- The Macher website is easy to use and navigate.

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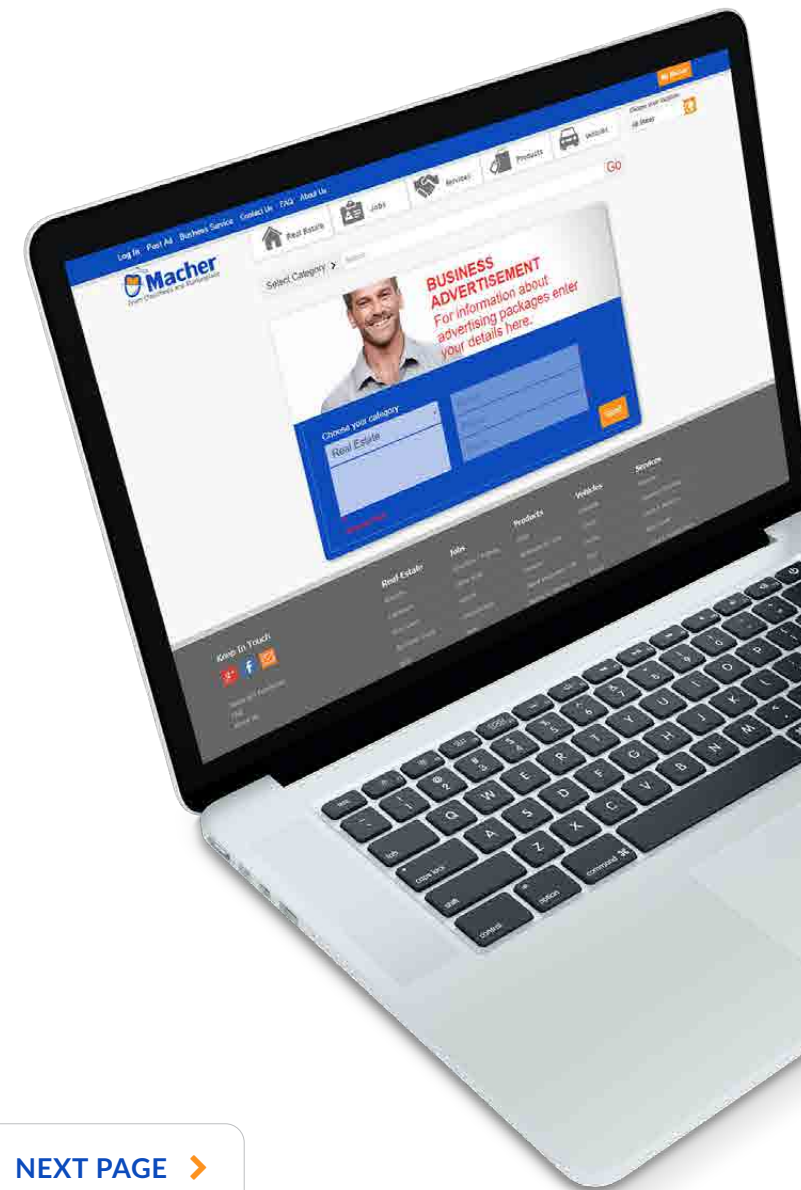
WHAT ARE THE BENEFITS OF ADVERTISING ON THE MACHER?

- Direct exposure to the target audience: our visitors are genuinely interested in the content, and visit widely across the site.
The majority of our visitors are local to New York and New Jersey, making our site ideal for advertisers from that area.
- The Macher also promotes its ads on social media: after posting your ad on the The Macher, your ads will be promoted on dozens of Facebook groups and Twitter.

(Please note that this service is only guaranteed when purchasing Featured Ads.)

WHAT CAN YOU ADVERTISE ON THE MACHER?

- Job vacancies
- Real estate in USA and Israel, for sale or rent
- Businesses and Services
- Second-hand goods for sale
- Vehicles
- We also have a considerable Gemach section!



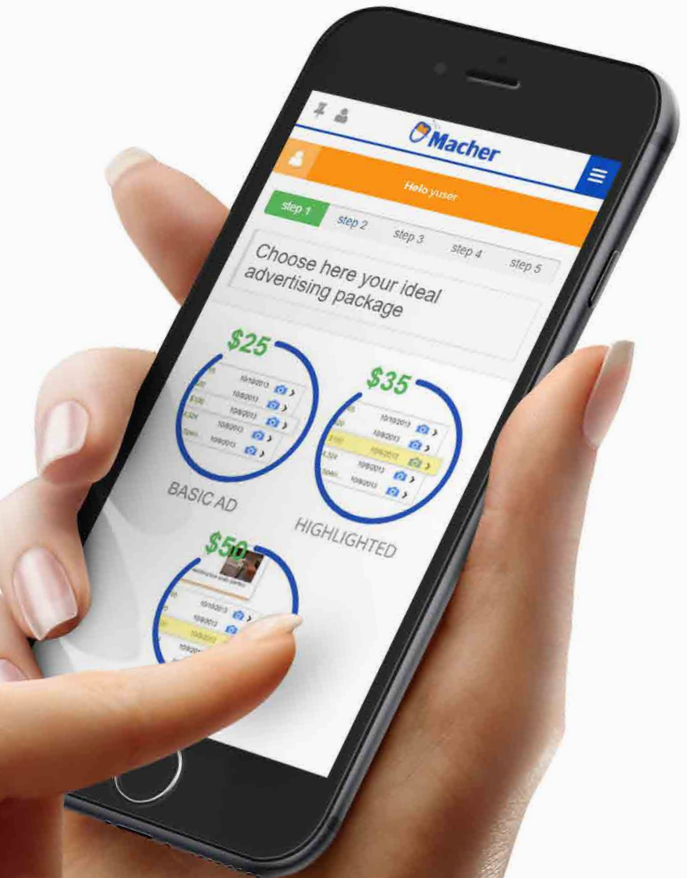
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HOW DO YOU POST YOUR AD?

There are several options:

- 1** Register on the website and upload your ad on The Macher's easy-to-use system.
- 2** Email the ad directly (in a file of whatever type) to service@macherusa.com, and we'll connect the ad to your account where you can easily amend, edit or remove your ads - giving you full control.
- 3** We scan your website, upload your ads and connect the ads to your account where they can be edited, amended, deleted, etc.

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TYPES OF ADS



STANDARD ADS









Regular classified ads, listed by date.

Results		Wish List 
Property Type	City	
★ Apartment	Englewood	West Englewood Ave, 274...
★ Hall	Brick	FOR SALE BY OWNERB...
★ House	Lakewood	1409 Jeffrey Street,
★ Apartment	Lakewood	533 Davids Court #1000, ...
Apartment	Lakewood	728 Amy Court



HIGHLIGHTED ADS


Appear first above the Standard Ad listings, highlighted in yellow. Like Standard Ads, these are listed according to date.





Results		Wish List 
Property Type	City	Rooms
Shui	Miami	530 W 40 street, Miami Be...  \$995,000 9/29/2016 
Apartment	Englewood	West Englewood Ave, 274... 3 \$399,000 10/8/2016 
Apartment	Queens	Co-ops for Sale — Howard 1 \$135,000 10/8/2016 
Apartment	Queens	Far Rockaway — Majestic... 6 Call 10/8/2016 
Apartment	Queens	Far RockawayFar Rackaw... 0 \$199,000 10/8/2016 
Apartment	Five Towns	Cedarhurst — Totally remo... 3 \$599,000 10/8/2016 



FEATURED ADS

Placed on top of the listings. Featured Ads appear in a small box in a row of four, and in some sections can include images. Featured Ads are also promoted on Social Media.

New Jersey | 208 Results Results Sort 





<p>New Jersey \$539,900</p>  <p>Lakewood 214 John Street</p>	<p>New Jersey \$1,350,000</p>  <p>Lakewood 1001 W Cross Street</p>	<p>New Jersey \$399,000</p>  <p>Lakewood 662 E 7th Street</p>	<p>New Jersey \$349,000</p>  <p>Lakewood 520 Ocean Avenue</p>
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Property for Sale in New Jersey and a wide range of apartments suitable for the orthodox jewish community

ALL ADS RUN FOR 30 DAYS, EXCEPT SERVICES ADS WHICH ARE SIX MONTHS.

ADS PRICES >

PRICES FOR BUSINESS USERS

 CATEGORY	 STANDARD	 HIGHLIGHTED	 FEATURED
Jobs	\$40	\$55	\$90
Real Estate	\$20	\$30	\$40
Services	\$50 (6 months)	\$70 (6 months)	\$100 (6 months)
Products	\$5	\$7	\$10
Vehicles	\$5	\$7	\$10

PRICES FOR PRIVATE USERS

 CATEGORY	 STANDARD	 HIGHLIGHTED	 FEATURED
Jobs	\$45	\$60	\$100
Real Estate	\$25	\$35	\$50
Services	\$50 (6 months)	\$70 (6 months)	\$100 (6 months)
Products	Free	\$5	\$10
Vehicles	Free	\$5	\$15

[BANNERS ADS >](#)

BANNER ADS

Promote your company or campaign by advertising on the website, reaching thousands of visitors.

Our banner ads are on either the side or top of the page and shown for 30 days.

Banners on the top of the page are also visible on mobile devices.



☰ NAME/SIZE	🏠 HOME PAGE	📄 INTERNAL PAGES
Right Banner 120x600	\$500	\$800
Left Banner 232x176	Not Available	\$500
Top Banner 100x829	\$800	\$1200

The Macher's Sales Department is open from 9:00 until 14:00 Monday to Thursday.

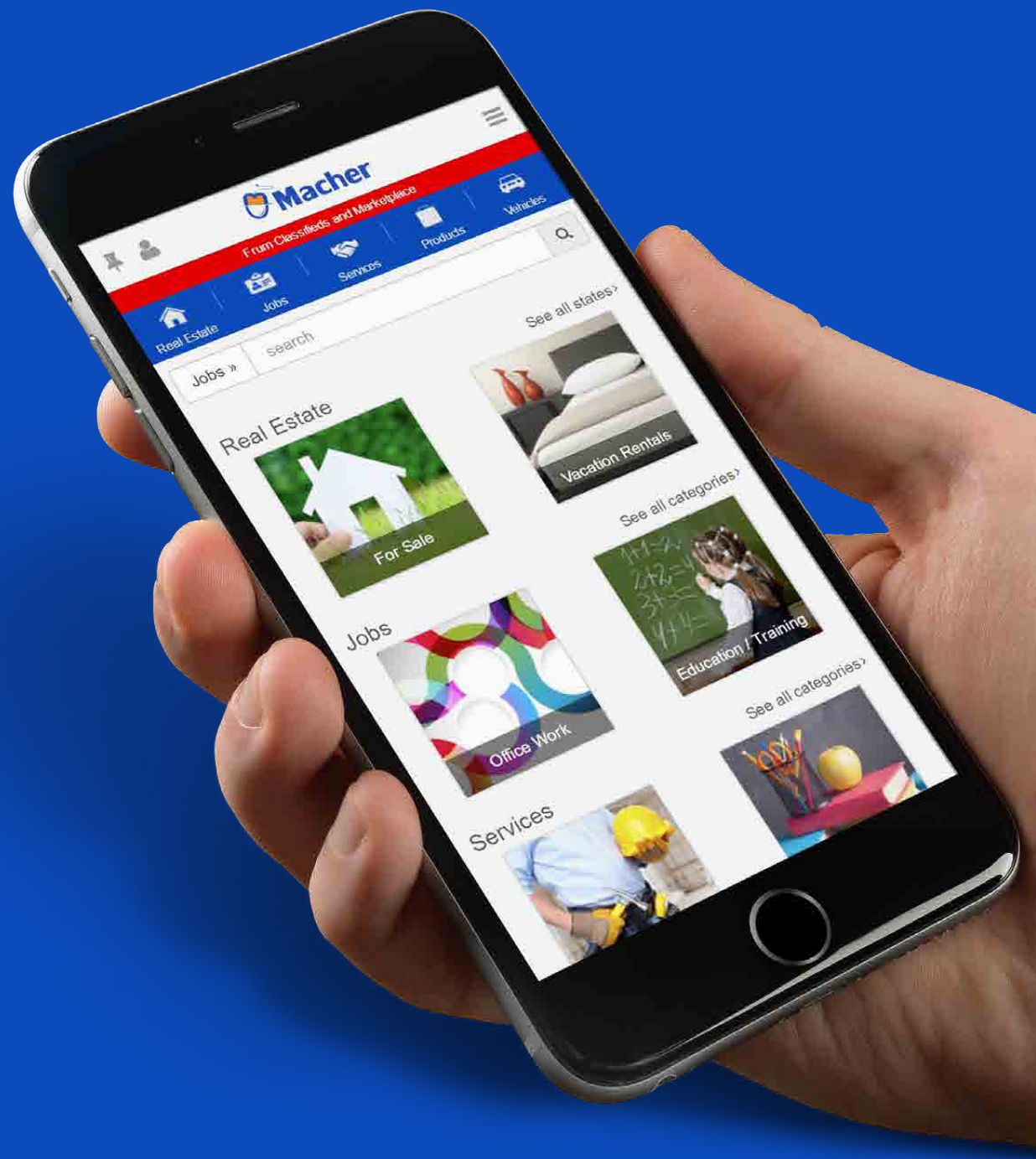
☎ **TELEPHONE: 646-741-6833**
✉ **EMAIL: SALES@MACHERUSA.COM**

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**ALSO AVAILABLE ON
MOBILE DEVICES!**

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VISIT OUR WEBSITE >

GENERAL INQUIRIES >



 **Macher**
From Classifieds and Marketplace

www.macherusa.com

DESIGN: PRINCE STUDIO