



# Smartlist Media Kit

## ACTIVE USER STATS

DAILY

**13,888**

MONTHLY

**30,467**

YEARLY

**75,051**

## AD STATS

POPUP ADS

**35,499** VIEWS/  
MONTH

BANNER ADS

APPROX. **369,451** VIEWS/  
YEAR

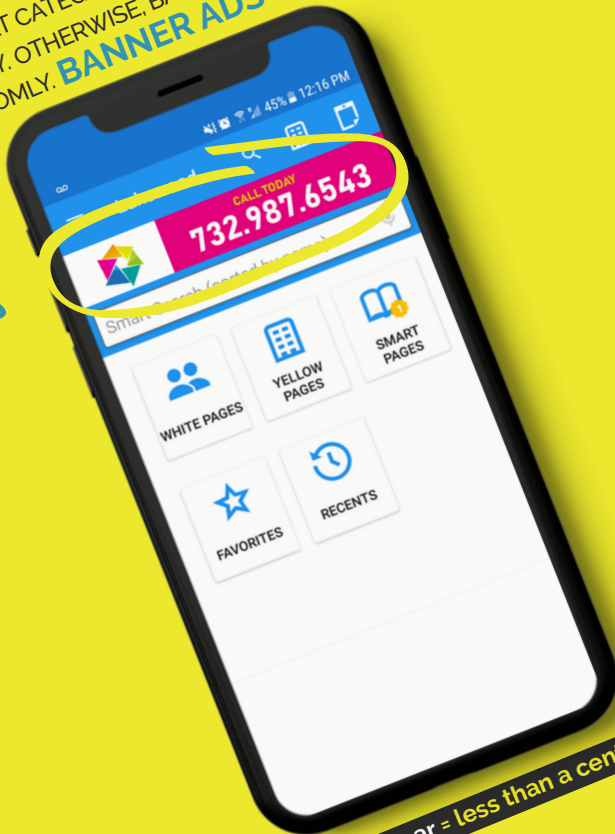
PUSH NOTIFICATIONS

**28,257** RECEIVING  
USERS



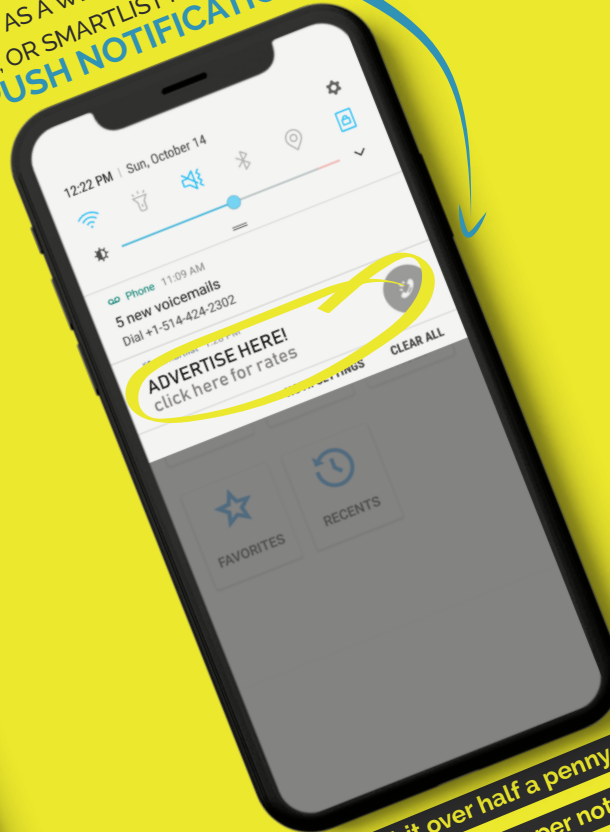
# ADS FYI

WHEN USER SEARCHES BY CATEGORY OR OPENS A SPECIFIC LISTING, BANNERS FOR THAT CATEGORY OR LISTING WILL DISPLAY. OTHERWISE, BANNERS DISPLAY RANDOMLY. **BANNER ADS**



at \$1200/year = less than a cent per view

NOTIFICATION TITLE DISPLAYS ON THE TOP BAR OF THE PHONE AND IN THE NOTIFICATION DRAWER. UPON OPENING THE NOTIFICATION, THE AD WITH THE IMAGE IS DISPLAYED IN FULL. USER CAN FOLLOW LINKS, SUCH AS A WEBSITE, PHONE NUMBER, EMAIL, WHATSAPP, OR SMARTLIST PAGE, DIRECTLY FROM THE AD. **PUSH NOTIFICATION**



1 for \$175 = a bit over half a penny per notification  
2 for \$300 = half a penny per notification  
6 for \$600 = third of a penny per notification

\*\*Users who turn off notifications for the app can still receive the notification when they open Smartlist.

ADS ARE SHOWN IN A RANDOM ORDER, AND APPEAR EVERY THIRD TIME USER OPENS A DIRECTORY. AD CAN BE LINKED DIRECTLY TO WEBSITE, DIALER, EMAIL, WHATSAPP OR SMARTLIST PAGE. **POPUP ADS**



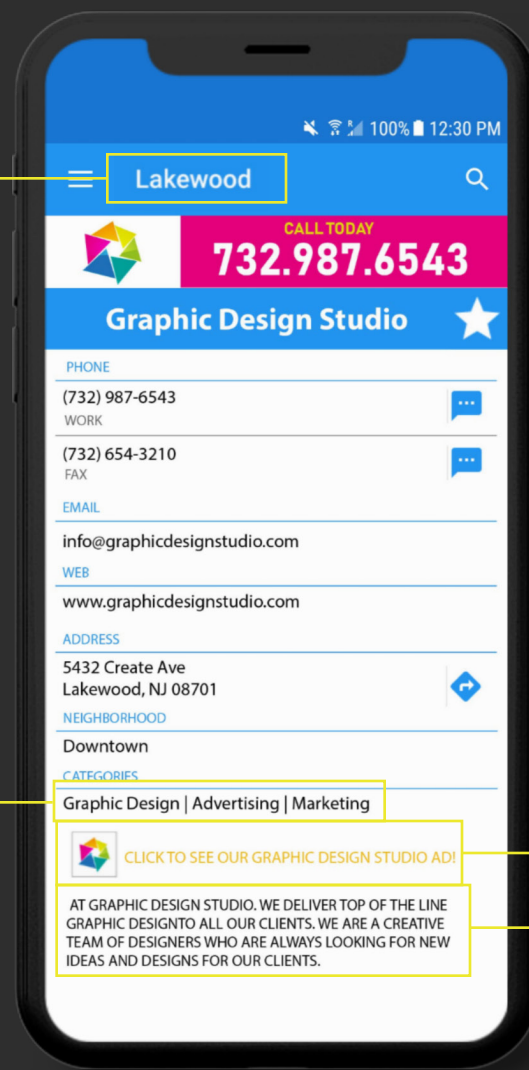
at \$800/month = 2 cents per impression

# YELLOW PAGES

**Basic listing** | \$96/year

**Includes:** Business name  
Phone number  
Email  
Website  
Fax  
Address  
One category

**List in all 20+ locations** | \$600



**Extra category** | \$18

**Link to ad** | \$36

**Additional text** | \$36

\* All prices are subject to change

\*\* Contact us for special pricing for multiple locations and businesses

# EASY TO CONTACT

Users can contact you directly from a listing, popup ad, or push notification by:

- DIRECT DIALING AND MESSAGING
- OPENING TO YOUR WEBSITE
- COMPOSING AN EMAIL
- VIEWING YOUR ADDRESS ON A MAP

# EASY TO FIND

Your name comes up when the user searches by name, category, phone number, and address.

# EASY TO USE

Smartlist is the most popular Jewish phone book app for a reason!



## CONTACT US

**PHONE** 800.530.4296

**WEB** [www.smartlistlocal.com](http://www.smartlistlocal.com)

**EMAIL** [sales@lionscribe.com](mailto:sales@lionscribe.com)

**GRAPHICS BY** [info@myntdesign.com](mailto:info@myntdesign.com)

