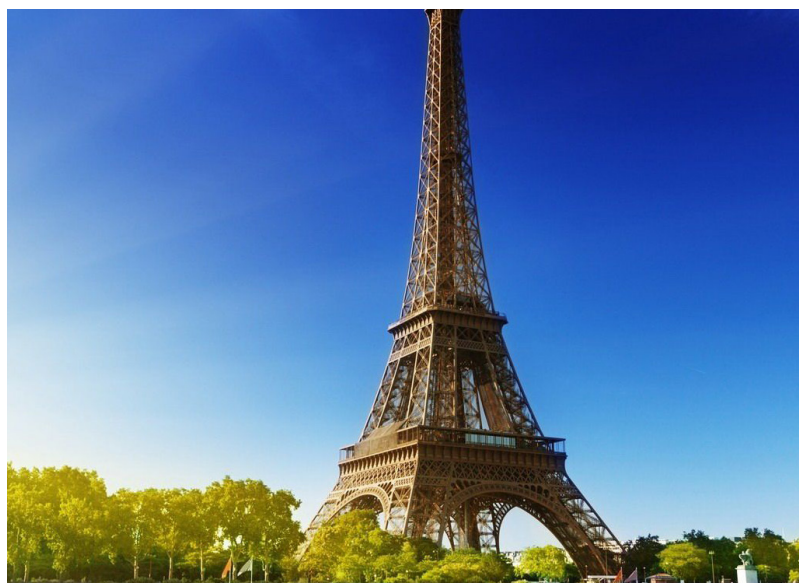




# YeahThatsKosher.com

Your Kosher & Jewish Travel Guide ✈️



The **SOURCE** for the  
Kosher Jewish Traveler



## Who is Kosher?

Kosher travelers, as compared to the average consumer, are more highly educated, have higher household incomes, and tend to travel internationally more frequently. As with all consumers today, they are information hungry, which brings them to YeahThatsKosher.com to search for the best kosher options all over the world.



## Why YeahThatsKosher?

Consumers looking for kosher options around the globe are growing by the day, whether it be for specific products, local restaurants, or kosher options while abroad. Understanding the unique need for kosher observant consumers lead to the creation of YeahThatsKosher.com. The site is the only one on the web offering information and personal advice to those seeking Kosher and Jewish specific information related to travel, going out to eat, and taking advantage of special offers aimed at the kosher observant community.

## Visibility

YeahThatsKosher.com has become known within kosher observant circles as the destination for information on Passover programs, Kosher restaurants, and kosher options in cities around the globe.

YeahThatsKosher.com is the #1 ranked site on Google for many of the aforementioned topics, including related Passover program and restaurant searches. The dominance of SEO ensures our visibility in front of consumers while they are researching their travel plans.



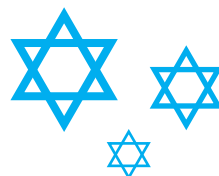
## About Dani Klein

As a professional social media strategist, Dani Klein, the creator of YeahThatsKosher, is very active in utilizing social media platforms, such as Facebook, Twitter, Instagram, YouTube, and others, to connect and share content with kosher consumers globally. This ensures high visibility across the social web, and amongst those who have large social networks in the Jewish community.

# Some Statistics



Ranked in  
top 50k US  
websites\*



Most trafficked  
Jewish travel site



Top 225k  
websites  
internationally\*



40% of readers  
have \$100k HHI



20-25k unique  
visitors monthly



Highly trafficked  
by 21-34 age  
group



~7k Twitter  
followers



53k+ Video  
views



~5k Facebook  
fans/followers



~600 Instagram  
followers



# Ad Prices



## Banner Ad Options

(10% discount for 3+ month commitment)

728 x 90 Banner Ad | \$400 /month

486 x 60 Banner Ad | \$325 /month

160 x 600 Banner Ad | \$200 /month

## Sponsored Posts

A sponsored post is a blog post in which the content is dedicated entirely to your brand. You can place any combination of text, images, and video that will showcase your company. We work with you to develop the content for this post to make it the most relevant and compelling for our audience.

- **Search Engine Optimized**

Your post will never be removed from our website.

- **"Sticky Post"**

Your post remains on the top of YTK for 5 days.

- **Socially Networked**

We post your sponsored page link to our Twitter and Facebook accounts.

- **Price: \$500** per sponsored post  
10% discount when combined with banner advertising.

## Passover Programs

#1 ranked in Google for  
2013 Passover programs

**Directory Listing: \$499**

Add description, images, video - one time fee  
until end of Passover 2014

**Promoted Listing: \$199/month**

Promote listing at top of Passover program  
section & on YeahThatsKosher.com homepage

## Campus

Directory of 150+ Universities  
in the US & Canada with Kosher  
Restaurants & Cafes

Dedicated section allowing advertisers to reach  
parents & students researching universities as well  
as current university students

728 x 90 Banner Ad | **\$160 /month**

486 x 60 Banner Ad | **\$130 /month**

160 x 600 Banner Ad | **\$80 /month**

# Partner WithUs

We are constantly looking for ways to partner with great businesses in the Travel, Jewish, and Kosher spaces. We're also open to creating custom engagements that may not be reflected in this document.

Please reach out to [Ads@YeahThatsKosher.com](mailto:Ads@YeahThatsKosher.com). We look forward to working with you.

Yeah   
Thats  
Kosher