**Why Advertise with Talk of the Sound**

In just three short years, Talk of the Sound has become the go-to, must-read news source for New Rochelle with its unique blend of timely hyper-local news and information, hard-hitting investigative reporting and strong opinion from both contributors and readers who engage with each other through an active and lively comment section.

The site focuses exclusively on New Rochelle, the seventh-largest city in New York State with a population of 75,000 people. By every measure, Talk of the Sound is the most widely read source of news and information in New Rochelle with more than 35,000 unique visitors a month serving up over 100,000 page views a month. Launched on September 1, 2008, Talk of the Sound has over a half-million readers and served up 1.4 mm page views. The site has gained a well-deserved reputation as the place to go to get the inside story in New Rochelle and is widely read among key influencers in the City of New Rochelle.

**Demographics of Talk of the Sound Readers**

- Male 54%; Female 46%
- 53% are between the age of 45 and 65
- 61% have a college and/or post-graduate degree
- 75% own their own home or plan to buy one soon
- 45% earn over $125,000 a year
- 66% are married
- 63% have children in their household; mostly K-12

**Online Behavior of Talk of the Sound Readers**

- 35% spend more than 30 hours a week online
- 86% make purchase decisions online
- 47% buy from online retailers
- 67% buy from auction/classified sites

**Internet Referral Data for Talk of the Sound Readers**

- 66% of Talk of the Sound traffic comes from just 10 main sources
- 75% of main source traffic is from the two major New Rochelle area Internet service providers – Optimum Online and Verizon FiOS.
- Other major traffic sources include New Rochelle City Hall, County of Westchester, and local schools including Iona College, College of New Rochelle and the City School District of New Rochelle.

**Demographics for Westchester County, New Rochelle and Surrounding Area**

- Westchester County (pop. 923,459) - White 64.1%, Latino 15.7%, Black 13.4%, Asian 4.5%, Median Household Income of $120,500.
- New Rochelle (pop. 72,585) - White 52.5%, Latino 24.3%, Black 12.6%, Asian 4.5%, Median Household Income of $121,825.
- Larchmont (pop. 6,485) - White 90.8%, Latino 4.5%, Asian 2.8%, Median Income of $149,700.
- Scarsdale (pop. 17,823) - White 81.9%, Asian 12.6%, Latino 2.6%, Black 1.5%, Median Income of $221,825.
- Eastchester (pop. 31,318) - White 84.6%, Asian 6.9%, Latino 4.5%, Median Income of $91,209.
- Pelham (pop. 11,866) - White 83.5%, Latino 6%, Black 4.6%, Asian 4.6%, Median Income of $110,133.

**Search Engine/Aggregator Information for Talk of the Sound**

- Google Page Rank of 3 with 50,000 entries archived
- Talk of the Sound is typically ranked among the top 8-12 search results for the keyword “New Rochelle”
- Talk of the Sound is part of Google News
- Talk of the Sound is part of Topix

**Other Talk of the Sound Platforms**

- Talk of the Sound iPhone App
- Talk of the Sound Radio Show on WVOX
- Talk of the Sound Events Calendar

**RATe CARD**

**Prices in cpm (cost per thousand impressions)**

- Premier Advertising Opportunities
  - Header Banner (468 x 60 banner in main header) - $12.00
  - Calendar Sponsor (468 x 60 banner, text link in top right block) - $14.00
  - Top Block Left (330 x 90) - $11.00

- Right Column Advertising Opportunities
  - Small (250 x 90) - $2.00
  - Block (250 x 250) - $6.00
  - Skyscraper (250 x 600) - $12.00

- Middle Column Advertising Opportunities
  - Small (210 x 90) - $1.50
  - Block (210 x 250) - $5.00
  - Skyscraper (210 x 600) - $10.00

- Text Link Advertising Opportunities
  - 600 pixels of text with hyperlink in lower right block – $0.25

**Discounts**

**Term Discounts**

- 3 Month Term - 10%
- 6 Month Contract - 15%
- 12 Month Contract - 25%

**Prepaid Discount**

- 10% (applied after applying term discount)

**Other**

**ADVERTISING PLACEMENT:** Positioning of advertisements is at the sole discretion of the Publisher except if the Publisher acknowledges a specific position in writing. Advertising is rotated and interspersed throughout. Courtesy is paid to special requests whenever possible.

**CANCELLATIONS:** No cancellations accepted after the ad begins to run on Talk of the Sound, and none will be considered executed unless acknowledged in writing by a representative of Talk of the Sound.

**AD PREP SERVICE:** Your ad can be prepared for publication by Talk of the Sound. The charge will be assessed on the first insertion of the ad. Advertising design, preparation, and production services are available. Please request an estimate.

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**TALKOFTHESOUND.COM ADVERTISING ORDER INSERTION FORM**

| Company Name: ____________________________ | Billing Address: ____________________________ |
| City: ______________________ | State: ______ | Zip Code: __________ |
| Start Date: ______________________ | URL to link to: ____________________________ |

**Robert Cox ✉ 914-325-4616 ✉ robertcox@newrochelletalk.com**
Pursuant to this binding agreement TALKOFTHESOUND.COM, also known as “Talk of the Sound”, which is owned by Robert Cox of 34 Aberfoyle Road, New Rochelle, NY 10804, and Advertiser, also known as ______________ of ________________, Advertiser shall pay to Talk of the Sound $ __________ for _______ months advertising.

SCOPE OF ADVERTISING PURCHASE:

Under this agreement, advertiser purchases ___ number of ___________________ advertisements at CPM of _____, not to exceed a monthly rate of _____, with a quantity discount of ___ and ___ number of Secondary Page Sponsorships at a monthly rate of ______, with a quantity discount of ________.

DEFINITIONS:

"Advertising Space" means one banner Advertisement, stored on the TALKOFTHESOUND.COM Web server, with a defined Start Date.

"Advertisement" means the graphic file supplied by an Advertiser which can be selected by a user as a Link.

"Link" means a request for information from a server other than the TALKOFTHESOUND.COM Web server.

"Slot" means an HTML page, which may include a TALKOFTHESOUND.COM Advertising Space and the Sponsor's Advertisement.

"Start Date" means the first day the TALKOFTHESOUND.COM Web server will display the Advertisement.

"TALKOFTHESOUND.COM Web server" means a server computer of TALKOFTHESOUND.COM that users may access via the Internet.

"Impression" means the number of times an ad banner is viewed.

"Publisher" means TALKOFTHESOUND.COM

PAYMENT:

Failure to pay on time will result in loss of applicable discounts. All others: payment due net 30 days from invoice date. Payment delinquency beyond 60 days will forfeit any discounts.

TALKOFTHESOUND.COM reserves the right to hold Advertiser and its authorized advertising agent jointly and severally liable for any and all amounts owed.

RIGHT TO REFUSE OR ALTER UNACCEPTABLE ADVERTISING:

TALKOFTHESOUND.COM reserves the right to refuse any advertisement sponsorship banner that does meet with the approval of the publisher. TALKOFTHESOUND.COM reserves the right to refuse any advertisement graphic that does not arrive seven days before the Advertiser would like the banner to be produced online. TALKOFTHESOUND.COM does not accept advertising from companies that produce or provide pornographic products or services (which TALKOFTHESOUND.COM shall have complete discretion to define), or their subsidiaries, or foundations funded by such companies whose function is to improve acceptance of such products by the public. This Agreement is voidable by TALKOFTHESOUND.COM immediately if Advertiser fails to disclose (or conceals or misrepresents) any involvement with pornographic products or services. In addition, TALKOFTHESOUND.COM may in its complete discretion refuse the use of any other advertising that it deems to be inappropriate.

USAGE STATISTICS:

TALKOFTHESOUND.COM DISPLAYS SITEMETER TRAFFIC DATA ON ITS HOME PAGE. TALKOFTHESOUND.COM MAKES NO GUARANTEE OF ANY LEVEL OF TRAFFIC AT ANY GIVEN TIME. TALKOFTHESOUND.COM SHALL NOT BE HELD LIABLE FOR ANY CLAIMS AS THEY RELATE TO PUBLISHED OR UNPUBLISHED USAGE STATISTICS. TALKOFTHESOUND.COM IS NOT REQUIRED TO PROVIDE ADVERTISERS WITH USAGE STATISTICS.

TRUTH IN ADVERTISING / INDEMNIFICATION FOR LIABILITY:

Advertiser is solely responsible for any legal liability arising out of or relating to (1) the Advertisement, and/or (2) any material to which users can link through the Advertisement. Advertiser represents and warrants that the Advertisement and Link comply with TALKOFTHESOUND.COM’s advertising standards; and that it holds the necessary rights to permit the use of the Advertisement and Link by TALKOFTHESOUND.COM for the purpose of this Agreement; and that the use, reproduction, distribution, or transmission of the Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify TALKOFTHESOUND.COM and to hold TALKOFTHESOUND.COM harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by TALKOFTHESOUND.COM, arising out of or related to Advertiser’s breach of any of the foregoing representations and warranties. Advertiser agrees to request that TALKOFTHESOUND.COM be listed as an additional insured on any policy issued to Advertiser pursuant to which there could be coverage for any of the forms of legal liability described in this paragraph.

LIMITATION ON DAMAGES:

IN NO EVENT WILL TALKOFTHESOUND.COM BE LIABLE TO SPONSOR FOR ANY SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, WHETHER BASED ON BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE, AND WHETHER OR NOT TALKOFTHESOUND.COM HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

ASSIGNMENT:

Advertiser may not assign this agreement, in whole or in part, without TALKOFTHESOUND.COM’s written consent. Any attempt to assign this Agreement without such consent will be null and void.

GOVERNING LAW:

This Agreement will be governed by and construed in accordance with the laws of the State of New York.

ENTIRE AGREEMENT:

This Agreement and any and all exhibits and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, supersedes and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by TALKOFTHESOUND.COM’s Pricing Information, whether printed on paper or electronically. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms in any purchase order. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

Talk of the Sound Signature

Authorized Advertiser Representative

Date

Date

Robert Cox ♦ 914-325-4616 ♦ robertcox@newrochelletalk.com