



West Side Rag

News about
the Upper
West Side of
NYC

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2026 Media Kit

Effective January 1, 2026

CONTACT US: ADS@WESTSIDERAG.COM

The *West Side Rag* is the Upper West Side's online newspaper.

We are the premier site for breaking news and local content for the approximately 200,000 residents of the Upper West Side, as well as visitors to our numerous cultural venues and local businesses.

Founded in 2011, the site attracts over 11.5 million page views per year with over 25,000 daily newsletter subscribers.

“The Rag” is regularly cited by *The New York Times*, the *Daily News*, *Gothamist* and other media organizations. *New York* magazine called the *West Side Rag* “The Hyperlocal Website We All Wish We Had.”

Most of our advertisers become repeat customers.

Our readers are devoted to the *West Side Rag* which benefits our advertisers by providing access to a highly targeted audience. We offer several types of ads that are designed to meet the messaging that our advertisers wish to convey. We work with our advertisers to provide ad packages that will provide maximum exposure and return on investment. Some of our repeat advertisers:

SENIOR LIVING OPEN HOUSE
Carnegie East House

Discover exceptional and affordable senior living at Carnegie East House.

January 7 and 21
February 4 and 18
March 3 and 17
1pm to 3pm

RSVP today or just stop by!

Our new Respite Program provides short-term stays designed to give caregivers a well-deserved break, while ensuring their loved one receives excellent care!

New York's Premier Enriched Housing Community for Senior Living
1844 Second Avenue at 96th Street
tel: (646) 438-8009

Carnegie East House

303 WEST 113

NEW 4 BEDROOMS
STARTING AT \$2,995,000

Brown Harris Stevens

motorino
510 Columbus Avenue

Order two pizzas, get the third free when you place your delivery or takeout order by phone

917-675-7581

OBGYN WESTSIDE
Your Partner for a Lifetime of Care



www.obgynwestside.com
620 Columbus Avenue, New York, NY 10024
(212) 580-3866

Delivering expert care during life's biggest journey

marlene meyersson-jec
manhattan



MARCH MADNESS SALE
SCORE A FREE MONTH + \$100 OFF WHEN YOU JOIN THE ICC

FLATRATE MOVING


Quality Services Guaranteed!



Book Now

WWW.FLATRATE.COM
(212) 988-9292

Anya Brodsky, DDS
Family • General • Cosmetic



Friendly Upper West Side Dental Care
115 Central Park West @ 72nd Street, Office 11
www.brodskydental.com • (212) 721-4111

ONE WALL STREET



Extended Sales Incentives
*On all contracts signed for a limited time period

Luxury Assisted Living & Memory Care



BOOK YOUR TOUR

THE WATERMARK
AT BROOKLYN HEIGHTS
FLAN COLLECTION

Several kinds of ads and sponsorships are available. Our **Header Ads** run on each page at the top of the site.



Elevated Senior Living

Spacious two-bedroom residences feature unique floor plans, walk-in closets, and stunning city views.

THE WATERMARK
AT BROOKLYN HEIGHTS
ELAN COLLECTION

BOOK YOUR TOUR

We're In This Together

West Side Rag

News about the Upper West Side of NYC

OPEN/CLOSED FOOD SCHOOLS OUTDOORS REAL ESTATE ART & CULTURE POLITICS COLUMNS CRIME HISTORY ABSURDITY

Sidebar Ads appear on every page of the website.

Search the site

Search...

Drop us your... **TIPS and IDEAS**

Get WSR FREE in your inbox

First Name

Last Name

Email

Experience a biochemical high each time you find a puzzle piece that fits. It's a real mood booster!

[READ MORE](#)

You Can Buy Liam Neeson's Upper West Side Apartment

FEBRUARY 16, 2024 | 11:00 AM 5

Quality Services Guaranteed!

FLATRATE MOVING

Book Now

WWW.FLATRATE.COM
(212) 988-9292

Carnegie East House. February 4 and 18
March 3 and 17
1pm to 3pm
RSVP today or just stop by!

Our new **Respite Program** provides short-term stays designed to give caregivers a well-deserved break, while ensuring their loved one receives excellent care!

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tel: (646) 438-8009


Carnegie East House

Sponsored Posts run in the site just like news stories, allowing advertisers to explain their businesses or events in more detail. We have worked with large and small advertisers to help them craft their stories.




The screenshot shows the West Side Rag website header with the logo and navigation menu. A sponsored post is highlighted with a pink border. The post title is "Use New York's Only Living Wage Home Cleaning Service!". The post content includes a photo of four Well-Paid Maids staff members in a kitchen, a list of benefits, and a call to action. The benefits listed are: Health, dental, vision, and life insurance; 100% employer-paid commuting costs; 20 days of paid time off per year; and 4 paid holidays. The call to action states: "By providing a living-wage plus benefits, Well-Paid Maids offers customers an ethical..."


Newsletter Ads appear at the bottom of our email newsletter sent to over 25,000 subscribers daily. The newsletter, which teases stories of the day, has *an open rate of 70%*.



West Side Rag




[What's New in Hearing Aids, Including Over-the-Counter: February 20, 6:00 PM-7:30 PM on Zoom](#) (Sponsored)



Luxury Senior Living

Discover resort-style amenities, gourmet dining, enriching programs, integrated wellness offerings, and so much more.

 THE WATERMARK
AT BROOKLYN HEIGHTS
ELAN COLLECTION

[BOOK YOUR TOUR](#)

Newsletter sponsored by The Watermark at Brooklyn Heights

Advertising and Sponsorship Rates 2026

Ad Type		Rate	Specs
All header and sidebar ads appear on the home page and on (most) interior post/article pages.			
1.	Header Ad Buyout*	\$2,500 per month	728w x 90h static jpeg or png or animated GIF
2.	Header Ad 1/3 share* Rotates with 2 other ads	\$750 per month	
3.	Right Sidebar Ad (A)* 1st position (top placement)	\$325 per week \$950 per month	600w x 600h static jpeg or png or animated GIF
4.	Right Sidebar Ad (B)* 2nd position	\$290 per week \$900 per month	
5.	Right Sidebar Ad (C) 3rd positions and below. Rotating between positions. Each ad gets equal time in each position. Monthly impressions for each sidebar C ad has been over 1.4 million on average.	\$195 per week \$750 per month	
6.	Left Sidebar* Rotating within 3 positions. Each ad gets equal time in each position.	\$250 per week \$850 per month	

*(when available)

We like to tailor ad campaigns to individual businesses or organizations. Talk to us about what you're looking for and we can design an ad campaign around your needs. We want you to reach as many potential clients as possible!

Advertising and Sponsorship Rates 2026

Ad Type		Rate	Specs
All header and sidebar ads appear on the home page and on (most) interior post/article pages.			
7.	Newsletter Ad	An ad in our newsletter, sent daily to 25k+ subscribers.	\$125 per send, or \$450 for five sends.
8.	Sponsored Story	<p>A story/post about your business with the word “Sponsored” in the header.</p> <p>These stories/posts are written by you and are approved by us before posting. These stories are “permanent” posts accessible “forever.”</p>	<p>\$650 per post.</p> <p>Includes a text link to the story in the first newsletter sent after the story is posted and one social media post.</p> <p>Additional newsletter links for Sponsored Stories are \$85 per send, or \$300 for five sends.</p>
9.	Social Media Sponsored Post (FB, IG, X)	An ad in our social media feeds with the word “Sponsored.”	\$175 per post, per channel.

350w x 350h static jpeg or png or animated GIF

See page 10 for detailed specs

See page 11 for detailed specs

SPONSORED STORY SPECS

What we need from you to publish a sponsored story

1. Story Copy (Text)

- 300–900 words recommended
- Should be written in a narrative or informational style (not bullets only)
- Must be final copy; edits may be made only for clarity/grammar
- Include business name + website link in text

2. Headline

- 6–12 words preferred
- May be adjusted slightly to fit our style
- “Sponsored” will be included in the Header

3. Images

- Featured Image (required)
 - Appears on homepage + story header
 - 1500w × 750h JPEG or PNG (static images only, no GIFs)
- Body Images (optional, recommended 1–4 images)
 - Horizontal orientation: minimum 1500w
 - Vertical orientation: minimum 1000w
 - JPEG or PNG accepted
 - Must have rights/permission for use
 - Optional: include captions

4. Call-To-Action (optional)

- Link to website
- Reservation / registration link
- Phone number / email contact

SOCIAL MEDIA POST SPECS

What we need from you to publish a social media post

Image/Creative Requirements

- JPEG or PNG (static images only, no GIFs)
- Recommended dimensions: 1080w × 1080w (square)
- Must have rights/permission for use

Caption/Text Requirements

- Provide full caption text with submission
- May include one link

Platform-specific limits

- X/Twitter: maximum 4 images and 180 characters in the caption
- Instagram + Facebook: no strict character or image limits, though concise copy is recommended

Call-To-Action (optional)

- Link to website
- reservation/registration link
- phone number or email



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