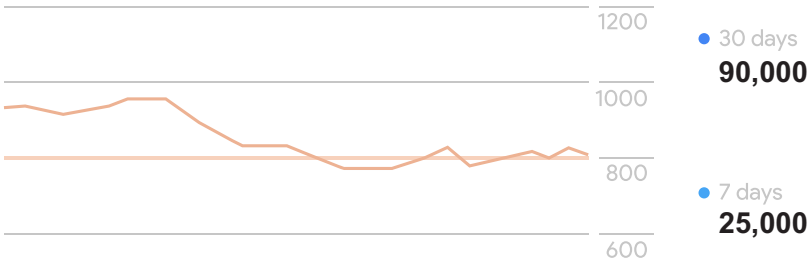


2026

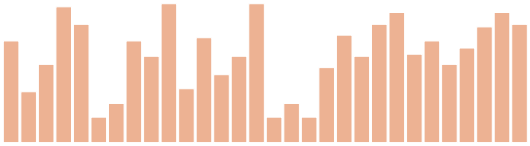
MEDIA KIT

between carpools



180,000

UNIQUE MONTHLY VISITORS



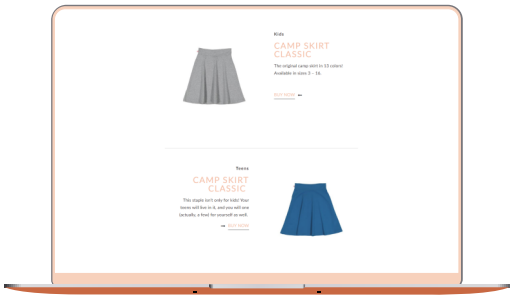
1,600,000+

PAGEVIEWS PER MONTH



60,000

INSTAGRAM FOLLOWERS



18.44%

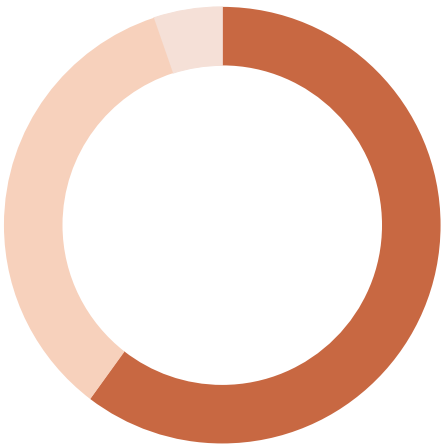
CONVERSION RATE

% of users who click to purchase

as calculated by Amazon
and our affiliate networks

compared to industry average of

2.35%



Smartphone
69.2%

Computer
27.7%

Tablet
3.1%

sessions

BY DEVICE

advertising packages

BCP campaign

THE BCP CAMPAIGN

We will create an effective post for your business.

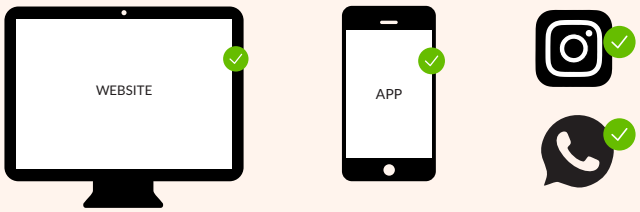
- 1x FEATURED POST ON SITE AND APP

(Supply featured image size: 1350px x 900px - main content centered to 600px x 900px area)

- 3-4 READY INSTAGRAM SLIDES/VIDEO
- 3-4 READY SLIDES/VIDEO WHATSAPP STATUS

(Size for Instagram & Whatsapp slides should be 1080px x 1920px)

Get featured on:



Starting at $2500

PEAK SEASON
See following page for Peak Season dates

Starting at $3500

BCP PARTNER

Become one of our endorsed brands with a custom promotional package created to maximize effectiveness of your brand

Starting at $5000

Ad posts may remain on the site indefinitely but are not guaranteed to remain for longer than a year, depending on relevance.

peak season calendar

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Premium Purim Season

FEBRUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Premium Pesach Season

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Premium Shavuos Season

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Premium High Holidays

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Premium High Holidays

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Premium Chanukah Season

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**dates are subject to change*

add ons

WHATSAPP STATUS

2 SLIDES

Supply 1 Ready Slide/Video Sized 1080 x 1920px
Second Slide Includes Text & Link

$440

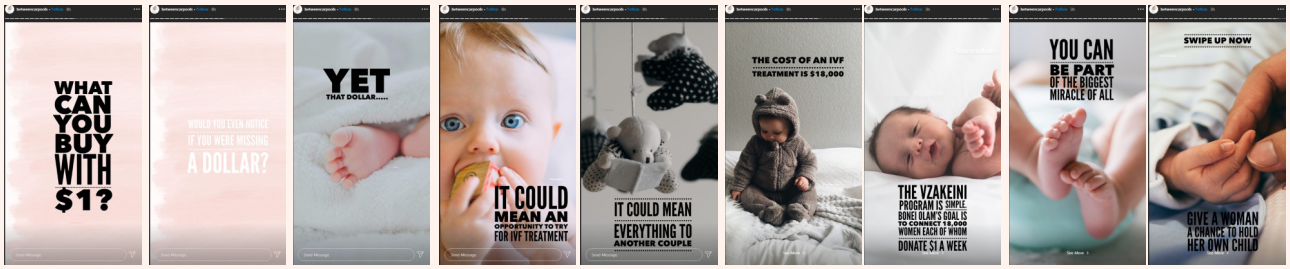
WHATSAPP COMMUNITY

2 SLIDES

Supply 1 Ready Slide & Link
$250 with BCP Campaign. No slide necessary.

$500

INSTAGRAM SLIDES / WHATSAPP STATUS



Includes Instagram Stories & Whatsapp Status.

$880 / 2 SLIDES

TRENDING

Have your post highlighted in our Trending bar. Most posts stay at the top of our home page for 1-3 days. Lengthen the amount of time your post stays at the top or bring a previous post back to the forefront with this option.



$350 Per Week

add ons

EMAIL NEWSLETTER

48.9%
OPEN RATE!

19.0%
CLIICK THROUGH RATE!

7%
CONVERSION RATE!

WEEKLY ROUNDUP

Include your campaign's post in your weekly roundup of top posts sent to over 20,000 Between Carpools email subscribers.

$200

EXCLUSIVE MONTHLY EMAIL BANNER

Include your banner in an exclusive spot in our weekly email newsletter every week for 4 weeks. This spot is only offered to one advertiser per month. Client must supply artwork at 1350x250px

$1100

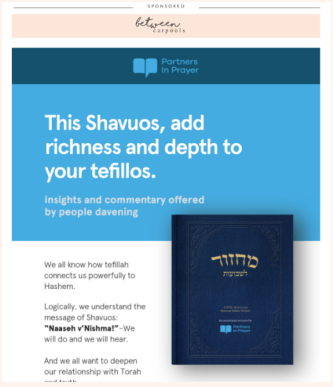
DEDICATED EMAIL

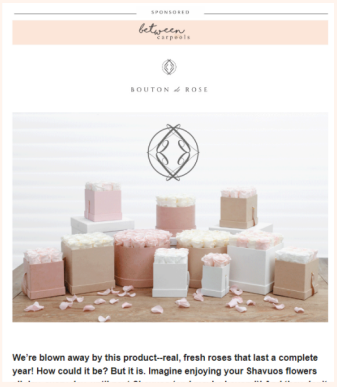
Our emails get amazing results because they're welcomed and trusted by BCP readers who have signed up to receive our content. We do not buy email lists!

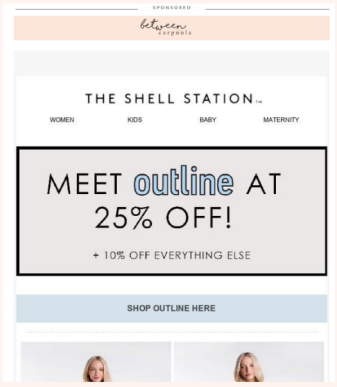
48.9%
OPEN RATE!

13.0%
CLIICK THROUGH RATE!

7%
CONVERSION RATE!







$1500 / $1300 Content Ready

Send a dedicated email with your content to over 35,000 Between Carpools email subscribers. This is a great option to reach users who do not use social media.

seasonal guides

Our best values and most affordable advertising options of the year.
Our guides feature your products or services and feature exposure on our site, app, Instagram, Whatsapp, and email. Ask your representative for current pricing and packages.






BACK TO SCHOOL GUIDE

August / September

FALL / YOM TOV GUIDE

September / October

CHANUKAH GIFT GUIDE

Approx 3 weeks before Chanukah

PURIM GUIDE

Approx 3-4 Weeks Before Purim

PESACH/SPRING GUIDE

Approx 3-4 Weeks Before Pesach

GRADUATION/ END OF YEAR GUIDE

End of May

BRAND SALE GUIDE

Prior to Black Friday