

Issue Date: 05.26.17

**New Brunswick City Market  
District Businesses**

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## **Site Population - Business Profile Pages**

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### NewBrunswick.com Website Development

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- Shopping Profile Page Example
- Great Places to Live Profile Page Example
- "Meet the Chef" Feature for Restaurants
- Landing Page Thumbnails
- Information/Media options per Business

**New Brunswick City Market**

Office: 732-545-4849

PAMELA STEFANEK, Executive Director

pstefanek@newbrunswick.com



## I. Restaurant Profile Page Example

**Plan for success:** All images should be quality images, especially the header image. The better the content, the better your chances are of acquiring business. View this as a free 24/7 ad for your business!

# Business Profile Pages

### Page Elements:

header image  
1183 x 400 px

business name  
- phone no.  
- website addr.  
- email  
- hours

logo image  
310 x 200 px

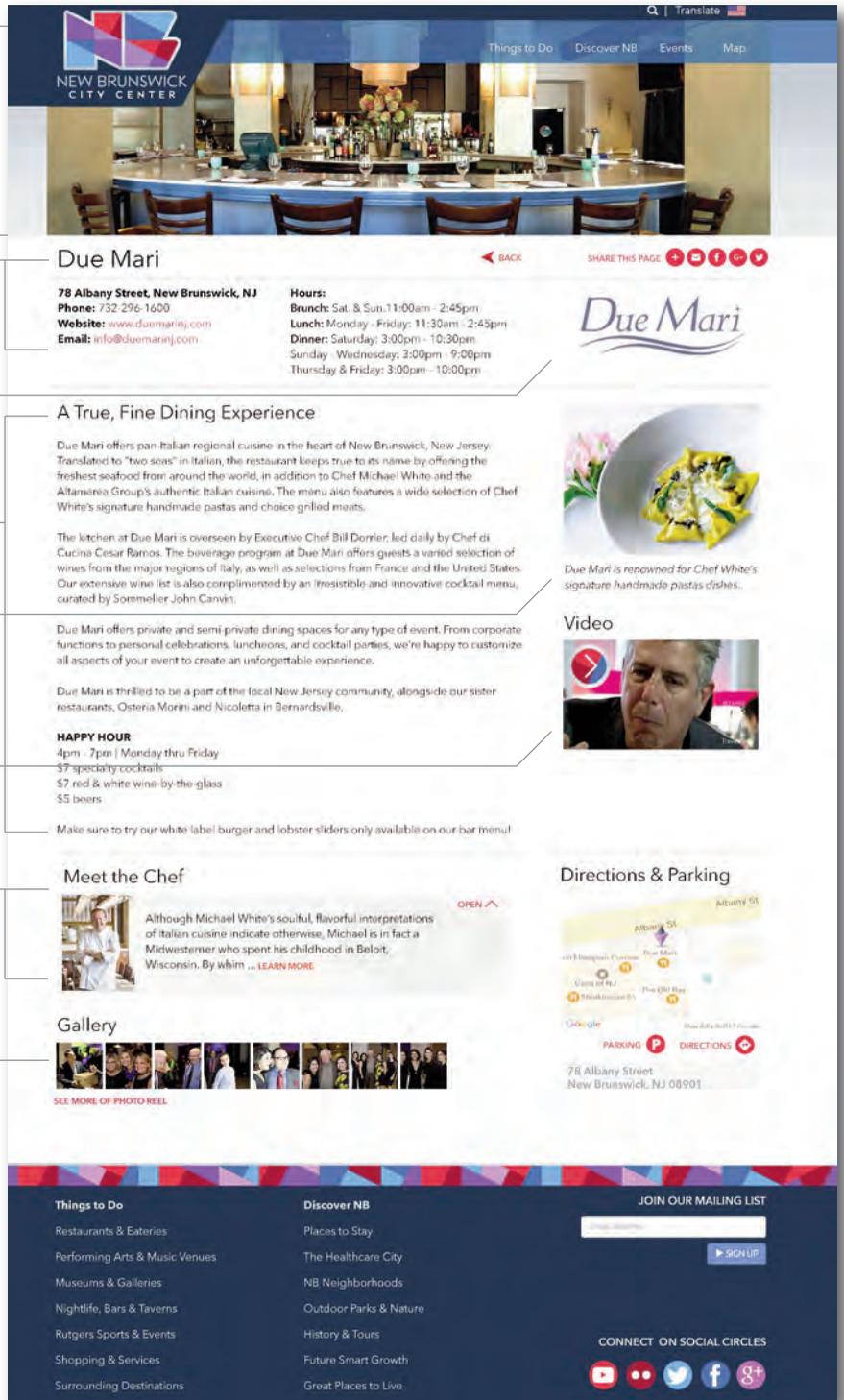
description

up to 2 side images & captions  
310 x (X) px  
any height less than 400

publish a video to play on your profile page  
(any video on Youtube)

restaurants only:  
- chef bio  
- chef photo  
300 x 400 px  
(portrait format)

up to 8 quality images can be sent to NBCM to create a gallery  
800 x 600 px min.  
- large images best



### Note per header image:

- Quality Image (1183 x 400 pixels)
- with centered subject matter (photo crops significantly [l-r] on phones) & top 1/5 of image runs behind the transparent navigation bar.)

## II. Shopping Profile Page Example

**Plan for success:** All images should be quality images, especially the header image. The better the content, the better your chances are of acquiring business. View this as a free 24/7 ad for your business!

# Business Profile Pages

### Page Elements:

header image  
1183 x 400 px

business name  
- phone no.  
- website addr.  
- email  
- hours

logo image  
310 x 200 px

description

up to 2 side images & captions  
310 x (X) px  
any height less than 400

not shown-  
publish a video  
to play on your  
profile page  
(any video on Youtube)

up to 8 quality  
images can be  
sent to NBCM to  
create a gallery  
800 x 600 px  
min. - large images best

**Note per header image:**

- Quality Image (1183 x 400 pixels)
- with centered subject matter (photo crops significantly [l-r] on phones) & top 1/5 of image runs behind the transparent navigation bar.]

**Note per header image:**

- Quality Image (1183 x 400 pixels)
- with centered subject matter (photo crops significantly [l-r] on phones) & top 1/5 of image runs behind the transparent navigation bar.]

### III. Great Places to Live Profile Page Example

**Plan for success:** All images should be quality images, especially the header image. The better the content, the better your chances are of acquiring business. View this as a free 24/7 ad for your business!

## Business Profile Pages

### Page Elements:

header image  
1183 x 400 px

business name  
- phone no.  
- website addr.  
- email  
- hours

logo image  
310 x 200 px

description

up to 2 side  
images & captions  
310 x (X) px  
any height less than 400

publish a video  
to play on your  
profile page  
(any video on Youtube)

up to 8 quality  
images can be  
sent to NBCM to  
create a gallery  
800 x 600 px  
min. - large images best

The screenshot shows a business profile page for 'The Vue' on the New Brunswick City Center website. The page includes a header image of a modern interior, contact information, hours, a description, amenities, a video, a gallery, and directions. Annotations on the left side of the image point to these various elements.

**Header:** NEW BRUNSWICK CITY CENTER logo, navigation links (Things to Do, Discover NB, Events, Map), search bar, and language selector.

**Business Name:** The Vue

**Contact Info:** 110 Somerset Street, Phone: 732-388-7109, Website: www.thevue.com

**Hours:** Mon & Tues.: 8:30am - 5pm, Wed.: 8:30am - 7pm, Thurs & Fri: 8:30am - 5pm, Sat.: 10am - 5pm, Sunday by Appointment Only

**Description:** Rising gracefully above the scenic Raritan River and the Rutgers University campus, The Vue transforms New Brunswick's skyline and cityscape as never before. The tower's distinctive contextual architecture commands attention with a cultured, urban vibe. Panoramic views in every direction, a perfect central location, and unprecedented service and convenience make The Vue the most coveted New Brunswick apartments and location. Sophisticated common areas and retail spaces lead to a magnificent, attended residential lobby. Every home offers captivating views and sophisticated interior finishes. Lifestyle amenities and opportunities for casual entertainment range from the expected to the sublime. Additionally, The Vue offers direct access to the New Brunswick NJ Transit train station with service to New York City.

**Amenities:** Enjoy the convenience of a fully attended, custom designed lobby where you will be welcomed home each day. Building staff is available to ensure residents receive prompt attention to their needs. Residents benefit from an on-site parking garage which means you never have to search for a spot in New Brunswick. Additional individual storage spaces are available upon request.

**Video:** A video player showing the exterior of the building.

**Gallery:** A grid of images showing various interior and exterior views of the building.

**Directions & Parking:** A map showing the location at 110 Somerset Street, New Brunswick, NJ 08901.

**Note per header image:**

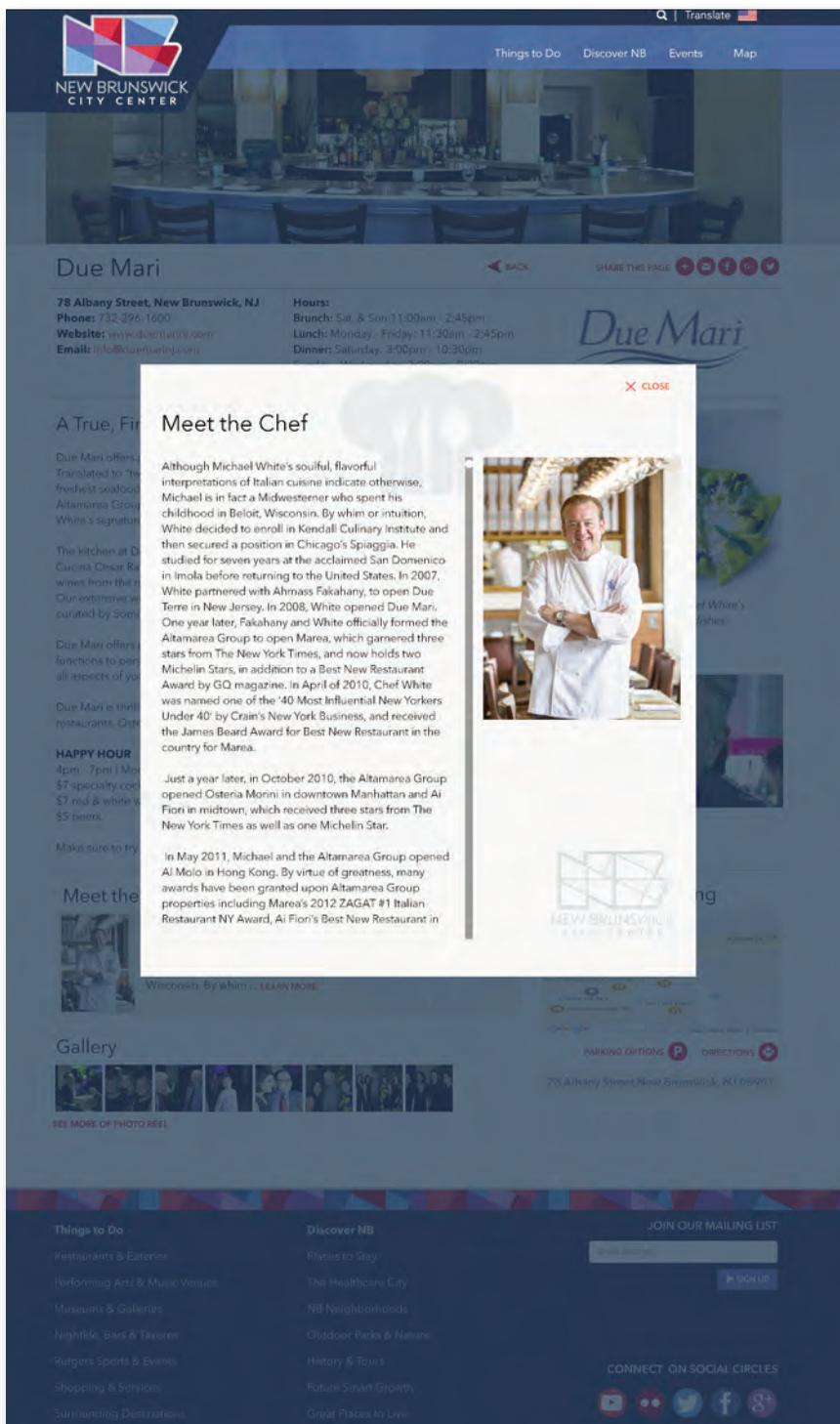
- Quality Image (1183 x 400 pixels) - with centered subject matter (photo crops significantly [l-r] on phones) & top 1/5 of image runs behind the transparent navigation bar.)

### IV. "Meet the Chef" Feature for Restaurants

Sample pop-up:

## Meet the Chef Feature

restaurants only:  
- chef bio  
- chef photo  
300 x 400 px  
(portrait format)



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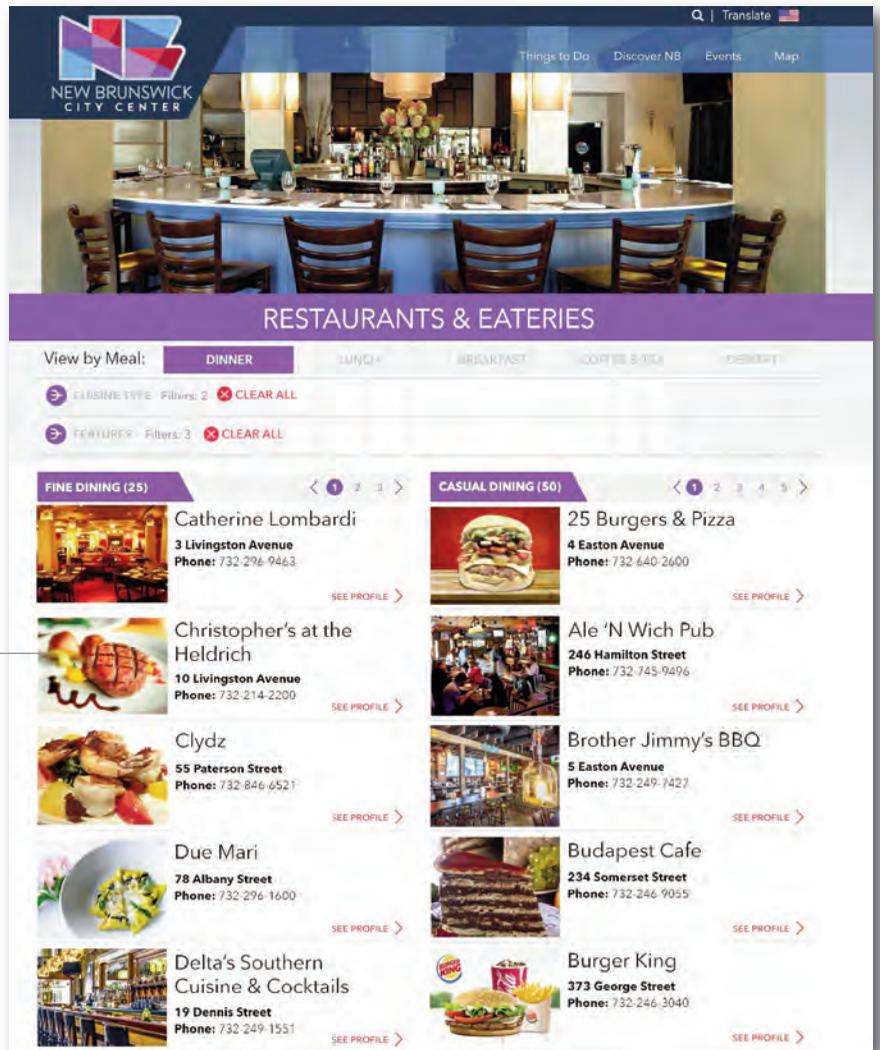
pstefanek@newbrunswick.com

# Main Category Landing Pages

## IV. Landing Page Thumbnails

**Plan for success:** An additional image can be provided for your thumbnail photo that displays on the business category landing pages (as shown below). We can use one of your side photos, or gallery photos for the thumbnail. The thumbnail image is the first visual to lead visitors to your page. If no image is provided, the website will display a default logo graphic for each business category.

thumbnail image  
200 x 150 px



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# Information & Media Options

## V. Information/Media Options per Business

### IMAGES:

**Header Image:** Quality Image (1183 x 400 pixels) with centered subject matter (photo crops significantly (l-r) on phones & top 1/5 of image runs behind the navigation bar.

**Logo Image:** Quality Image (310 x 200 pixels) with centered logo and some space allocated around it.

**Thumbnail Image:** Quality Image (200 x 150 pixels)

**Side Image 1:** Quality Image (310 x (X) pixels) can be any height less than 400 pixels. Caption (listed below) if desired.

**Side Image 2:** Quality Image (310 x (X) pixels) can be any height less than 400 pixels. Caption (listed below) if desired.

**Meet the Chef Image\*:** Quality Image (300 x 400 pixels) portrait format of chef to accompany introductory copy.

**Gallery Images:** Up to 8 quality Images (800 x 600 pixels recommended as minimum size since large images are best).

### YOUTUBE VIDEO:

**Video:** Provide URL of video on YouTube.

### SOCIAL MEDIA LINKS:

**Facebook:** Provide URL of your social page.

**Pinterest:** Provide URL of your social page.

**Twitter:** Provide URL of your social page.

**Instagram:** Provide URL of your social page.

**Google+:** Provide URL of your social page.

**Yelp:** Provide URL of your social page.

**Opentable:** Provide URL of your social page.

**LinkedIn:** Provide URL of your social page.

### INFORMATION (Copy):

**Business Name**

**Phone Number**

**Website Address**

**Email Address** (only if you want it to be published)

**Hours**

**Description** (Don't short change yourself. People who make it to your page are extremely qualified potential customers. Give them the information they need to choose you!)

**Side Photo Captions** (Optional)

**Chef Bio\*** (Photo is required to accompany bio)

\*restaurants only

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