

# Times Union Media Solutions

# timesunion.com Ad Sizes

**Leaderboard - 728x90 (max 40k)**  
**Super Leaderboard - 970x90 (static only, max 40k)**

**Watermark Page Wrap**  
 1346x1000 (static only)

**Weather Sponsor Logo**  
 234x60 (static only)

**Rising Star Dropdown Billboard w/Pencil Ad**  
 970x300 Dropdown  
 970x30 Pencil (Rich Media)

**Sponsorship**  
 300x60 (max 15k)

**Megaboard**  
 300x600 (static only, max 40k)  
**Rising Star Filmstrip**  
 300x600 (Rich Media)

**Billboard**  
 300x250 (max 40k)  
**Rising Star Slider**  
 300x250 Billboard  
 Full Page Canvas (Rich Media)

**Rising Star Adhesion**  
 970x90 (Rich Media)

The screenshot shows the homepage of timesunion.com with several ad placements:

- Header:** St. Peter's Hospital logo on the left. Navigation links: Home, News, Sports, Business, Opinion, Entertainment, Living, Blogs, Jobs, Real Estate, Cars, Classifieds, Index, PRAD.
- Hero Section:** "Women's Basketball Team" banner. "CareNet Medical Group" ad. "RN/LPN Needed" ad with "CLICK HERE For Details" button. "Weather | Closings | Traffic | Help | Subscribe" links. "Sponsored By: TRUSTCO BANK" logo.
- Search and Navigation:** Search bar, "Home | News | Sports | Business | Opinion | Entertainment | Living | Blogs | Jobs | Real Estate | Cars | Classifieds | Index | PRAD" menu.
- Content Area:** "Honest Weight Food Co-op" banner. "SAVOR SEASON" banner. "The Toy Books are here! Sun., Nov. 2" banner. "TIMES UNION CENTER" banner. "HE CLARK RADICAL WORDS" filmstrip ad. "WE HAVE DOCTORS FOR THAT" ad by Ellis Medical Center.
- News Section:** "SEEN: Festival of the Dead", "Photos: Peek inside weekend open houses", "25 things to do this weekend". "Latest News" list with headlines like "Inside Politics: Free passes reign in Albany judicial races".
- Bottom Section:** "SEEN: Pumpkin Palooza at HVCC" article. "Featured Blogs" with "Local Politics" and "High School" posts. "More News Headlines" list. "VIEW our WEEKLY AD" button. "Hot Topics" link.

### Home Page or Capitol Confidential (Albany DMA Targeting included)

Ad Placement	Ad Size	Open	250K Imp/mo	400K Imp/mo
1st position C-P Half Page	300 x 600	\$18	\$16	\$15
1st/2nd/3rd position C-P Half Page	300 x 600	\$10	\$10	\$10
1st position C-P Medium Rectangle	300 x 250	\$14	\$12	\$11
1st/2nd/3rd position C-P Medium Rectangle	300 x 250	\$9	\$9	\$9
1st position C-P Puzzler (minimum spend \$3,750)	300 x 250	\$16	\$16	\$16
1st position C-P Slideshow (minimum spend \$3,750)	300 x 250	\$16	\$16	\$16
1st position Portrait Desktop	300 x 1050	\$20	\$18	\$17
1st position - The Cinema	300 x 600	\$20	\$20	\$20
Super Leaderboard Desktop	970 x 90	\$12	\$10	\$9
1st position Leaderboard Desktop	728 x 90	\$10	\$8	\$7
2nd position Leaderboard Desktop	728 x 90	\$5	\$4	\$4

### Section Targeted Ad Positions (Albany DMA targeting included)

Ad Placement	Ad Size	Open	250K Imp/mo	400K Imp/mo
1st position C-P Half Page	300 x 600	\$17	\$15	\$14
1st/2nd/3rd position C-P Half Page	300 x 600	\$9	\$9	\$9
1st position C-P Medium Rectangle	300 x 250	\$13	\$11	\$10
1st/2nd/3rd position C-P Medium Rectangle	300 x 250	\$8	\$8	\$8
1st position C-P Puzzler (minimum spend \$3,750)	300 x 250	\$15	\$15	\$15
1st position C-P Slideshow (minimum spend \$3,750)	300 x 250	\$15	\$15	\$15
1st position Portrait Desktop	300 x 1050	\$19	\$17	\$16
1st position - The Cinema	300 x 600	\$18	\$18	\$18
Super Leaderboard Desktop	970 x 90	\$11	\$9	\$8
1st position Leaderboard Desktop	728 x 90	\$9	\$7	\$6
2nd position Leaderboard Desktop	728 x 90	\$5	\$4	\$4

### Run of Site (ROS) and/or Seen Gallery Ad Positions

Ad Placement	Ad Size	Open	250K Imp/mo	400K Imp/mo
1st position C-P Half Page	300 x 600	\$14	\$12	\$11
1st. 2nd. 3rd position C-P Half Page	300 x 600	\$8	\$8	\$8
1st position C-P Medium Rectangle	300 x 250	\$11	\$9	\$8
1st/2nd/3rd position C-P Medium Rectangle	300 x 250	\$6	\$6	\$6
1st position C-P Puzzler (minimum spend \$3,750)	300 x 250	\$12	\$12	\$12
1st position C-P Slideshow (minimum spend \$3,750)	300 x 250	\$12	\$12	\$12
Mobile Medium Rectangle	300 x 250	\$12	\$12	\$12
Mobile Leaderboard (Max. file size 40k)	320 x 50	\$10	\$10	\$10
1st position Portrait Desktop	300 x 1050	\$16	\$14	\$13
1st position - The Cinema	300 x 600	\$16	\$16	\$16
Super Leaderboard Desktop	970 x 90	\$8	\$7	\$6
1st position Leaderboard Desktop	728 x 90	\$7	\$5	\$4
2nd, 3rd position Leaderboard Desktop	728 x 90	\$4	\$3	\$3

\*Contextual targeting based on availability. Add \$2 to CPM.

### Obituaries Section

Ad Placement	Ad Size	Open	250K Imp/mo	400K Imp/mo
1st position Super Leaderboard Desktop Run of Obituaries section	970 x 90	\$5	\$5	\$5
1st position Super Leaderboard Desktop Section Front (1 of 3 rotating advertisers)	970 x 90	\$400/mo		

### Custom Ad Programs

Ad Placement (Ad Sizes)	Home Page
<b>Rich Media Desktop Weekday*</b>	
The Crown (Requires 1400x168, 1084x168, 768x168 & 300x600)	\$2,500
Roadblock (Fixed 728x90 & 300x250)	\$2,400
Hero (Fixed Responsive 800x300 on Desktop, Tablet & Mobile)	\$1,900
Medium Rectangle Slider (Fixed 300x250 that slides left 1x per day for uniques)	\$1,875
Vertical Filmstrip (Fixed 300x600)	\$1,600
Marquee (Fixed 970x250 1 day)	\$1,600
Dropdown Pencil (Fixed 970x90 that slides down 1x per day for uniques)	\$1,500
Adhesion Ad (970x90 fixed bottom of screen)	\$1,350
Watermark Wrap (Fixed - Clickable Top and Sides Page Wrap)	\$1,350

\*50% discount on weekends or 15% discount on multiple days

Notes: Maximum file size is 200K unless otherwise indicated. \*No Geo-Targeting on Custom Ad Programs. Rates based on cost per thousand (CPM).

Cross-Platform referenced as C-P above. Run of Site referenced as ROS. For Demographic, Geo or Zip Code targeting, add \$2 to CPM

Contact your local media consultant for more information | View ad sizes & types at: [hearstdigitalalbany.com/specs](http://hearstdigitalalbany.com/specs)