

# IMPORTANT 2020 HOLIDAY GIFT GUIDE DATES!

Business Profile Run Date

**10-22 or 12-17**

Sales Deadline

**11-16**

Holiday Gift Guide

Rundate

**11-26**



Here is what is included in your  
**GOLD SHOP LOCAL PACKAGE**

**Gold**  
PACKAGE

**TIMES UNION**

- Times Union  
10 - 1/4 Page Ads 4.9"w x 9.75"d
- Business Profile with Photo  
1/4 Page Full Color Advertorial  
(October 22 or December 17)

## EMAIL MARKETING

- 2 Targeted Messages to 25,000 email addresses each

## timesunion.com

- 200,000 Cross-Platform ROS (300x250) impressions
- 6 Marquee Ads (970x250) (you pick inside sections and dates)

## Holiday Gift Guide

- Holiday Gift Guide  
1/2 Page 10"w x 4.75"d
- 80,000 Circulation
- Publication Date: 11/26/20

**TOTAL: \$8,275    VALUE: \$18,500**

\*All business profile marketing stories will be featured in the Times Union newspaper.  
They will also be featured on timesunion.com for the entire holiday season October, November and December.