

IMPORTANT 2020 HOLIDAY GIFT GUIDE DATES!

Business Profiles

10-22 or 12-17

Holiday Gift Guide
Rundate *11-26*

Sales Deadline
11-16



Here is what is included in your
BRONZE SHOP LOCAL PACKAGE

Bronze
PACKAGE

TIMES UNION

- Times Union
3 - 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

- Targeted Email to 25,000
email addresses

timesunion.com

- 30,000 Cross-Platform ROS
(300x250) impressions
- 1 Marquee Ad (970x250)
(you pick inside section and date)

Holiday Gift Guide

- Holiday Gift Guide
1/4 Page 4.9" w x 4.75" d
- 80,000 Circulation
- Publication Date: 11/26/20

TOTAL: \$3,110 VALUE: \$5,550

*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.