

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
SILVER SHOP LOCAL PACKAGE

Silver
PACKAGE

TIMES UNION

- Times Union
5 - 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

- 140,000 Cross-Platform ROS
(300x250) impressions
- 2 Marquee Ads (970x250)
(you pick inside sections and dates)

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: \$4,975 VALUE: \$9,250

*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.