



# RE/NEW 2020

## BACK IN BUSINESS Rebuilding the Capital Region

*Optimism from Top Leaders in our Region*

### PACKAGE #1 - \$1,750

- Full page color ad (10"x10") in the publication
- Online ads:  
970x250px, 728x90px, 300x250px  
- Adjacency to stories on the RENEW webpage  
- 50,000 guaranteed intent-based audience impressions

### PACKAGE #2 - \$875

- Half page color ad (horiz.- 10"x4.75" or vert.- 4.917"x9.75") in the publication
- Online ads:  
728x90px, 300x250px  
- Adjacency to stories on the RENEW webpage  
- 25,000 guaranteed intent-based audience impressions

### PACKAGE #3 - \$475

- Quarter page color ad (4.917"x5.75") in the publication

### SPECIAL FEATURE PACKAGE - \$5,000

10 local companies will have the opportunity to feature their CEO or Business as a "Capital Region Leader" (Limited space available)

- Full page advertorial of CEO's insights or other leader within the organization
- Full page color ad (10"x10")
- Online ads:  
970x250px, 728x90px, 300x250px  
- Adjacency to stories on the RENEW webpage  
- 75,000 guaranteed intent-based audience impressions  
- Advertorial added to the Times Union native

### A print and digital publication.

For this latest edition of RENEW, the Times Union editorial staff will be reporting on and profiling a number of local professionals, movers-and-shakers and businesses. It will focus on how and why they are looking ahead with optimism toward a 2021 where the Capital Region moves forward, reclaiming much of its lost momentum.

#### HOUSING BOOM STATS

**60%** Sales of condos and co-ops are down this much in NYC. Bidding wars, overpayments and limited inventory: As people leave cities, this is what is happening in the Hudson Valley, Catskills and Capital Region.

Source: CNN - <https://cnn.it/33gXJqW>

#### CONSUMER CONFIDENCE STATS

**24.7%** Increase in nonstore retail sales year-over-year for July.

This suggests that the economy is picking up again.

Source: CNN - <https://cnn.it/3k6aA5V>

#### Perfect for reaching audiences in:

Health Care | Real Estate | Education | Food  
Finance | Banking | Talent Acquisition and More!

#### AD RESERVATION

October 9, 2020

#### AD MATERIALS DUE

October 12, 2020

#### PUBLICATION DATE

October 25, 2020



*Sponsorship & premium positions available.*

**For more information, contact your Times Union Media Consultant.**