

OUR INNOVATIVE COMMUNITY

- Restaurants. Redefining the model and cooking for the community
- 3-D printers deployed for face shields
- Hand sanitizers from distilleries
- The Arts move to online performances
- Rainbows everywhere as #518rainbow spreads cheer
- Ski Goggles collected for health care providers
- Retailers retooling to make face masks
- Communities make lunches for school kids stuck at home

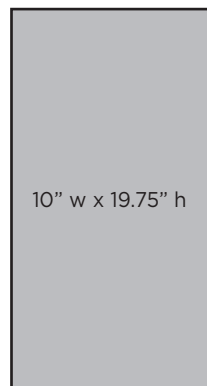


SPECS AND DEADLINES

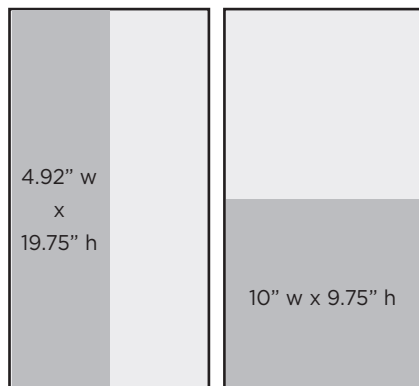
Space Deadline: November 6, 2020 | Ads Must Be Complete: November 13, 2020

Publish Date: November 19, 2020

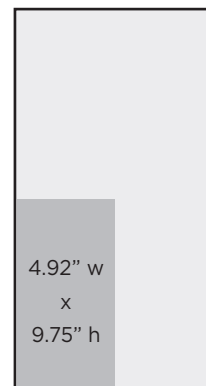
All ads are full color.



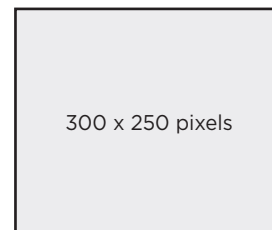
Full Page
10" w x 19.75" h



Half Page
Vertical: 4.92" w x 19.75" h
Horizontal: 10" w x 9.75" h



Quarter Page
4.92" w x 9.75" h



Online
To be used in
November 2020.

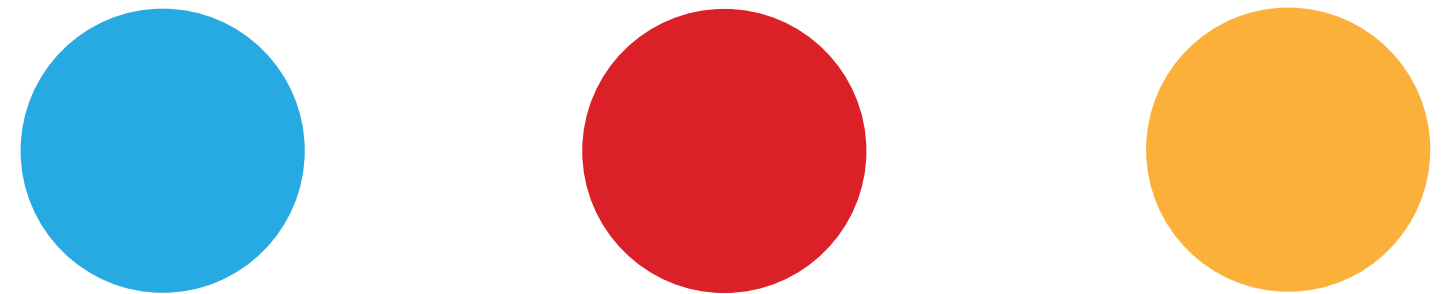


Contact Charmaine Ushkow at (518) 454-5792
or cushkow@timesunion.com or your sales representative.

LV74212



FROM SHUTDOWN TO RECOVERY HOW WE CAME TOGETHER



PUBLISHING NOVEMBER 19, 2020

A MESSAGE FROM OUR PUBLISHER AND CEO

When we turned the calendar to 2020, little did we know what was to come. COVID 19 changed everything, but the way it changed us as a community was transformative

In this issue of Capital Region Gives, we'll be taking a look at how we did, from shutdown to recovery. Since March, the Times Union has been sharing the stories of how we coped, how we gave and most importantly, how businesses and everyday people came together as the giving community we are.

Now in its 6th year, Capital Region Gives tells the stories of our nonprofits and the businesses that support them. With help from our generous sponsors, the Big \$100,000 Giveaway awards 10, \$10,000 advertising grants every year to local nonprofits who participate in the online voting contest. Over the three-week voting period, 25,000 votes are cast by our community.

Capital Region Gives will publish on November 19, 2020 and heralds the start of the giving season. We hope you will share in our commitment to this endeavor and save this issue of Capital Region Gives as a keepsake reminder of the good in all of us.



George R. Hearst III
PUBLISHER AND CEO

CONGRATULATIONS TO THE 10 LOCAL NONPROFITS WHO EACH RECEIVED
A \$10,000 ADVERTISING GRANT FROM THE TIMES UNION IN 2019.



Will Waldron/Times Union

Capital Region Gives \$100,000 Giveaway recipients stand for a photo with Times Union publisher George Hearst III, center, on Tuesday, Dec. 17, 2019, at the Times Union in Colonie, N.Y. Pictured in the front row are; Sabrina Mosseau with NYOH Community Cancer Foundatio, left, Karen Carpenter Palumbo, president and CEO of Vanderheyden. On the back row are; James Wezel with Orange St. Cats, left, Erik Fellows with Double H Ranch, Kate Adams of Sage Colleges, Diane Conroy-LaCivita executive director of Colonie Senior Services Center, Jeannine Garab, executive director Epilepsy Foundation of NENY, Mohawk Hudson Humane Society President Todd Cramer, Barbara Carroll with Whiskers Animal Benevolent League and Rabbi David Eligberg of Temple Israel, right.



CAPITAL REGION GIVES shows the Times Union's commitment to helping local nonprofits tell their story.

- **THE CAPITAL REGION GIVES SECTION**
Publishing on November 19, this multi-part section will include stories about nonprofits, collaborations and the best business practices in the Capital Region.
- **THE TIMES UNION BIG \$100,000 GIVE AWAY**
Readers nominate and vote on timesunion.com for their favorite nonprofits from among those participating in Capital Region Gives. The top 10 nonprofits each receive \$10,000 in 2021 Times Union advertising space. Voting starts November 19.
- **WEEKLY FEATURE IN THE TIMES UNION**
Capital Region Gives, a story featuring a volunteer, local nonprofit, or simply someone reaching out to help a neighbor, runs weekly in the Times Union.



73% of Times Union readers donated money last year



30% of Times Union readers volunteered in the past year



Companies where corporate citizenship is integrated are 2.2x more likely to reach new markets and 2.3x more likely to retain employees

Sources:
Scarborough Research 2016/2017,
Release 2, Boston College

2020 CAPITAL REGION GIVES OPPORTUNITIES

FULL PAGE - \$6,800
(Full Page Premium Positions Available)

- Includes:
- A full page, full color ROP ad for your business and up to 4 quarter page ads for nonprofits of your choice in the section.
 - 300,000 cross platform ROS impressions on timesunion.com, the blog and mobile for your business.

HALF PAGE - \$4,100

- Includes:
- A half page, full color ROP ad for your business and up to 2 quarter page ads for nonprofits of your choice in the section.
 - 150,000 cross platform ROS impressions on timesunion.com, the blog and mobile for your business.

QUARTER PAGE - \$2,400

- Includes:
- A quarter page, full color ROP ad for your business and a nonprofit of your choice in the section.
 - 75,000 cross platform ROS impressions on timesunion.com, the blog and mobile for your business.

NON PROFITS

Any nonprofit who buys an ad in the Capital Region Gives section will receive a matching grant for ROP space to be used any time in 2021.

ANY NONPROFIT THAT BUYS OR IS GIFTED AN AD IS AUTOMATICALLY ENTERED INTO THE BIG \$100,000 GIVEAWAY!