

## 2 UNIQUE TIMES UNION COVID SPECIAL SECTIONS



### COVID, YEAR ONE



### WHAT COMES NEXT

**AD RESERVATION:** March 3, 2021

**AD MATERIALS DUE:** March 4, 2021

**PUBLICATION DATE:** March 7, 2021

- A look back on the arrival of the virus in the Capital Region, and how local officials and frontline workers responded.
- Local Heroes: Revisiting last spring's look at heroes to see how they're doing after the second surge.
- Best photography on the pandemic from the past year.
- Vaccine info: FAQs with the latest distribution data tipping to only tracker.

**AD RESERVATION:** April 14, 2021

**AD MATERIALS DUE:** April 15, 2021

**PUBLICATION DATE:** April 18, 2021

- After shutdowns, how will major institutions and small businesses attempt to bounce back?
- Discussion with sociologists and public health experts about what the lingering effects of the crisis might be.
- Pent-up commerce: Are travel-related companies preparing for an explosion of business in the spring and summer?
- Q&A: When will you know it's over?

**Purchase  
all three  
sections &  
receive a  
10%  
DISCOUNT  
on your ad  
placements!**

**Full page color ad (10"x20") - \$3,100/section (\$5,580 for both sections)**

*Includes 140k medium rectangle (300 x 250) impressions on timesunion.com per section (420k with all three)*

**Half page color ad (horiz.- 10"x9.75" or vert.- 4.917"x20") - \$1,750/section (\$3,150 for both sections)**

*Includes 80k medium rectangle (300 x 250) impressions on timesunion.com per section (240k with all three)*

**Quarter page color ad (4.917"x9.75") - \$875/section (\$1,575 for both sections)**

*Includes 40k medium rectangle (300 x 250) impressions on timesunion.com per section (120k with all three)*

*Online display ads will start the Friday before the publication date and run until the Sunday after the publication date.*

For generations, local residents have named the Times Union as the most trusted news source in the Capital Region.

**45%** say they are more likely to visit and/or buy from a website/store, if they see a company's ad next to trusted content.

For more information, contact your  
Times Union Media Consultant.

**TIMES UNION**

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