## HONORING BLACK HISTORY MONTH



AD RESERVATION: February 17, 2021 AD MATERIALS DUE: February 18, 2021

The Black History Month special section will have stories on the important historic narratives of the Black experience in the Capital Region.

.....

This includes both societal (Great Migration, 1960's unrest) and personal experiences (Medal of Honor winner Henry Johnson, local jazz scene). But it will also contain contemporary profiles of the legacy lives and businesses around us that will show a direct connection between the past and present, connecting the vibrant contributions that have long been part of the communities in which we live.

Plus, special packages are available for members of both of the Capital Region Black Chambers of Commerce and for local churches. If your organization falls into either of these categories, please contact your Times Union sales rep for more information.



PUBLICATION DATE: February 21, 2021

## **FULL PAGE PACKAGE**

10"x20" Color Print Ad, plus 300x250 online ad with 140,000 impressions on timesunion.com

<sup>\$</sup>3,100

## HALF PAGE PACKAGE

10"x9.75" or 4.9"x20" Color Print Ad, plus 300x250 online ad with 80,000 impressions on timesunion.com

<sup>\$</sup>1,750

## QUARTER PAGE PACKAGE

4.9"x9.75" Full Color Print Ad, plus 300x250 online ad with 40,000 impressions on timesunion.com

<sup>\$</sup>875