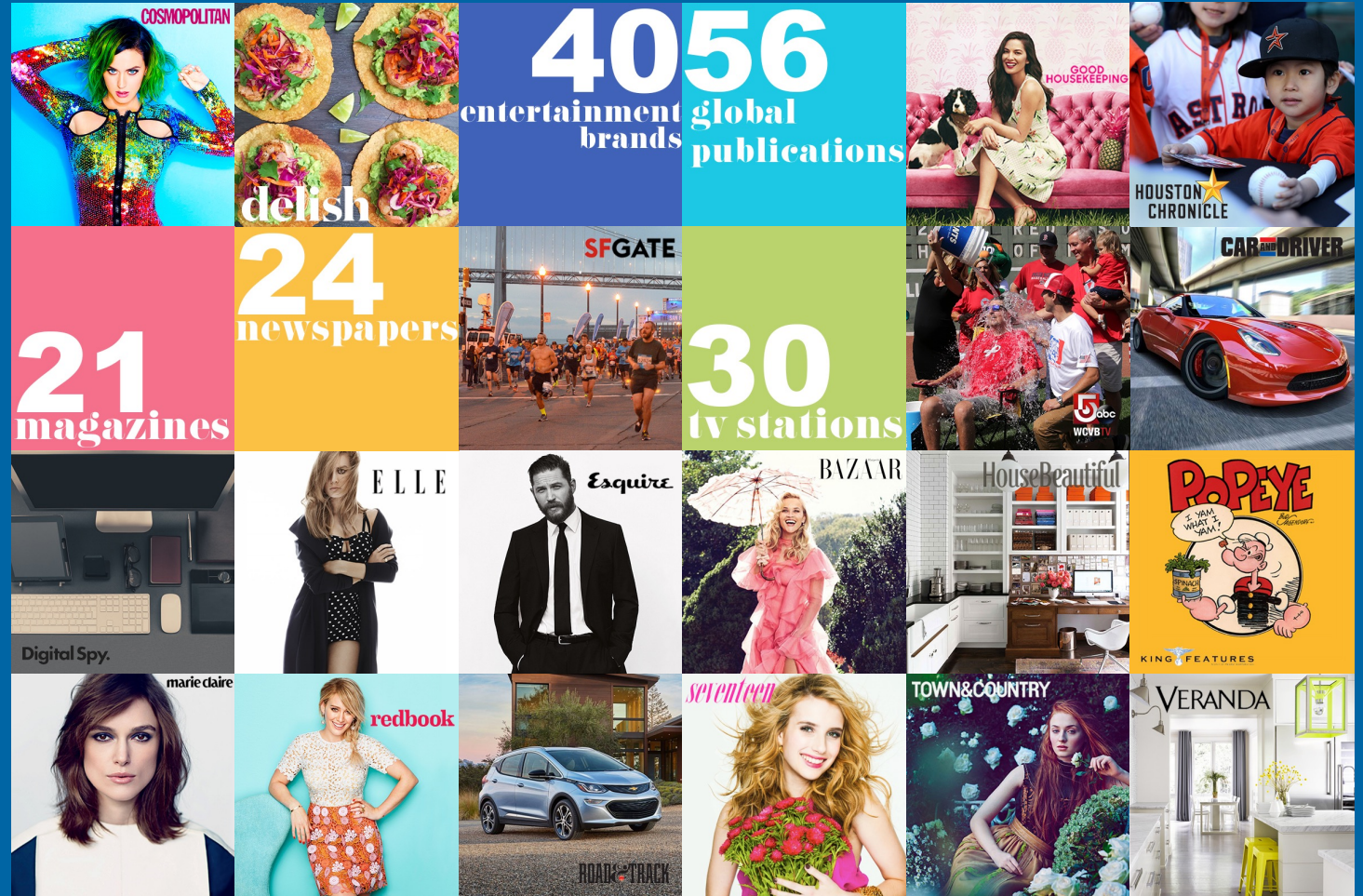
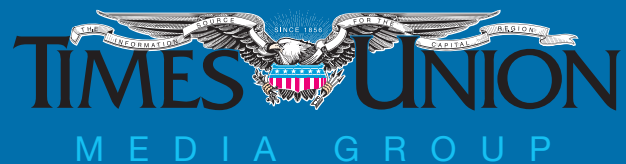


2021 MEDIA KIT

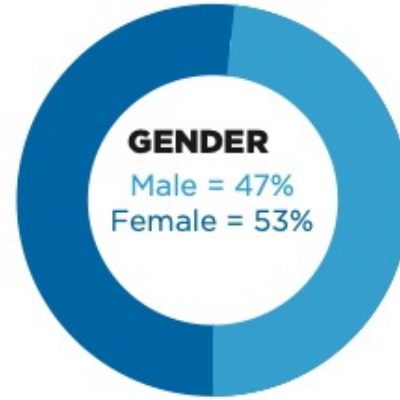
MARKETING WITH IMPACT





MARKET OVERVIEW

ALBANY NEW YORK MARKET OVERVIEW



AGE

18-24 = 7%
25-44 = 27%
45-54 = 15%
55+ = 52%

Median Age

56

DWELLING



HOME OWNERSHIP

Single Family Home = 69%
Home Owner = 73%
Renter = 25%
2nd Home Owner = 10%

Median Home Value

\$227,075

FAMILY STRUCTURE



Married

56.4%

No Children

75%

EDUCATED

HS = 31%
Some College = 69%
College = 39%
College Grad = 527%

Median Age

56

EMPLOYMENT



Employed

58%

White Collar

46%

HOUSEHOLD INCOME

<\$50k = 32%
\$50k - \$74.9k = 14%
\$75k - \$99.9k = 15%
\$100k+ = 39%

Median HHI

\$82,1471



ALBANY DMA ECONOMIC PROFILE



AFFLUENT CUSTOMERS

The mean HHI of an Albany DMA resident is \$83,020 compared to the national mean household income of \$68,938.

\$373,028 = Average Net Worth of an Albany DMA resident



TALENTED & GROWING WORKFORCE

#4 – Ranked fourth nationally for attracting Greater NYC metro area workers who relocate for jobs.

#10 – Hottest City for Jobs in 2019: Albany -Schenectady-Troy MSA

+3.1% - 5-Year Change for Private Sector Employment

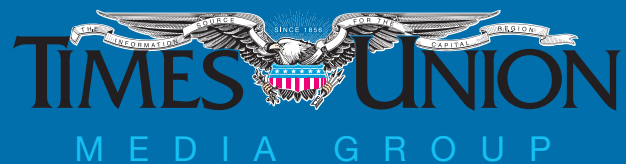
+11.0% - 5-Year Change in Average Private Sector Wage



CUTTING-EDGE ECONOMY

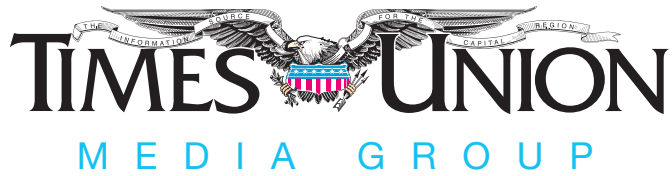
+13.1% - 5-Year Change in Gross Regional Product

#3 – Ranked third nationally as a Leading Potential Innovation Growth Center: Albany – Schenectady – Troy MSA



COMBINED MEDIA PORTFOLIO





AUDIENCE OVERVIEW

UNMATCHED REACH

Weekly Times union
INA Audience

331,392



Print Daily Readership

200,905

Print Sunday Readership

288,749



Daily Circulation

43,993

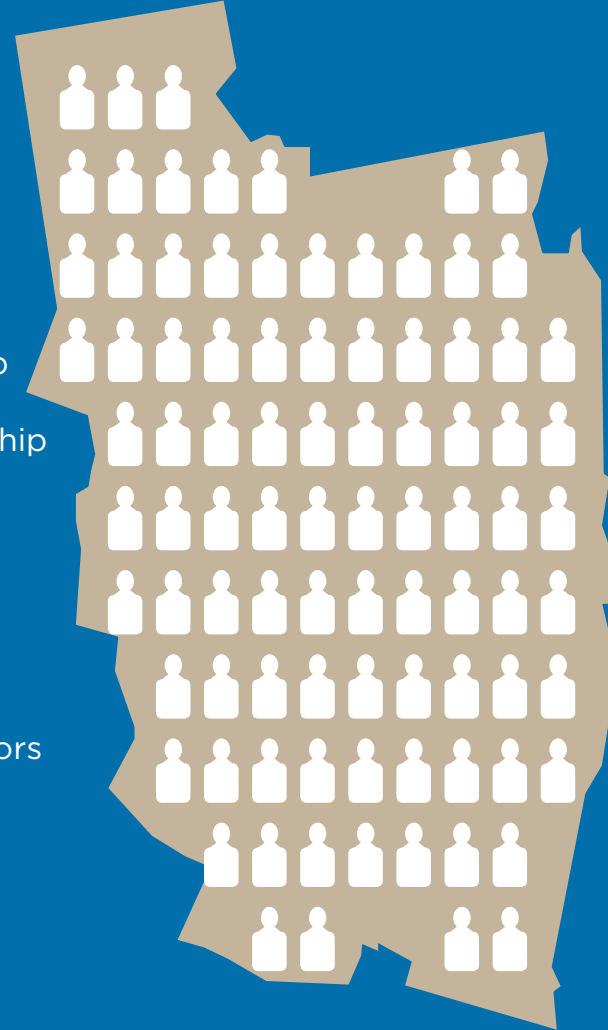
Sunday Circulation

88,206



TU.com Monthly Visitors
(Scarborough Data)

219,496



**MEDIAN HOUSEHOLD
INCOME**

\$96,504



Peak Earners & Buyers

42%



Employed White Collar

46%



Home Owners

73%



College Degree+

57%



ALBANY TIMES UNION

The Times Union is the Capital Region's largest media company and a division of Hearst, a leading global, diversified media, information and services company with more than 360 businesses. For over 160 years, the Times Union has provided trusted journalism and been named New York's State Associated Press newspaper of distinction 10 times, including 7 first place awards in 2020.

#1

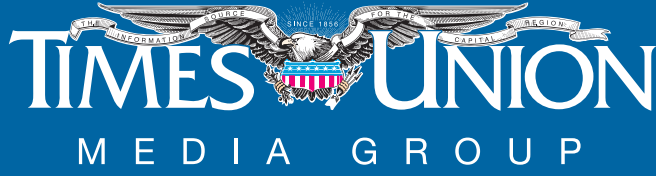
Capital Region and
Upstate New York
Newspaper

#1

Capital Region and
Upstate New York
Website

#11

New York state's
Associated Press
Newspaper of
distinction Awards



TIMES UNION NEWSPAPER

Read by 200,905 adults each
weekday and 288,749 on Sunday.
Avg. Daily Circulation: 43,993
Avg. Thursday Circulation: 56,082
Average Sunday Circulation: 88,206

WWW.TIMESUNION.COM

The Capital Region's leading media
website reaches more than twice as
many adults as any other local
media website. Over 14,439,137
page views per month!

Median Age: 45 years old

Median HHI: \$85,992

Median Home Value: \$217,820



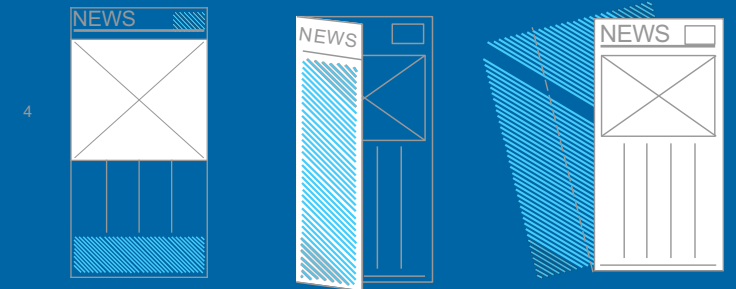


PRINT PRODUCTS

The Times Union provides a spectrum of daily and weekly print ad sections to connect our loyal readers to your business.

UNIQUE AD POSITIONS

In addition to standard ROP ad sizes, elevate your message with other memorable layouts.



Front Page/Section Front Ads

Capture audience attention immediately with premium placement for maximum visibility.

Pull-Out and Extended Pull-Outs

Cover more space with a story across multiple broadsheets for extended messaging.

Gatefold Wrap

Printed on both sides, high-impact messaging with full-size wrap in color.

Weekly TMC Mailbox Delivery

Advance your message by reaching every household in the Capital Region.



CONTENT CAPABILITIES

The Times Union's premium newspaper, website and digital products meet audiences where they are reading, watching and listening. Through a multitude of content channels built on best-in-class, service-related journalism, your organization's message will contribute valuable content to the people, businesses and communities in the Capital Region.

COVERAGE

- Albany DMA
- Hudson Valley

POPULAR SECTIONS

- News
- Sports
- Home Page
- Food
- Business
- Entertainment
- Real Estate
- Automotive
- Opinion

NEWSLETTERS

- Daily Headlines
- Capitol Confidential
- Table Hopping
- Hudson Valley 5
- High School Sports
- Best of the Capital Region
- Green State NY
- Perspective/Opinion
- Places and Spaces
- Chris Churchill

PODCASTS

- Capitol Confidential
- The Eagle
- NXIVM on Trial



OUR (COMBINED) APPROACH

Reach New Audiences Across Multiple Platforms

Our audience reaches over 750+ Hearst platforms.

The Times Union Audience

Enables you to target our audience with **extreme precision** across www.timesunion.com based on our locally collected data and behaviors.

The Hearst Audience

Enables you to target an audience with **extreme precision** with custom audience targeting, from a multitude of Hearst owned sites.

This combination in turn gives your brand the ability to drive efficient reach & results on www.timesunion.com using data from some of the **most iconic** publishing brands in the world.

Extraordinary
Brands:

ELLE

San Francisco
Chronicle

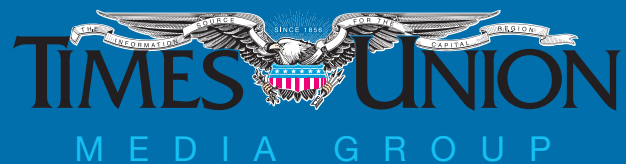
TIMES UNION

H
HISTORY

DR. OZ
THE GOOD LIFE

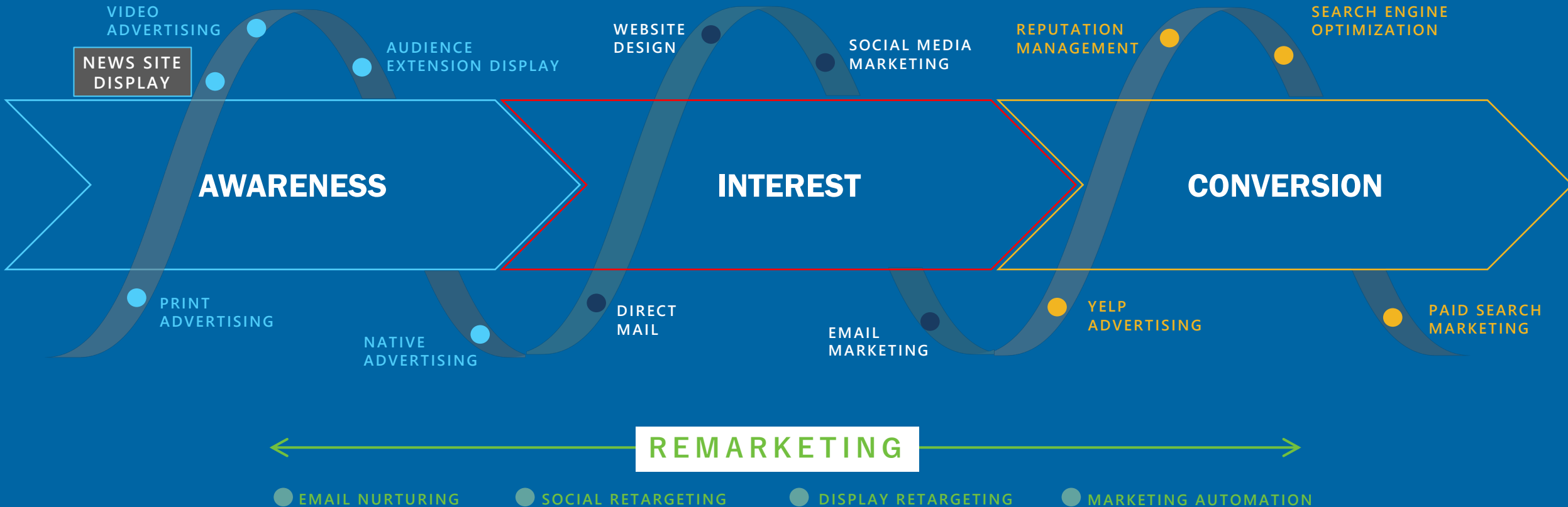
O
THE OPRAH
MAGAZINE

HOUSTON
CHRONICLE



DIGITAL PORTFOLIO

Engage your target audience along their path to explore and purchase:



From the clients in real estate and finance to retail and healthcare, we offer a full range of products to suit your online advertising needs. Whether you want to drive phone calls and conversions through pay per click advertising on Google, or you want to boost your user engagement online through social media, we have a dedicated product to meet each of your goals.

After all, the most successful marketing campaigns are those that are diverse in their marketing efforts.



DIGITAL PRODUCTS

Customize your story-telling through digital products to empower target audiences across the buying journey.

Display Ads

The Times Union engage IAB standard and rising star units across platforms with optimization for better performance.

High Impact Rich Media

Get readers attention with rich media solutions that are effective and efficient. Placements include wrap/takeover, synched ad units, overlay, and more.

Interactive Content Module (ICM)

Utilize customizable units that feature a variety of creative assets, including video players, email sign-ups, store locators, social media share, and more.

Mobile

Include responsive ads to engage higher views across smartphone and tablet capability.

Email Marketing

We design and implement content that matches your target audience and geographic location. With a qualified list of email addresses, we align a program rooted in your initiative needs through products, sales, special offers, and applicable newsletters to your audience.

Newsletter Sponsorship

Own one of the Times Union's editorially-driven email newsletters with 100% SOV.

Search Optimized Content

Get your business in front of customers with precision across a full spectrum of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies.

Precise Targeting

Experience advanced campaign methods through geolocation and targeting direct consumer behavior for more effective results.

Social Media

Harness your business's full capacity with a social media strategy to engage new followers and retain audience impressions.

Programmatic Advertising

Learn how data-driven results are more effective through customized audiences for your media campaign that include location, keyword search, browsing behavior, and contextual content.

Classified Ads

Post a traditional classified ad through the Times Union for print or digital media to generate new leads for Real Estate, Recruitment, Auto, and more.

Hearst Premium Network

Have full access to our proprietary core audience solution to give your business efficient results across the most iconic publishing brands in the Capital Region.

TIMES UNION DISPLAY AND RICH MEDIA

STANDARD ROS STATIC DISPLAY UNITS

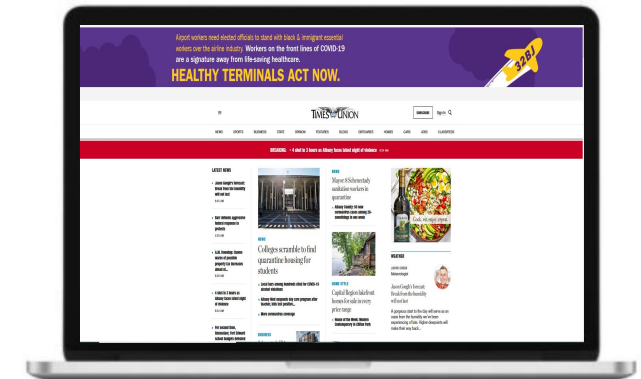
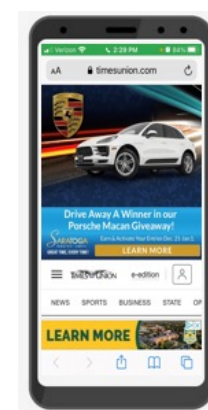
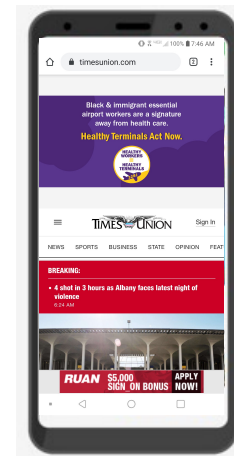
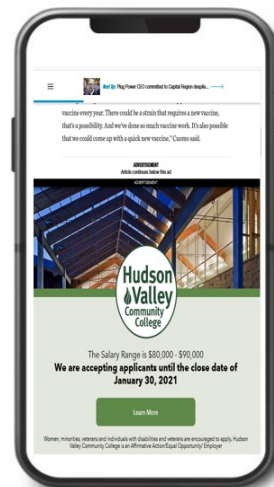
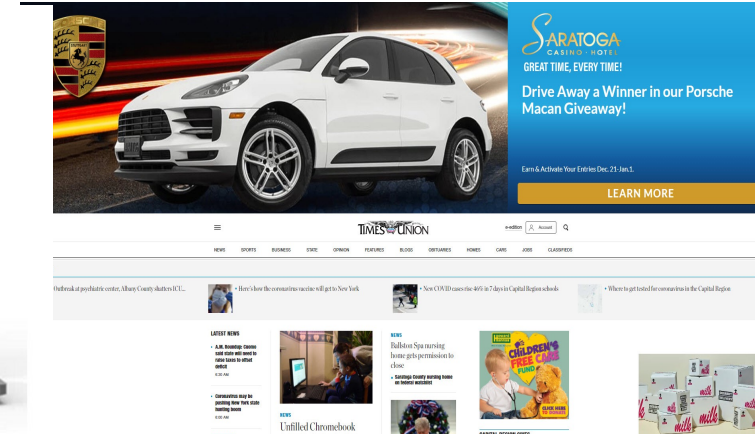
300x600 Half Page
300x250 Medium Rectangle
970x90/728x90 Leaderboard
970x250 Marquee

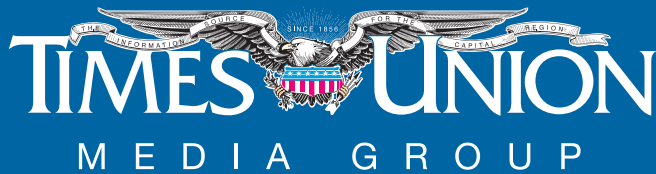
STANDARD MOBILE STATIC DISPLAY UNITS

320x50 Mobile Leaderboard
300x250 Mobile Rectangle
320x460 Mobile Interscroller

NATIVE DISPLAY UNITS

VIDEO PRE-ROLL UNITS





TIMES UNION

DISPLAY AND RICH MEDIA

RICH MEDIA AD UNITS*	AD SIZE(S)	DESCRIPTION
Super Crown	1300x600, 768x600 375x300, 320x300	Responsive
Crown	1300x600, 768x400 375x300, 320x300	Fixed Top of Page
Supreme	1280x200, 728x200, 320x200	Fixed Top of Page
Super Hero	1300x250, 1000x250, 728x250, 320x250	Responsive - Can Contain Video
HERO with Video	970x250	Fixed Ad Unit
Cinema	300x600	Fixed Ad Unit - with User Initiated Full Screen Video (*Must Have Video)
Mini Cinema	300x250	Fixed Ad Unit - with User Initiated Full Screen Video (*Must Have Video)
Flipbook	970x250, 300x600, 300x250	Fixed Ad Unit - 4-7 Rotating Images
Countdown Clock	300x250	Fixed Ad Unit - (*Must Have Video)
Mobile Interscroller	320x460	Scrolling Ad Unit

SEARCH

Search Engine Marketing

Paid Search puts your organization in front of consumers who are actively searching for the services you offer on top search engines like Google.

Search Engine Optimization

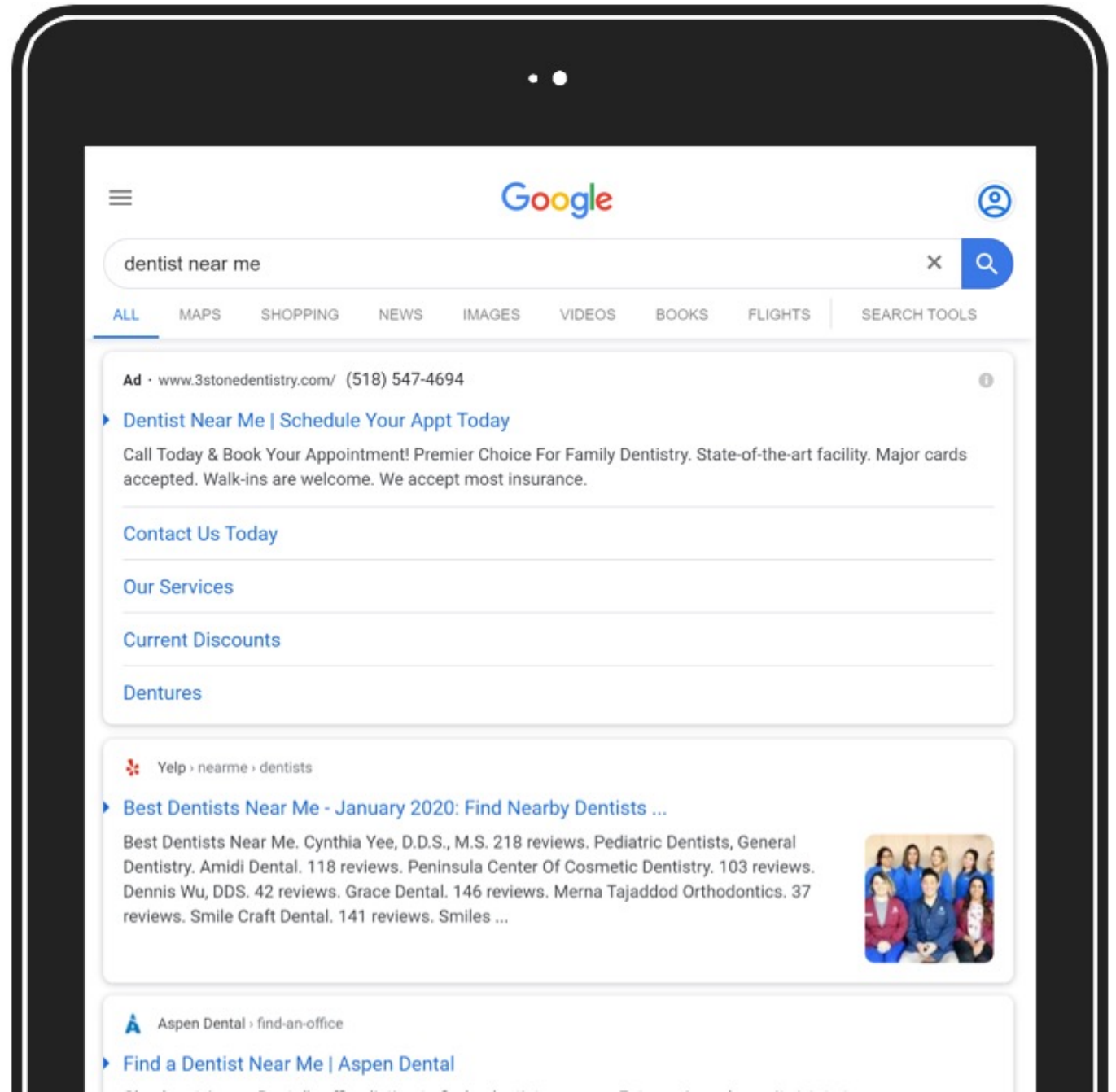
We start each SEO campaign by examining your unique scenario – including your target geography, competition, industry, and existing SEO profile.

Reputation Management

Ensure that your business is properly listed on dozens of the top review sites and your reviews are monitored and professionally responded to.

The Power Of Hearst

Hearst was the first company to become 1 of 30+ "Google Premier Partners," and today, 100% of our Search Analysts are "Google Certified."

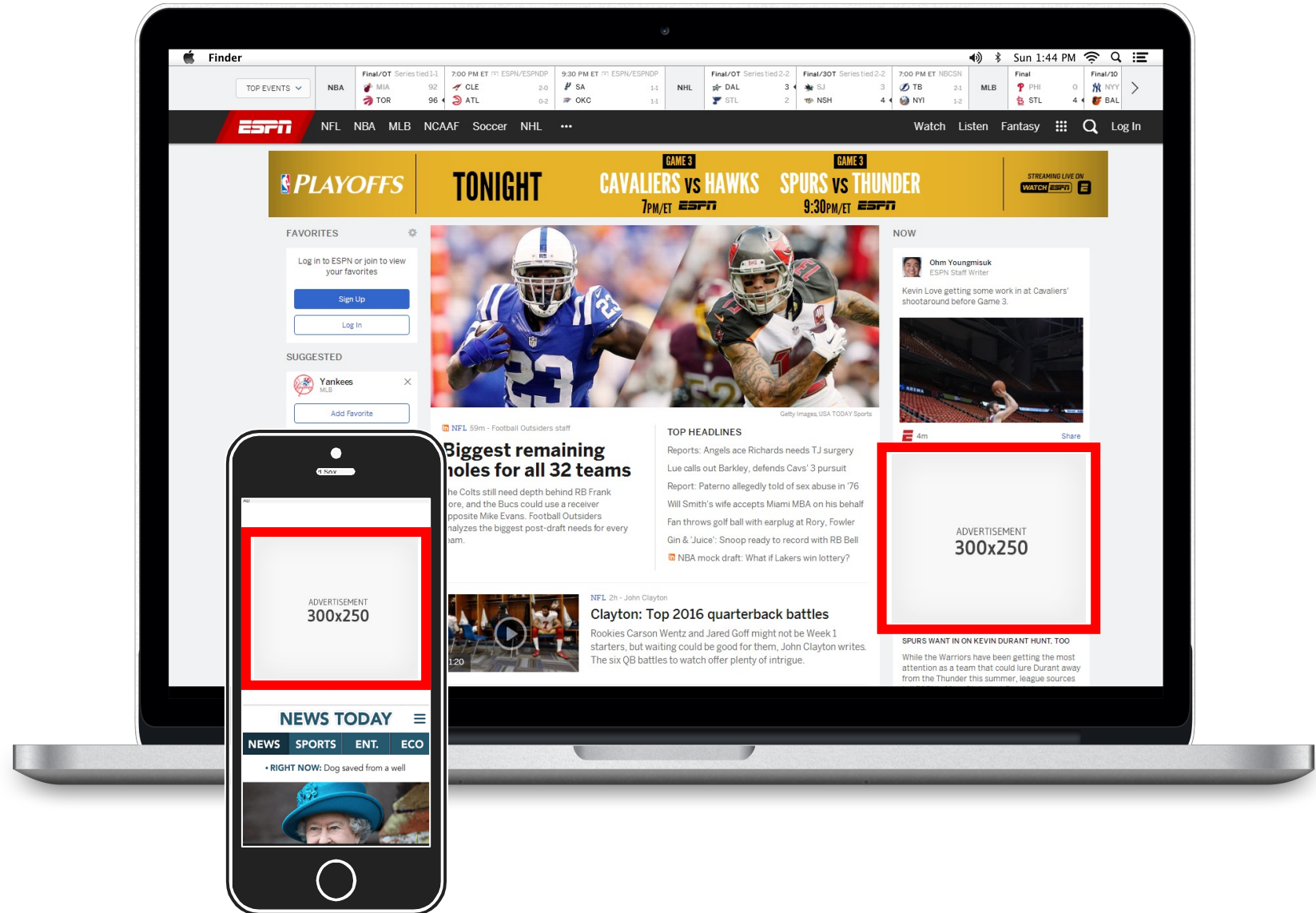


DISPLAY NETWORK

Increase brand awareness with a banner or video ad campaign appearing across a vast network of websites and/or mobile sites and apps.

TACTICAL OPTIONS

- Geographic
- Behavioral
- Keyword/Contextual
- Site Retargeting
- Search Retargeting
- Lookalike Audiences
- GeoFencing
- Addressable GeoFencing
- Native Ad Units
- Pre-Roll Video Ad Units



SOCIAL MEDIA

CONSULTATIONS

Market audits, SWOT analysis, competitive and audience insights.

PAID ADS

Promote your brand through a paid media strategy to a targeted audience and custom objectives.

ORGANIC COMMUNITY MANAGEMENT

Create a community for those who have engaged with your brand or business, be a resource, control your message and solidify your legitimacy.

EVENTS, LIVE STREAMS, FILTERS

Attract attendees to your events and encourage them to participate with fun filters and live interviews.



STREAMING VIDEO/AUDIO

TRUEVIEW ADS (YOUTUBE)

Pre-roll, search results, YouTube TV and homepage ads.

OTT (STREAMING TV)

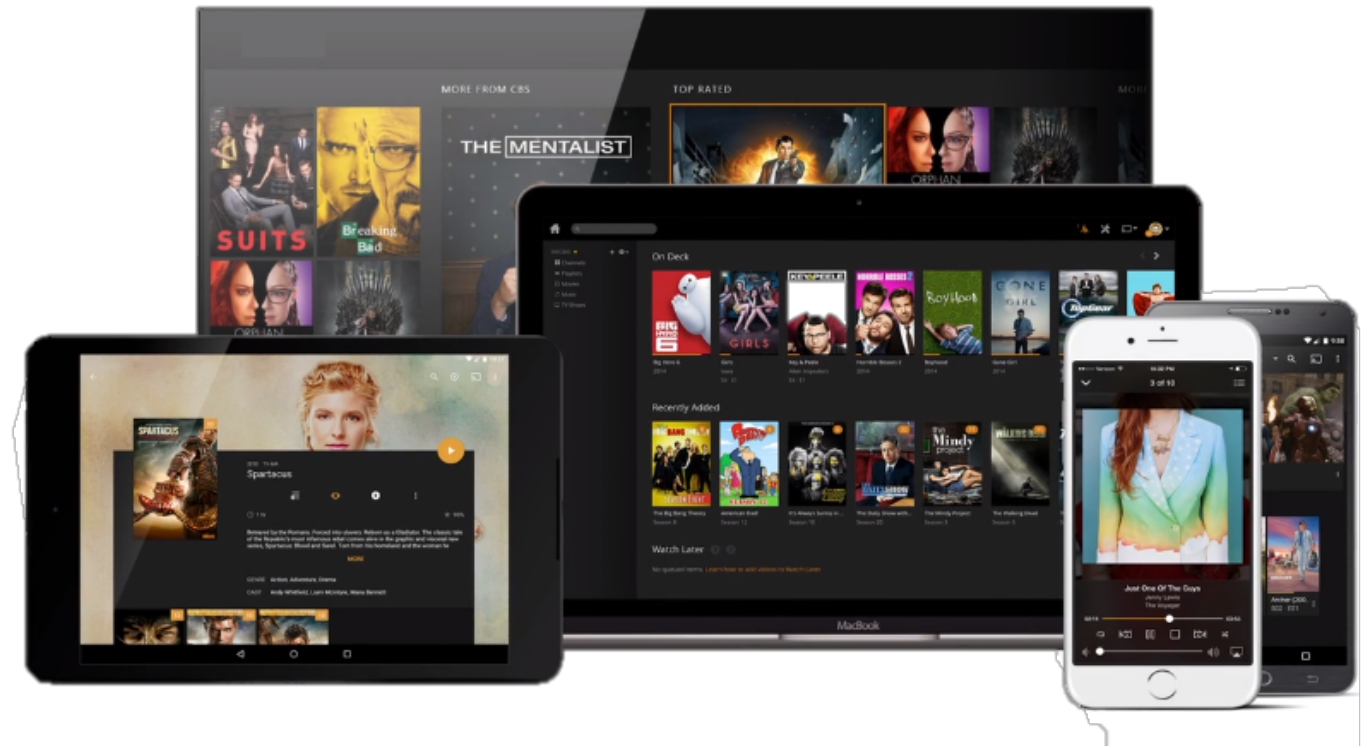
Digital commercials are served on multiple devices via the internet.

STREAMING AUDIO

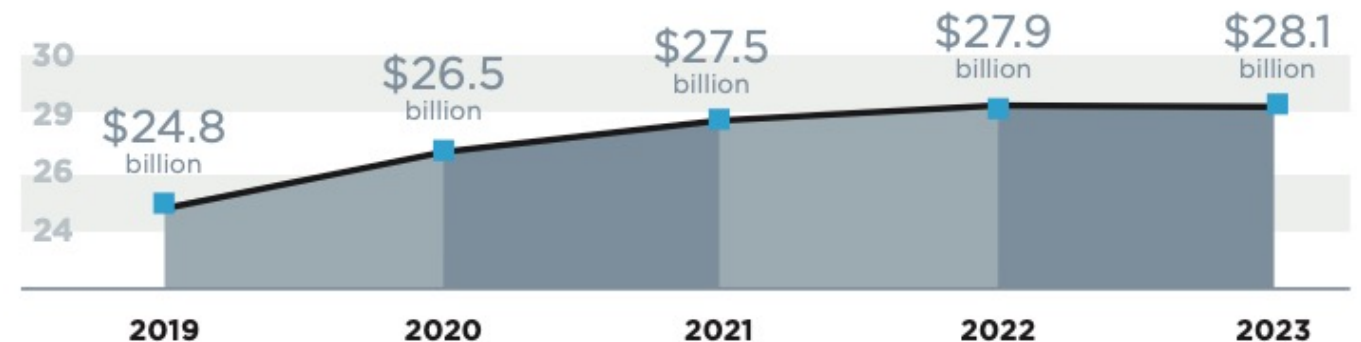
Audio stays with people all day long, reaching them in screenless moments where visual media can't through online radio/podcasts.

TARGETING OPTIONS

- Geographic
- Behavioral
- Demographic
- Keyword/Contextual
- Search Retargeting
- GeoFencing
- Addressable GeoFencing



Global video streaming revenue for period 2019-2023, in billions US dollar

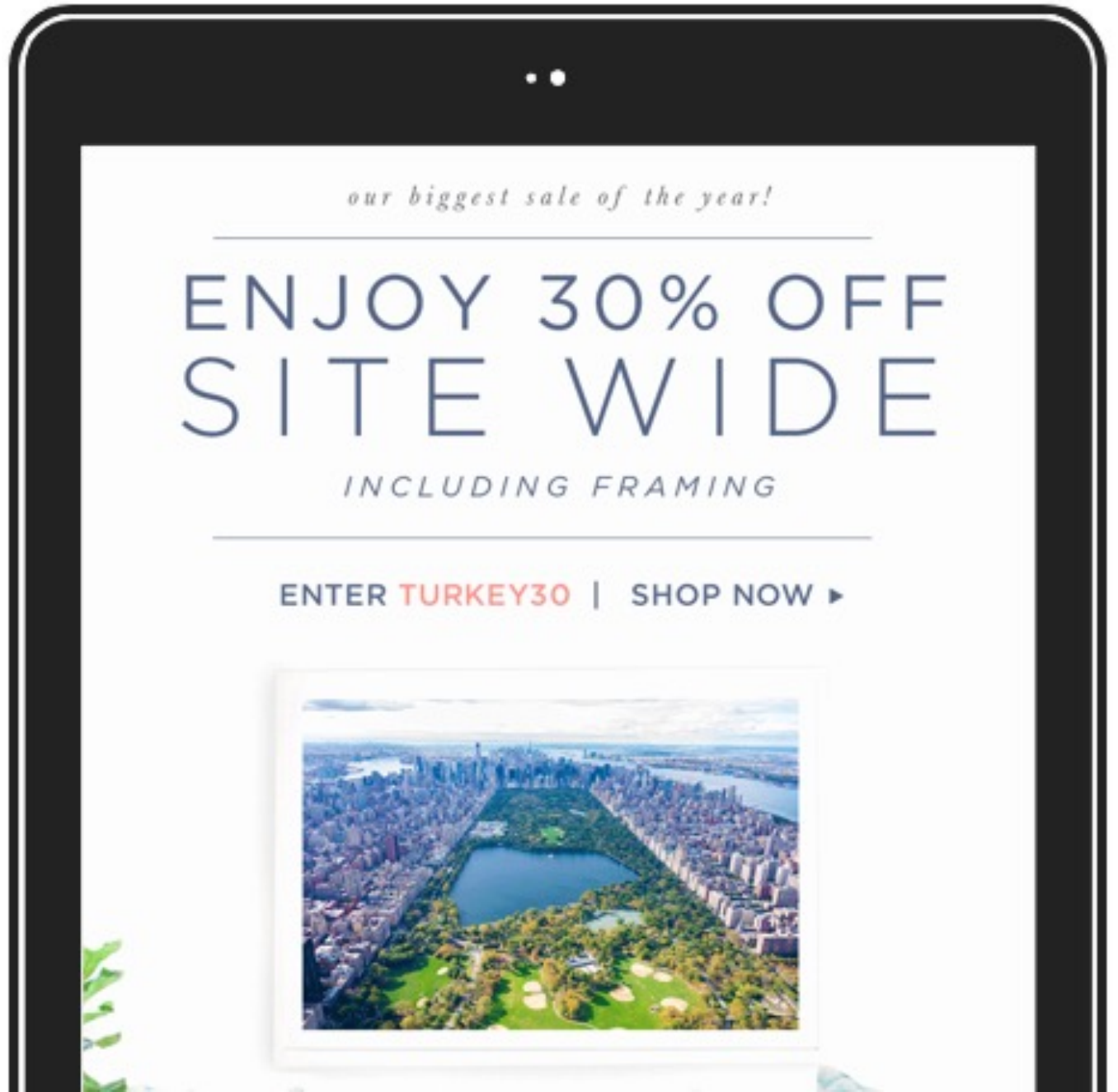


EMAIL MARKETING

Our Email Marketing solution offers one of the largest and most comprehensive databases in the marketplace today containing more than 300 available selects and filters and over 134 million unique email records.

TARGETING OPTIONS

- Geographic
- Demographic
- Household Income
- Net Worth
- Education
- Purchase Behaviors
- Occupation
- Interest Targeting and more!



CONTENT MARKETING

CONTENT CREATION

We tell your story by creating content that matters.

LED BY RESEARCH

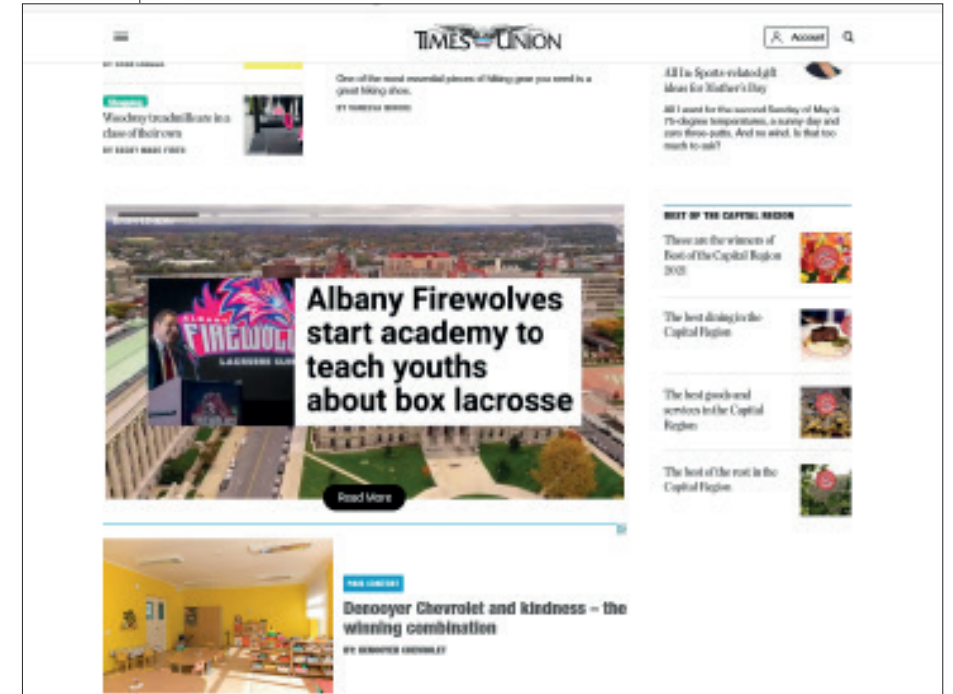
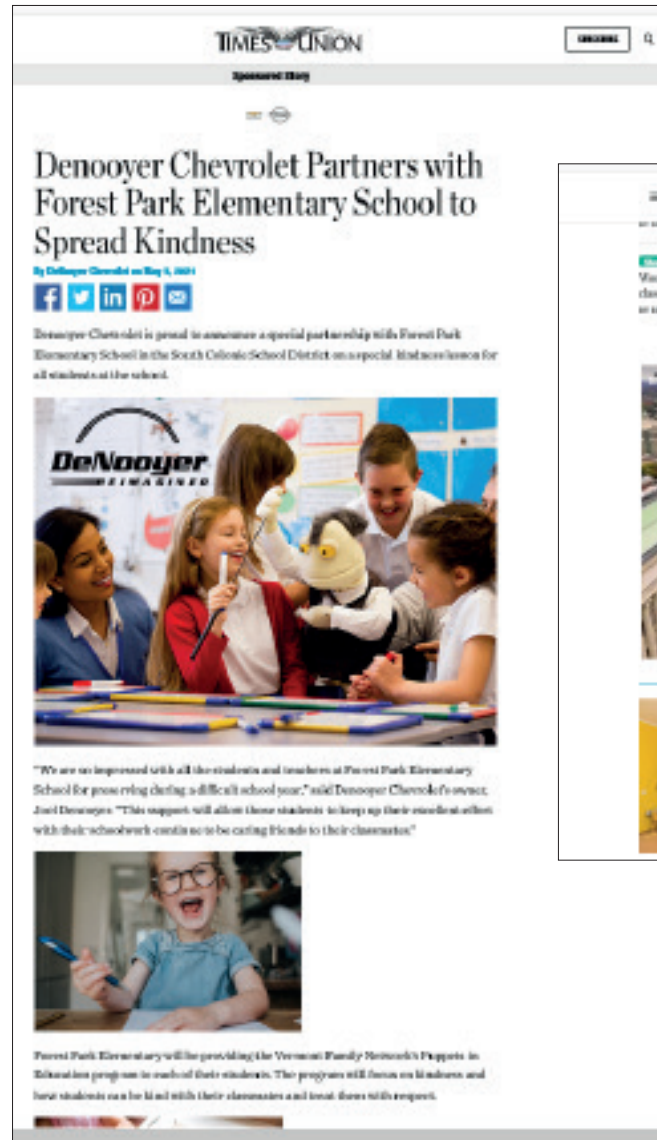
Using strategic insights, we connect your brand with your target consumers.

TURNKEY CONTENT MARKETING

A robust campaign that will create, distribute, promote, provide analytics, and optimize.

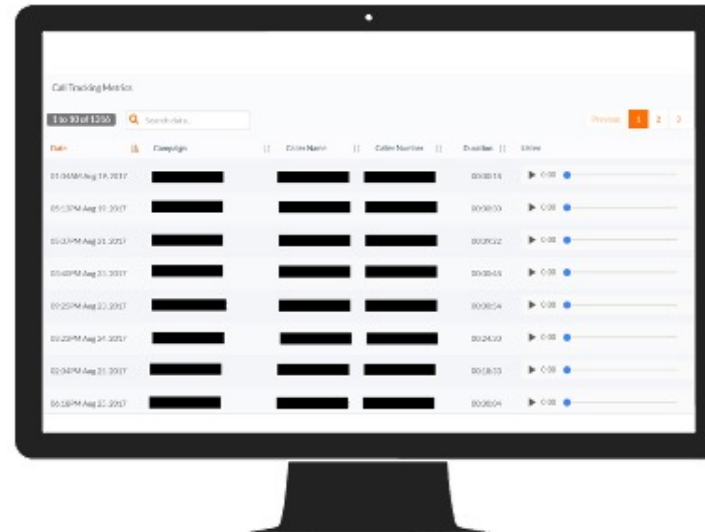
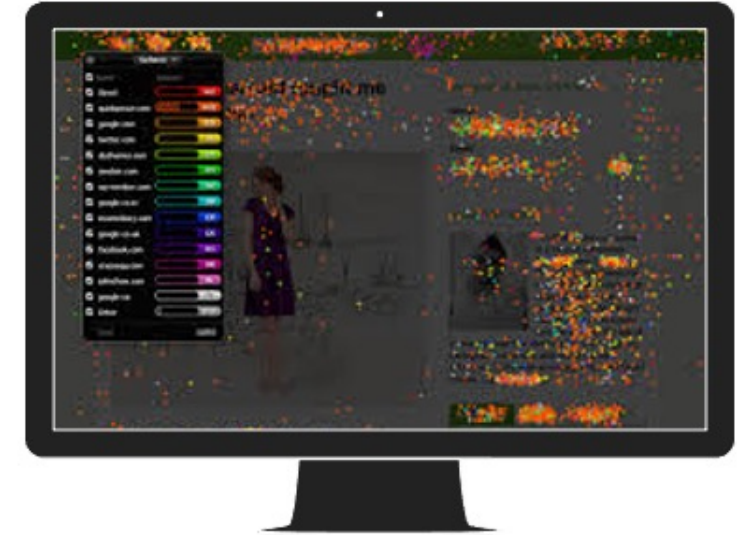
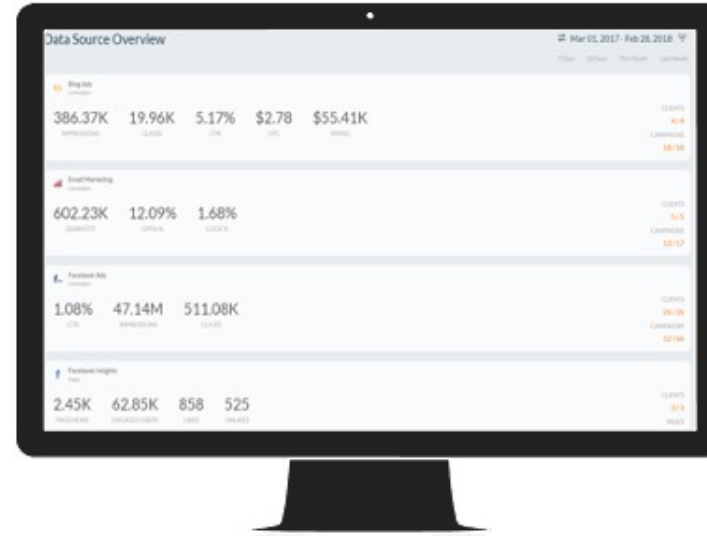
HOW DOES THE AUDIENCE DISCOVER YOUR STORY?

Native and sponsored content placements can be clicked to connect viewers to your story from Network, Social Media and a Hearst Newspaper site.



ANALYTICS TRACKING

- Professional Custom Dashboard
- Campaign Metrics
- Call Tracking
- Form Tracking
- Conversion Zones
- Heat Mapping
- Scroll Maps
- Tracking Pixels
- Monthly Reporting Sessions





WHERE LOCAL BUSINESSES GO TO ***THRIVE.***

Respected Brands & Quality Audiences

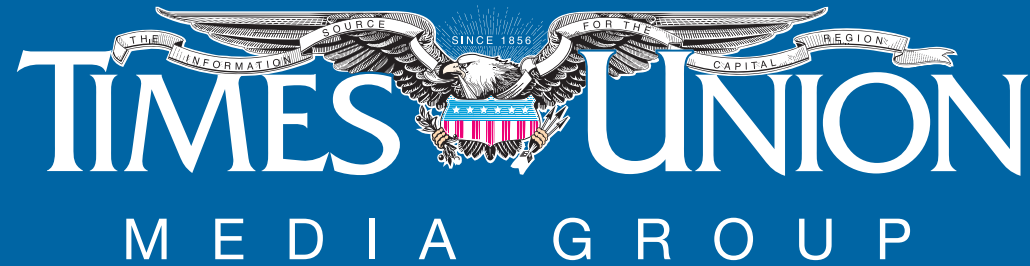
Access the largest and most desirable audiences in the Capital Region.

Engaging Portfolio

Full suite of multi-media news assets and digital marketing services.

Strategic Planning

Marketing plans infused with local knowledge and industry expertise.



Contact us today to learn how we
can assist your business expand
audience reach, build brand
reputation, and increase ROI.