

NNY Business | advertising

Premium advertising pages

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| INSIDE FRONT COVER (pg. 2) \$1,200 | FIRST RIGHT-HAND PAGE (pg.3) \$1,100 |
| DOUBLE TRUCK (2 facing full pages) 15.75" x 9.78 \$1,800 | |
| INSIDE BACK PAGE \$1,100 | BACK COVER 7.38" x 8.275" \$900 |

NNY Business | Fast facts

- Month-long ad exposure.
- Approximately 9,000 copies printed each month, with roughly 3,000 direct mailed to business and civic leaders in Jefferson, Lewis and St. Lawrence counties.
- Average of 3,000 copies inserted each month into targeted home delivery routes of the *Watertown Daily Times*.
- Average of 1,300 copies inserted each month into targeted home delivery routes of the *Daily Courier Observer*.
- *Total print reach*: Roughly 50,000 readers.
- Bulk dropped at all NNY chambers of commerce and select retail and professional locations across Northern New York.
- A growing regional paid subscriber base.
- Printed on high-quality, glossy stock with full color on every page.
- Website and social media channels branded with magazine.
- A Johnson Newspaper Corp. publication.

Ad packages, sizes & dimensions

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|---|---|---|---|---|
| 1/2 PAGE Horizontal 7.38" X 4.86" 3c by 4.86" | 1/2 PAGE Vertical 4.86" x 7.38" 2c by 7.38" | 2/3 PAGE Horizontal 7.38" x 7.38" 3c by 7.38" | 2/3 PAGE Vertical 4.86" x 9.87" 2c by 9.87" | FULL PAGE 7.38" x 9.87" 3c by 9.87" |
| | | 1/3 PAGE Vert. 2.35" x 9.87" 1c by 9.87" | 1/6 PAGE Horizontal 4.86" X 2.35" 2c by 2.35" | 1/6 PAGE Vertical 2.35" x 4.86" 1c by 4.86" |
| | | 1/3 PAGE Horizontal 4.86" x 4.86" 2c by 4.86" | BANNER STRIP 7.38" X 2.5" 3c by 2.5" | |

Basic package

- Full color, open contract commitment, single insertion

Full pg. \$1,045 — 2/3 pg. \$865 — 1/2 pg. \$665 — 1/3 pg. \$380

Banner Strip \$290 — 1/6 pg. \$240

Silver package

- Full color, three-month contract, three insertions

Full pg. \$945 — 2/3 pg. \$785 — 1/2 pg. \$590 — 1/3 pg. \$370

Banner Strip \$275 — 1/6 pg. \$225

Gold package

- Full color, six-month contract, six insertions

Full pg. \$835 — 2/3 pg. \$695 — 1/2 pg. \$525 — 1/3 pg. \$345

Banner Strip \$250 — 1/6 pg. \$200

Platinum package

- Full color, 12-month contract, 12 insertions

Full pg. \$760 — 2/3 pg. \$600 — 1/2 pg. \$475 — 1/3 pg. \$330

Banner Strip \$220 — 1/6 pg. \$170

Nonprofits & Ad discounts

- Nonprofit organizations and clubs are eligible for a 30 percent discount off **Basic Package** rates.
- **No additional discounts** are applied to three, six and 12-month contract buys.

2021 Cover Stories

January — 2021 Economic Outlook

February — Winter Sporting & Outdoor Recreation

March — Women in Business

April — Business of Pets

May — Business of Technology

June — Tourism in NNY

July — Regional Agriculture

August — Regional Health Care

September — Business of Outdoor Hunting & Fishing

October — Higher Education

November — Family Business

December — 11th Annual 20 Under 40 Issue

Ad specifications

■ All ad copy must be in electronic form. Camera-ready ad slicks are no longer acceptable. Electronic files may be emailed or supplied on a CD, DVD or flash drive in Windows or Mac format. We accept Adobe PDFs and Adobe Photoshop files. All graphics, images and fonts must be linked or embedded. PDF ads must have fonts embedded. Color ads must be in CMYK separation, *not* RGB. Copies of photos and other graphics may be dropped off or mailed to 260 Washington St., Watertown, N.Y. 13601, for electronic scanning. Ad proofs provided at client request.

Copy & Contracts

■ NNY Business reserves the right to reject any advertisement. **Cancellations are not accepted after the advertising space deadline.** Advertisers and advertising agencies assume responsibility for their content, including text, representations and illustrations of printed advertisement. The publisher assumes no liability for errors in provided copy. If an ad is scheduled for a given issue and copy instructions are not received by the issue closing date, the most recently published ad will be used. All rates are subject to change in accordance with any general rate change.

Event Sponsor Packages

■ *NNY Business* also presents special events, including the popular 20 Under 40 luncheon and Speaker Series events. For sponsorship opportunities, contact Holly Boname, (315) 661-2381.

Bulk copies & Back issues

■ Businesses and organizations that would like **bulk copies** of the magazine should call our circulation team at (800) 724-1012. Bulk rates are available at \$1.25 per copy. **Back issues** of NNY Business also are available by calling our circulation team at (800) 724-1012. Back issues are \$4 per copy plus postage.

Photo & Page reprints

■ Photo and page reprints and plaques are available for purchase. Send reprint requests and plaque orders to nnybusiness@wdt.net or call (315) 661-2399. Photo reprint rates vary, depending on requested image size. Plaques are available with a cherry back or a black back. Rates are: 6x8 — \$17.50 / 7x9 — \$20 / 8x10 — \$25 / 9x12 — \$30 / 11.62x16.75 — \$50

Website

■ Contact Magazine Editor **Holly Boname**, (315) 661-2381 or hboname@wdt.net, for story information or editorial submissions for consideration.

Contact us / Advertising

■ Contact your local account executive at their respective local office. **Unsure who to call?** Contact Magazine Editor **Holly Boname**, (315) 661-2381 or hboname@wdt.net to connect with your local account executive.

2021 Publishing schedule

January

Ad space: **Friday, Dec. 18** / Distribution: **Saturday, Jan. 9**

February

Ad space: **Friday, Jan. 15** / Distribution: **Saturday, Feb. 6**

March

Ad space: **Friday, Feb. 12** / Distribution: **Saturday, March 6**

April

Ad space: **Friday, March 12** / Distribution: **Saturday, April 10**

May

Ad space: **Friday, April 9** / Distribution: **Saturday, May 1**

June

Ad space: **Friday, May 21** / Distribution: **Saturday, June 12**

July

Ad space: **Friday, June 25** / Distribution: **Saturday, July 17**
(July issue includes 800-plus copy bonus distribution to all farm businesses in the tri-county region of Jefferson, Lewis and St. Lawrence counties)

August

Ad space: **Friday, July 16** / Distribution: **Saturday, Aug. 7**

September

Ad space: **Friday, Aug. 13** / Distribution: **Saturday, Sept. 4**

October

Ad space: **Friday, Sep. 10** / Distribution: **Saturday, Oct. 2**

November

Ad space: **Friday, Oct. 8** / Distribution: **Saturday, Oct. 30**

December

Ad space: **Monday, Nov. 10** / Distribution: **Saturday, Dec. 4**
(December issue includes 500-copy bonus distribution at 20 Under 40 luncheon at the Hilton Garden Inn Watertown/Thousand Islands)

Contact us / Editorial

■ Send editorial copy, story ideas, news releases and business photos (.jpg/300 dpi) to nnybusiness@wdt.net.

The deadline for submissions is the 10th of the month prior to publication. The editor reserves the right to reject submissions that do not meet editorial guidelines. All material submitted to *NNY Business* becomes property of Northern New York Newspaper Corp., publishers of the Watertown Daily Times and will not be returned. For a complete guide to submitted content, including freelance writing guidelines, visit our website, nnymagazines.com.

Subscribe

■ Call (800) 724-1012 to begin mail delivery of the magazine or to add *NNY Business* to your newspaper subscription. One-year of mail delivery is \$15 for 12 issues; two years is \$25 for 24 issues.

NNY 2021 Business

nnybizmag.com



**Northern New York's
Premier Business Monthly**