

# E-NEWS ALERTS RATES\* & SPECS

## 2021 NEWS ALERTS PRICING (per month)

	Daily News Alerts	Coffee Break
Leaderboard	\$1,000 Weekly	\$1,000 Weekly
or Square	\$3,000 Monthly	\$3,000 Monthly

Emails sent Monday-Friday • Excludes holidays

## REQUIREMENTS & SPECIFICATIONS

- Image sizes are:
    - Leaderboard: 728x90
    - Square: 300x250
    - Logo: 120x60
  - We allow • Static GIF • JPEG  
All GIFs and JPEGs must be RGB or index color and cannot exceed 25K in size.
- Note: For News Alerts we cannot serve any rich media redirect tags. Also, while we accept animated .gif files for newsletters, users of Outlook '07 will not be able to view them correctly. We recommend using static images for newsletters.

- Full-image paths in the code must be used (ex: <http://www.domain.com/images/graphic.jpg>).
- Clients should provide detailed linking instructions
- If the banner ad comes to us as a Word document, a PDF file or an Excel file, we consider the email in need of full design services and a \$300 charge will be applied.
- If the file supplied is unmanageable and requires work, a programming fee will be assessed.
- News Alerts do not run on holidays.

# EMAIL RENTAL/EMAIL BLAST RATES\* & SPECS

Pricing for email list rentals & 1 responder ad: \$3,090

Healthcare email rental & 1 responder ad: \$1,200

## RESPONDER AD

The Central New York Business Journal's responder ad campaign will help you increase your open and click-through rates. It entitles you to target responders with relevant, in-sequence messaging which will impact the ROI of your campaign. One responder ad is included in pricing.

Add-On Responder Ads: \$200 each

## REQUIREMENTS & SPECIFICATIONS

### CAMERA READY

- All email HTML must be table-based layouts; using CSS only to control typography and color.
- There is a 600 pixels maximum width, 700 pixels maximum height and up to 100K maximum file size (includes all images and html files).
- All images must be JPG or GIF and 72 dpi.
- When constructing your email, you should avoid using HTML editors (Microsoft Word, Dreamweaver and others) because they often insert proprietary code, which not all mail clients will be able to read. For best results use a plain-text editor like Notepad or EditPlus.
- Flash, Rich Media, Image Maps and Javascript are not available in email products.
- HTML file images must be hosted by you (the client) or by a third party and must be reflected in the HTML code you submit to us.
- We cannot accept an HTML message that is already contained in the body of an email message.
- A blast that is entirely a linked image is NOT recommended, as today's email platforms block images. An HTML email should be a combination of text and images with a call to action within the text component.
- Full image paths in the code must be used (<http://www.domain.com/images/graphic1.jpg>).
- If the HTML script comes to us as a Word document, a PDF file or an Excel file, we consider the email in need of full design services and a charge will be applied.
- If the file supplied is unmanageable and requires work, a \$65/hour programming fee will be assessed.

### WORKUPS

- URL(s) of or direct graphic image(s) to be included in your email blast, including company logo, products and other related images.
- A clear concept to include marketing slogans and the mission of your campaign, to more rapidly assist us in preparing your email broadcast.

# WEBSITE PRICING\* & SPECS

## RUN OF SITE ADVERTISING

No other medium delivers a more qualified local business audience than our website. Recognized as Central New York's leading business website, we deliver the area's local business news in an easy-to-navigate format. Your ad appears in multiple locations on a random basis.

Position	Run-of-Site
Leaderboard (728x90)	\$500
Square (300x250)	\$400
Takeover Campaign	Call for rates

## SPONSORSHIP OPPORTUNITIES:

Home Page Takeover

## BANNER SPECIFICATIONS

File Size: 35K or less • Loop Limit: 5 loop limit  
Formats: GIF, JPG, HTML  
Alt Text: Cannot exceed 70 characters

## CREATIVE DEADLINES:

- GIF, JPG, HTML: Five business days prior to start date.
- Linking URL must be submitted with creative.
- HTML code cannot exceed 15K
- Larger value must be set to target= blank
- Rich Media: Rich media accepted only upon approval.

## CREATIVE SERVICES

HTML editing: \$65/hour • HTML design: \$300/version  
Image hosting: \$50 each

## TERMS AND CONDITIONS

- The Business Journal owns the databases mentioned above and holds all rights to each electronic file.
- Client must provide a sample of the HTML message at least five business days before the message goes live.
- The Business Journal reserves the right to refuse any client.
- Payment in advance of the live message is mandatory.
- The email message may be sent by a third-party selected by The Business Journal.

## SPACE RESERVATIONS AND CANCELLATION POLICY

- Reservations for The Business Journal email rental programs are taken on a first-come, first-served basis. Reservations are only confirmed based on a signed contract. If the client requires changes, image hosting, or design services, all materials must be received by The Business Journal at least ten (10) days before broadcasting. If the client does not submit the HTML message by the deadline, The Business Journal will hold the client responsible for the reservation and for its payment.
- Any changes to the original specifications or cancellations must be in writing and received by The Business Journal at least ten business days before the scheduled broadcast date. Cancellations without the required notice will be billed at 100% of the rate quoted. Any editing and production charges will be due and payable regardless of cancellation or rescheduling.

## ADVERTISING INQUIRIES:

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