

# OUR WEBSITE MEANS MORE ADVERTISING OPPORTUNITIES

The Central New York Business Journal is the **#1 content generator in Central New York.**

This is no ordinary place to display your ad. The Web versions of CNYBJ reach local business executives and entrepreneurs where they live and work. They won't just be stumbling across your ad while they're Googling around the Web. They are visiting our site because they choose to—and your message will be front and center when they arrive.

**WEB LEADERBOARD | 728 X 90 | CALL FOR RATES**

**WEB DOUBLE LEADERBOARD | 728 X 180 | CALL FOR RATES**

**WEB TRIPLE LEADERBOARD | 728 X 250 | CALL FOR RATES | CALL FOR RATES**  
RUN OF SITE                      STATIC BANNER

**WEB SQUARE  
300 X 250  
CALL FOR RATES**

**WEB SQUARE | 300 X 50  
CALL FOR RATES**

**FOR MORE INFORMATION, CONTACT:**

**Marny Nesh**  
(315) 579-3925 • [mnesher@cnybj.com](mailto:mnesher@cnybj.com)

**Kelly Bailey**  
(315) 579-3924 • [kbailey@cnybj.com](mailto:kbailey@cnybj.com)

The Central New York  
**BUSINESS JOURNAL**  
Digital | Print | Events | Data

# SPECIFICATIONS:

## NEWS ALERTS SPECS

### REQUIREMENTS & SPECIFICATIONS

- Image sizes are:  
Leaderboard: 728x90 *plus Mobile Leaderboard: 300x50*  
Square: 300x250  
Logo: 120x60
- We allow • Static GIF • JPEG • PNG  
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 or Flash files. 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.*
- Image Maps are not available in email products.
- Full-image paths in the code must be used  
(ex: <http://www.domain.com/images/graphic1.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.

## WEBSITE 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.

### SPONSORSHIP OPPORTUNITIES:

- Industries • People on the Move • Calendar of Events • Small Business
- Opinion • Videos • Page Sponsor • Business Mentors

### 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.

FOR MORE  
INFORMATION,  
CONTACT:

**Kelly Bailey**  
(315) 579-3924  
[kbailey@cnybj.com](mailto:kbailey@cnybj.com)

**Marny Neshor**  
(315) 579-3925  
[mnesher@cnybj.com](mailto:mnesher@cnybj.com)

The Central New York  
**BUSINESS JOURNAL**  
Digital | Print | Events | Data