

# grow YOUR BUSINESS

GROW WITH US. CHOOSE FROM OUR EXPANDED PRODUCT LINE.

## In Print

- Full run of paper (ROP)
- Four geographic Zones
- TOMA (Top of Mind Awareness)
- Co-op research (free!)
- Preview
- A-1 Ads (Full-color sticky note on front page of the newspaper)
- Sponsored Content (Weather, Recipes, Health)
- Mortgage Chart
- Front Page Advertising on Each Section
- Sunday Real Estate Section



## Special Sections

- Best of Capital Region
- Capitaland Quarterly
- College Choices
- Golf Guide
- Jobs Weekly
- Real Estate
- Saratoga Style
- Travers
- Women of Excellence

## On-Line

- timesunion.com
- Video Ads
- Yahoo.com
- Yahoo Behavioral Targeting
- Search Engine Marketing (SEM)
- Facebook
- Mobile Site
- Channel Sponsorships (518 moms, Parenting, Pets)
- Entertainment Guide



## Niche Magazines

- Life@Home
- HealthyLife
- Explore
- VOW
- InMotion

## Savings Source

- Magazine

## Shows

- Great Northeast Home Show
- HealthyLife Seminar
- VOW Wedding Show



## Direct Marketing *Design, Print and/or Mail*

- Your mailing list
- Demographic/Geographic lists
- Custom print quotes

## Inserts by ZIP

- We design and print
- Pre-printed
- Local Values/TMC



Times Union Sales Rep: \_\_\_\_\_

Phone number: \_\_\_\_\_



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