

Special Advertising Programs

Focus Section Advertorials

- Special opportunities for stories are available for our advertisers to produce content directed advertising in the Focus sections of The Business Times.
- Advertisers can create story/ad combination in any one of three sizes.
- Stories are submitted by advertiser or can be written by our staff (extra charge).

2 - page spread: \$1200.00. Includes 2 pages of combined advertisement and story with pictures based on advertiser's direction. Ad can run up to a full page in space total. (Story cost \$150.00)

Full page: \$750.00. Includes Full page of combined advertisement and story with pictures based on advertiser's direction. Ad can run up to a 1/2 - page in space total. (Story cost \$100.00)

1/2 - page: \$400.00. Includes 1/2 page of combined advertisement and story with picture based on advertiser's direction. Ad can run up to a 1/4 - page of space total. (Story cost \$50.00)

Reserve in 3 sections and save 15%, 6 sections 25%, or 12 sections 35%.

Prepaid contracts for 3 or more space reservations save an additional 10%

Annual contract advertisers can run advertorials at a discount equal to their earned rate.

Website Banner Advertising*

- 2 banner sizes available to fit with advertiser's budget (will rotate with other ads).
- Special introductory rates for contracts written in the calendar year 2011.
- Special pricing available for The Business Times advertisers with 12 X (or more) contracts.

Small banner ad: Size is 480p x 60p and runs on the top and bottom of web page. Only \$400.00 for 6 month contract in one-time payment. Business Times advertisers can purchase for only \$300.00. Space is limited to first 8 advertisers (2 sold) signed up.

Large banner ad: Size is 728p x 90p and runs in the center of the web page. Only \$600.00 for 6 month contract in one-time payment. Business Times advertisers can purchase for only \$500.00. Space is limited to the first 6 advertisers signed up.

*Advertisers can lock in these rates for one year with a two payment program.

Advertiser Referral Program

Current and newly-signed advertisers to The Business Times are eligible for our referral program that provides free advertorials in our special Focus sections. Advertisers that refer a new advertising prospect (a client that has not advertised with The Business Times in the preceding year) that buys a 12 time, 1/4 page or larger or 24 time, 1/8 page contract will receive a 1/2 page advertorial (\$400.00 value) at no charge in the section of their choice. For 24 time contracts of 1/4 page or larger the referring advertiser will receive a full page advertorial (\$750.00 value) in the section of their choice at no charge. New advertiser contracts must approved within 30 days of referral and free reward advertorial must be placed within one year of new advertiser's contract.