



Hudson Valley

BUSINESS JOURNAL

Since 1986...

**The Definitive Source for Business News
and Resources from Westchester to Albany**

Approximately 50,000 readers each week

Orange, Rockland, Westchester, Putnam, Dutchess,
Ulster, Sullivan, Greene, Columbia County
Coverage Area

Who gets the Business Journal?

Business Owners
Key Executives and Decision Makers
Healthcare Professionals
Education Administrators
I.T. Professionals
Real Estate Professionals
Government Leaders
Media and Marketing Executives
Chamber Members
Banking, Insurance & Financial Services
Professionals
Economic Development Leaders

PLUS

Additional Open Distribution to

Stewart International Airport
Chamber Offices
Selected Newsstands



Since 1986, the Hudson Valley Business Journal has developed a solid reputation for delivering a loyal readership of the valley's professionals and key decision makers to companies who target a B2B client base - and companies who want to capture the attention of individuals who average a significantly higher net worth than the general reader of the area's other print media.

- The HVBj's subscriber list is a dynamic and finely-tuned database that is systematically reviewed and updated to ensure that it accurately reflects the region's active business community. (Subscription price: \$35/ year...52 issues). We do not buy unverified mailing lists, nor is ours available to any other party.
- Most subscribers report that they read the Business Journal at work, accounting for a significant "pass-around" readership rate.
- While the majority of our subscribers live and work in the Hudson Valley, we also have many subscribers/readers in the Metropolitan area, New Jersey and Upstate New York

Dutchess, Columbia, Greene, Orange, Rockland, Westchester, Sullivan, Ulster

**86 East Main Street, Wappingers Falls, NY 12590 • 845-298-6236 • Fax: 845-298-6238
E-mail press releases to: hvbjmail@aol.com • E-mail ads to: hvbjads@aol.com**

What's New for 2009?

New website!

www.hvbizjournal.com has been newly re-designed to meet the needs of a 21st century global economy. Why? Because even small business isn't usually local anymore - and the internet is the Hudson Valley's gateway to the world.

Our new website seeks to showcase to business community of the Hudson Valley by creating a space that is rich in resources and information about the region and its economic development potential that people from anywhere in the world - seeking to do business or create partnerships here in the valley - can access. Our resource links include everything from county real estate associations and economic development specialists to chambers of commerce and financing opportunities.

We also stream Business Journal Radio on the site and, in 2009, plan to launch online video that will showcase some of the businesses and development potential in the region.

All this, in addition to posting our popular Newsmakers and Datebook pages, accessing FULL PDFs of every HVBj issue since April 2008, providing blogging opportunities, a link to regional job listings, and business networking possibilities through our association with www.businesscardcontacts.com.

**Advertising Opportunities on www.hvbizjournal.com
Are available for \$100 per month**

Size and specifications:

415x75 -(horizontal) - jpeg/flash/gif

175x200 - (vertical) - jpeg/flash/gif

Business Journal Radio

Business Journal Radio is our new radio venture in association with The Hudson Valley Radio Network (PAMAL's WBNR (AM 1260), WLNA (AM 1420) and WGHQ (AM 920). The three stations cover a broadcast area from Westchester to Ulster Country and are in the midst of developing a regional talk programming format. We have linked up with them to provide both a daily business news segment (at 6:15, 7:15, 8:15 and 9:15 am. Monday through Friday), as well as a weekly business show. Show topics have included everything from making your home/or business more energy efficient to living an active, healthy life in your senior years. We have also produced shows on marketing your small business or non-profit organization and understanding social networking on the Internet.

Each week, our show's sponsor is also our guest/co-host, as we explore the topic of the day. Sponsorship also includes a 60 second commercial (produced by the PAMAL folks) that is aired periodically throughout the hour. Besides streaming the shows from our website, we also provide each sponsor with a professionally engineered CD of the show that week that many have streamed from their own websites and/or used for training or marketing purposes.

**Sponsorship Opportunities are Available for \$400 per Show
(60 minute show)**

Business Card Contacts

We have entered a partnership with www.businesscardcontacts.com in 2009 that will offer every advertiser who signs at least a **12 insertion contract** with the HVBj a FREE "Basic" membership in Business Card Contacts. (Value: \$250)

The Basic Membership with BusinessCardContacts features:

- Listing with contact name, business name, description and contact information (address, phone, etc.).
 - Business card OR logo upload
 - Link to web site (providing SEO benefits)
 - Image Gallery Privileges - Members can place up to 4 JPEGs with searchable description copy of up to 1500 words.
- Post product photos, coupons, samples of your work, staff photos, you name it.

Special Publications for 2009

Please note that these are explicitly advertising opportunities and no unsolicited editorial material will be accepted for them from non-advertisers.

Small Business Resource Guide

March, 2009

Marketing, Legal, Accounting, Benefits Guidance, Human Resources, Capital and Funding Sources, Coaching, Insurance, Government and NGO assistance... all in one guide.

Green in the Valley

May, 2009

Green tech guide to companies, products, services, tax incentives...who to call when you decide to design, remodel, restore and "green" your home and business.

Guide to Senior Living

July, 2009

Our annual regional round-up of lifestyle and healthcare options for the region's highly targeted senior market.

Real Estate Update

September, 2009

The real estate industry in the Hudson Valley is changing. Whether you're building a new company headquarters, looking for office or tech space, investing in rental property (commercial or residential) or thinking about buying/building a new home for your family, this guide will be a good place to begin.

Finance and Capital Resource Guide

October, 2009

Need operating capital? Our round-up of business financing options for the valley. What programs are offered by banks, by the SBA, by venture capitalists? What sorts of creative/alternative financing options might be out there?

Editorial Calendar for 2009

Please note that these weekly special sections are ADVERTORIAL pages, meaning that we invite ADVERTISERS to submit bylined articles to be included in these sections, along with their ads.

Article Guidelines:

- 1) We ask that the copy not just be a "carbon copy" of your ad, but on a topic that highlights your company's specific expertise vis a vis this section's focus. In other words, a web designer might want to write about the basics of SEO or a hospital might want to discuss a breakthrough in healthcare technology. (Please always feel free to call/email the editor to discuss topics or focus at (845) 298-6236 or hvbjmail@aol.com.
- 2) We ask that you keep to a copy length of 500 - 750 words.
- 3) Please submit the copy DIRECTLY to the editor at hvbjmail@aol.com and please submit it by the MONDAY deadline. (week prior to actual publication date). We cannot guarantee inclusion unless the copy is received by the deadline.

January

- 5- Outlook for the Valley '09
- 12- Healthcare Update
- 19- What's going to be "cutting edge" in 2009 and beyond?
- 26- Estate Planning & financial planning instruments

February

- 2- Green Tech
- 9- Death & Taxes -Surviving one of them
- 16- Specialty Healthcare (Nursing)
- 23- Banking Update

March

- 2- Marketing
- 9- Business Lending
- 16- Human Resources
- 23- Education
- 30- Small Business Resource Guide

April

- 6- Real Estate Update and Outlook
- 13- Specialty Healthcare
- 20- Transportation in the Valley
- 27- Green in the Valley Resource Guide

May

- 5- Banking - Growth and Expansion
- 12- Adult Education and Re-Training
- 19- The State of Healthcare in the Valley
- 26- Business Entertaining

June

- 1- Find a Coach Resource Guide
- 8- Telecommunications in the Valley
- 15- Banking and Insurance
- 22- Healthcare -Out patient services
- 29- Creating a Sustainable Economy in the Valley

July

- 6- Real Estate Update
- 13- Employment in the Valley
- 20- Technology and Banking
- 27- Small Business Resources

August

- 3 - Real Estate Resource Guide
- 10- Banking and Lending
- 17- Healthcare: Centers of Excellence
- 24- Business Conference/Meeting Planning Guide
- 31- Tourism and the Regional Economy

September

- 7- Career Ed., Comm. Colleges and Certificate Programs
- 14- Healthcare and Hospitals
- 21- Banking Update
- 28- Workforce Development PLUS Housing Update

October

- 5- Made in the Hudson Valley
- 12- Specialty Healthcare- Chronic Care
- 19- Real Estate Construction Update
- 26- Gift and Party Guide for Business

November

- 2- Your Money and You
- 9- Tech Talk
- 16- Specialty Healthcare - Careers in Healthcare
- 23- Energy and the Future
- 30- Banking and Insurance

December

- 7- Salary and Employment Guide - what will be "hot" in the next decade?
- 14- Specialty Healthcare
- 21- Economic Outlook for 2010 - Are we there yet?
- 28- Non-Profits and the Economics of Giving

Advertising Rates

Page Size	1x	3x	6x	13x	26x	52x
Full	\$1,524	1,450	1,259	953	851	789
3/4	\$1,287	1,231	965	797	658	583
Junior	\$947	895	757	566	531	485
1/2	\$849	797	670	503	468	434
1/3	\$566	543	450	335	312	300
1/4	\$457	422	353	260	242	226
3/16	\$364	330	289	226	208	185
1/8	\$266	249	214	173	162	159
1/16	\$134	122	110	92	87	81

The Hudson Valley Business Journal DOES NOT charge any special placement, set-up, proofing, ad composition, typesetting or artwork fees - the price quoted for our BW ads is the total price you will see on your contract.

COLOR

1 SPOT COLOR...100
PROCESS 4-COLOR...450

DEADLINES

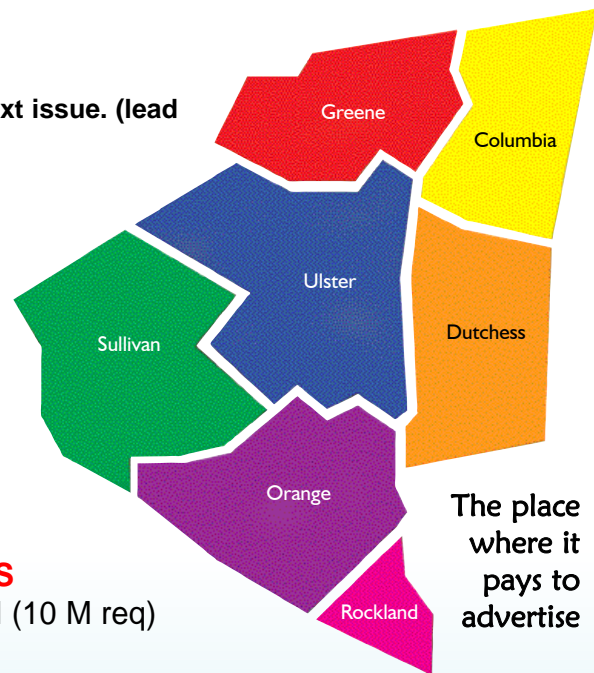
FRIDAYS, at 5 pm, for guaranteed inclusion in the next issue. (lead time to publication date is 6 business days).

CANCELLATIONS ON SIGNED CONTRACTS

WILL BE BILLED

EMAIL ADS TO:

hvbjads@aol.com
(845) 298-6236



The place where it pays to advertise

Special Rates and Discounts

DIRECTORY ADS

1 column (2 3/8" x 1 1/2 in.)40

Not for Profit Organizations.....10% discount

Payment in Advance.....5% discount prior to publication

Advertising Agency Commission.....15% off gross billing

Combination Rates...advertiser may combine ad sizes to take advantage of frequency discounts

- the net rate will be determined by averaging the rate for each size.

HVBJ reserves the right to refuse any ad not in keeping with the publication's mission

INSERTS

75 per M (10 M req)

Mechanical Requirements

Printing

- Web offset on newsprint using 85 line screen.

Film

- Black and White: One-piece negative, right-reading, emulsion side down.
- Color: Complete separations for newsprint on web offset, 85 line screen, must be furnished seven days before issue date. Color proofs are required to accompany all color materials.

File types

- TIFF, PDF, or JPEG only. We do not accept photos embedded in e-mails. Photos need to be an attachment to an e-mail. Photos will be accepted based on quality of output.

Page Dimensions

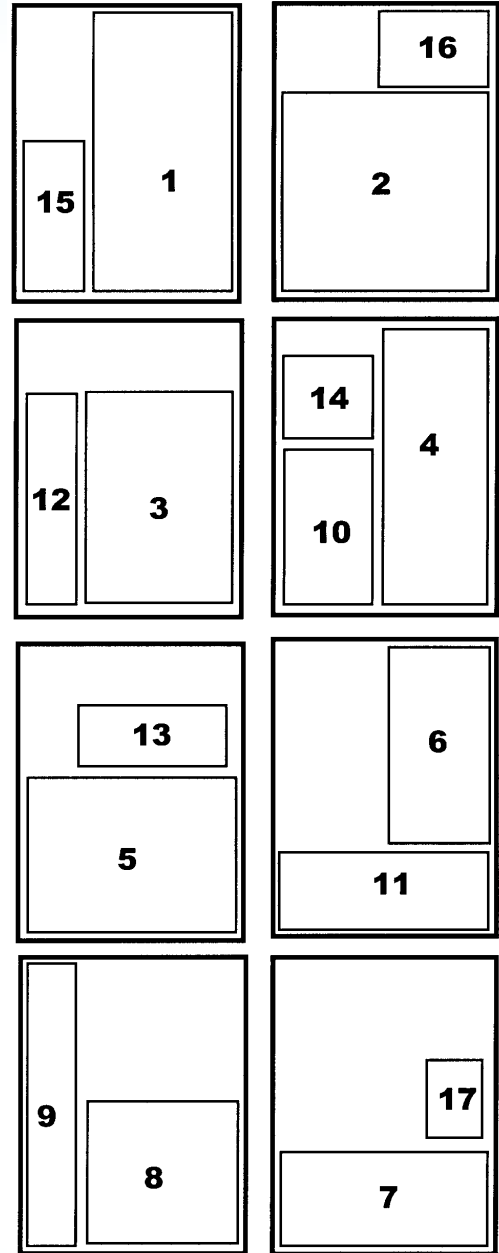
- Outside page trim size is 11-3/8" x 15-1/2". Print area is 10"x14". Columns are 2-3/8" wide (14.5 picas).
- Minimum depth in inches must be equal to or greater than width in inches. Bleed pages not available.

Advertising Unit Dimensions

PAGE UNIT	Width & Depth
Full Page.....	9-7/8" x 14"
1—3/4 Page (Vertical).....	7-3/8" x 14"
2—3/4 Page (Horizontal).....	9-7/8" x 10-3/8"
3—Junior Page	7-3/8" x 10-3/8"
4—1/2 Page (Vertical).....	4-7/8" x 13-1/2"
5—1/2 Page (Horizontal).....	9-7/8" x 6-3/4"
6 —1/3 Page (Vertical)	4-7/8" x 9"
7—1/3 Page (Horizontal).....	9-7/8" x 4-5/8"
8—1/3 Page (Square).....	7-3/8" x 7-1/2"
9—1/4 Page (Vertical).....	2-3/8"x14"
10—1/4 Page (Square)	4-7/8" x 6-3/4"
11—1/4 Page (Horizontal).....	9-7/8" x 3-3/8"
12—3/16 Page (Vertical)	2-3/8" x 10-3/8"
13—3/16 Page (Horizontal)	7-3/8" x 3-3/8"
14—3/16 Page (Square)	4-7/8" x 4-7/8"
15—1/8 Page (Vertical)	2-3/8" x 6-3/4"
16—1/8 Page (Horizontal)	4-7/8" x 3-1/4"
17—1/16 Page	2-3/8" x 3-3/4"

Shipping:

Please use our complete street address for Federal Express, UPS and U.S.P.S. Express Mail:
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