

WHO GETS THE HUDSON VALLEY 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 AND FINANCE
PROFESSIONALS ECONOMIC DEVELOPMENT
DEVELOPMENT LEADERS

Hudson Valley
BUSINESS JOURNAL

*The ONLY weekly source
for business news in the Hudson Valley.*

Media Kit

It's more than just business to us.

Orange • Rockland • Ulster • Dutchess • Putnam • Greene • Sullivan • Columbia • Westchester

Advertising Rates

Web Advertising

VIDEO (pre-roll and free-standing): Please consult one of our sales reps for a detailed quote.

BANNERS (top of page): \$175 per month

SPOT LINKS (side of pages): \$100 per month

Print Advertising

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

SPECIAL RATES AND DISCOUNTS

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

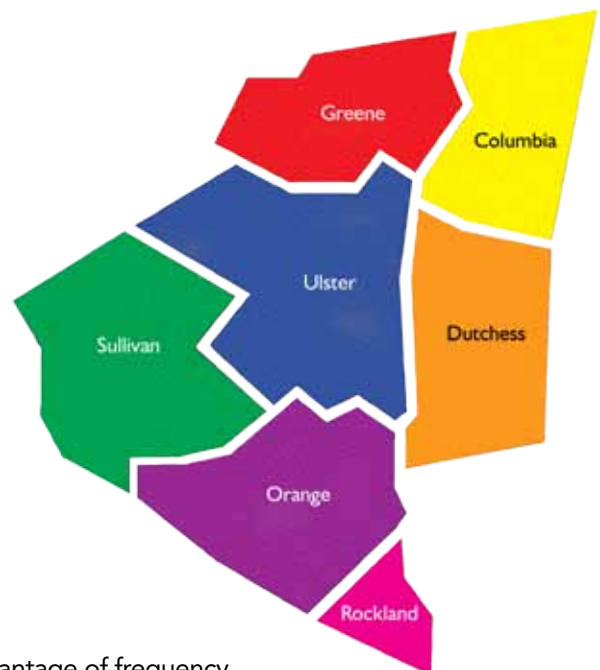
INSERTS: 75 per M (10 M req)

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.

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 emails. 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.

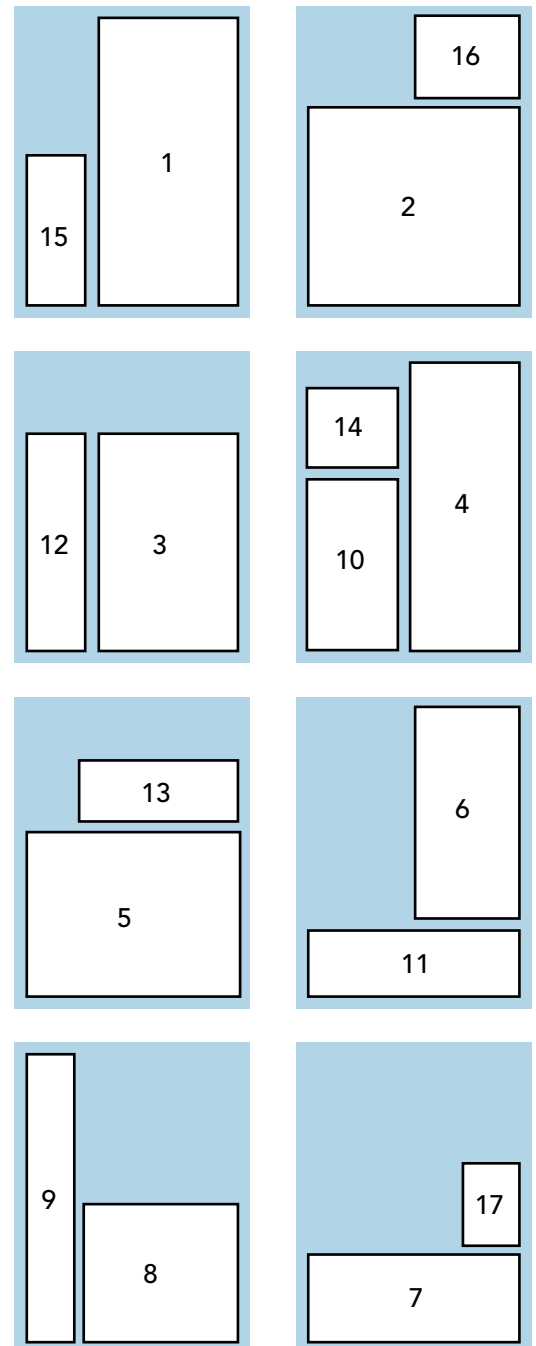
ADVERTISING UNIT DIMENSIONS

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:

Hudson Valley Business Journal
86 East Main Street
Wappingers Falls, NY 12590



E-MAIL PRESS RELEASES TO:
hvbjmail@aol.com

E-MAIL ADS TO:
hvbjads@aol.com