

Did you know that timesunion.com is the

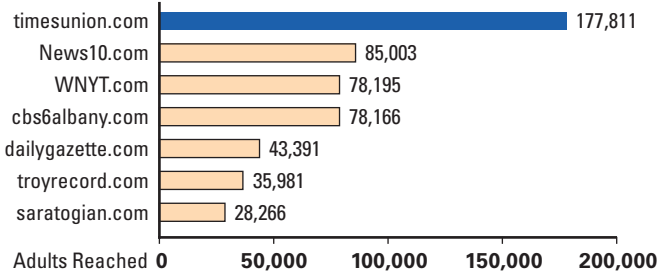
# #1 LOCAL MEDIA WEBSITE

in the Capital Region?

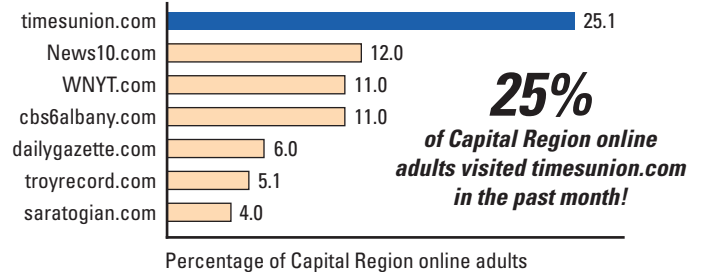
**20 Million Monthly Page Views**  
Most Visited Local Media Website

**1.3 Million Monthly Mobile Users**  
Most Visited Local Media Mobile Website

## Local media websites' reach of Albany MSA adults



## timesunion.com ranks #1 in monthly unique visitors



**25%**  
of Capital Region online  
adults visited timesunion.com  
in the past month!

**DYNAMIC DEMOGRAPHICS: 2 out of 3 are ages 18-54 | Nearly half have at least one college degree | Median household income is \$92,133 | 7 out of 10 are homeowners**  
Websites = Adults who have visited the website at least once in the past 30 days. Page views: Google Analytics. Base: Albany/Schenectady/Troy MSA. Source: Scarborough Research 2017/2018. R1. (Dec 2015 – Feb 2018)

## ONLINE ADVERTISING RATES

Standard Ad Units*	Ad Size(s)	Homepage	Section Targeted	Run of Site
Leaderboard	728x90 or 970x90	\$15 CPM	\$12 CPM	\$10 CPM
Medium Rectangle	300x250	\$18 CPM	\$15 CPM	\$13 CPM
Half Page	300x600	—	\$18 CPM	\$16 CPM
Mobile Leaderboard	320x50 (40k max)	\$10 CPM	\$10 CPM	\$10 CPM
Pre-Roll Video				\$30 CPM

\*Demographics, GEO, or Zip Code targeting: add \$2 to CPM. Max file size is 200k unless noted otherwise.

Rich Media Ad Units*	Ad Size(s)	Homepage	Description
Super Crown	1300x600, 768x600 375x300, 320x300	\$2,500 (per day)	Responsive
Crown	1300x600, 768x400 375x300, 320x300	\$2,350 per day	Fixed Top of Page
Supreme	1280x200, 728x200, 320x200	\$2,250 (per day)	Fixed Top of Page
Super Hero	1300x250, 1000x250, 728x250, 320x250	\$1,900 (per day)	Responsive - Can Contain Video
Marquee	970x250	\$1,600 per day	Fixed Ad Unit Can Contain Video
Cinema	300x600	\$1,600 per day *Desktop Only	Fixed Ad Unit - with User Initiated Full Screen Video (*Must Have Video)
Mini Cinema	300x250	\$1,500 per day	Fixed Ad Unit - with User Initiated Full Screen Video (*Must Have Video)
Flipbook	970x250, 300x600, 300x250	\$1,500 per day	Fixed Ad Unit - 4-7 Rotating Images
Countdown Clock	300x250	\$1,300 per day (\$20 CPM)	Fixed Ad Unit - (Impression Based)
Mobile Interscroller	320x460	\$20 CPM *Runs in News Articles	Scrolling Ad Unit

View ad sizes & types at [www.hearstdigitalalbany.com/specs](http://www.hearstdigitalalbany.com/specs)

\*No GEO targeting on any Rich Media ad units.  
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