

TIMES UNION

Did you know that timesunion.com is the

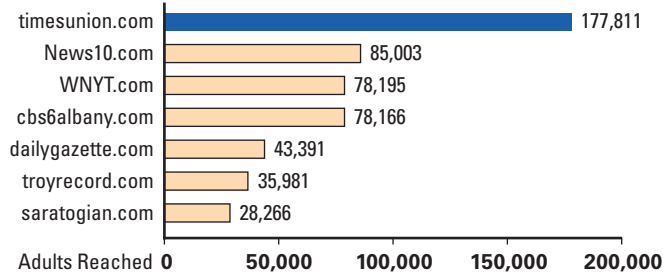
#1 LOCAL MEDIA WEBSITE

in the Capital Region?

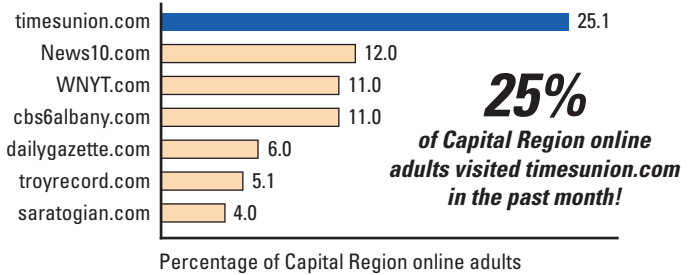
20 Million Monthly Page Views
Most Visited Local Media Website

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
Native Display	800x600	\$15 CPM	N/A	\$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
Marquee (ATF)	970x250	\$1,600 fixed (per day)		\$15 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
HERO with Video	970x250	\$1,700 per day	Fixed Ad Unit
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

*No GEO targeting on any Rich Media ad units.