



## The Business Journal 2017 Media Kit

# No. 1 Business News Source in Northeast Ohio and Western Pennsylvania!

Since the first issue was published in 1984, the mission of The Business Journal has remained constant: to promote business and industry in Mahoning, Trumbull and Columbiana counties in Ohio and Mercer and Lawrence counties in Pennsylvania. We pride ourselves on providing print and online readers and BUZZ viewers with exclusive, enterprising content they'll find nowhere else.

*Today we operate innovative news platforms:*

- **Our print edition** is published twice a month and reaches 45,000 readers.
- **Our online edition**, BusinessJournalDaily.com, is updated every business day and is relied upon by more than 60,000 unique visitors and generates more than 110,000 page views every month (March 2016 Google analytics).
- **Our daily webcast**, the Daily Buzz, is posted at our website and viewed by high-income business and community leaders.
- **Our daily headlines** are sent via email every business morning to 7,000 subscribers.
- **Our social media** platforms extend the reach of our editorial content via Facebook, Twitter, LinkedIn and Instagram.
- **ALL OF OUR NEWS PLATFORMS** add up to **more than one million monthly impressions** for our editorial content and advertisers.

Our company also provides copywriting, graphic design, video production and social media services. To find out more, email Michael Moliterno at [mmoliterno@business-journal.com](mailto:mmoliterno@business-journal.com).

The Business Journal's news platforms are widely regarded by the business community as the most valuable and credible sources of regional commerce news. Regular features include insightful industry and market reports, company success stories and updates on economic development initiatives.

In addition to an impressive volume of information, The Business Journal also carries a long-standing reputation for offering high-caliber reporting and journalistic integrity combined with positive projections for the region's business opportunities.

The Business Journal and its publisher, Andrea Wood, were named "Business of the Year" and "Businessperson of the Year" in 2014 by the Mahoning Valley Economic Development Corp. It is the most recent of many honors bestowed on our publication through its 30-plus years.



330 227 7155 • 330 744 0634 fax  
[sales@business-journal.com](mailto:sales@business-journal.com)

# 2017

## JANUARY

- 25 Under 35
- Business Strategies Launch
- Wedding Business

COPY DUE: DEC. 27  
PUBLISHED: JAN. 3

## GROWTH REPORT

- Growth Report 2017

COPY DUE: JAN. 24  
PUBLISHED: JAN. 31

## MIDFEBRUARY

- Colleges & Universities
- Organized Labor
- Our Towns: Struthers
- ❤️ Your Pet

COPY DUE: FEB. 7  
PUBLISHED: FEB. 14

## MARCH

- Commercial Lending
- Roundtable: Aging Strategies
- Marketing & Public Relations

COPY DUE: FEB. 21  
PUBLISHED: FEB. 28

## MIDMARCH

- Commercial Real Estate
- Travel, Tourism & Entertainment
- Family Business Showcase

COPY DUE: MARCH 7  
PUBLISHED: MARCH 14

## APRIL

- Cyber Security
- Economic Development
- Our Towns: New Wilmington

COPY DUE: MARCH 21  
PUBLISHED: MARCH 28

## MIDAPRIL

- Online Banking
- Legal Services
- Going Green
- Auctions & Auctioneers

COPY DUE: APRIL 4  
PUBLISHED: APRIL 11

## MAY

- Aging Strategies: Nuring Homes & Assisted Living
- Electrical Industry
- Restaurant Business

COPY DUE: APRIL 18  
PUBLISHED: APRIL 25

## MIDMAY

- Hotel Industry
- Mortgages
- Upscale Homes & Furnishings
- Golf

COPY DUE: MAY 9  
PUBLISHED: MAY 16

## JUNE

- Aging Strategies: Financial
- Roundtable: Addiction Services
- Builders & Building Trades

COPY DUE: MAY 23  
PUBLISHED: MAY 31

## MIDJUNE

- Office Technology & Productivity
- Insurance
- Commercial Real Estate
- Our Towns: Girard

COPY DUE: JUNE 6  
PUBLISHED: JUNE 13

## JULY

- Medical Technology
- Local Food
- Air Base Salute
- Trade Schools

COPY DUE: JUNE 20  
PUBLISHED: JUNE 27

## MIDJULY

- Social Media
- Trucking, Warehousing & Material Handling
- Artisans & Galleries

COPY DUE: JULY 11  
PUBLISHED: JULY 18

## AUGUST

- Our Towns: Grove City
- Business Software
- Commercial Real Estate

COPY DUE: JULY 25  
PUBLISHED: AUGUST 1

## MIDAUGUST

- Financing Your Business
- Roundtable: Women in Business
- Adult Beverages

COPY DUE: AUGUST 8  
PUBLISHED: AUGUST 15

## SEPTEMBER

- YSU Penguin Preview
- Shenango Valley
- Young Entrepreneurs

COPY DUE: AUGUST 22  
PUBLISHED: AUGUST 29

## MIDSEPTEMBER

- Our Towns: Warren
- Aging Strategies: Lifestyles
- Banquet & Meeting Facilities; Event Planning

COPY DUE: SEPT. 12  
PUBLISHED: SEPT. 19

## OCTOBER

- Columbiana County
- New Cars & Trucks
- Wealth Management

COPY DUE: SEPT. 26  
PUBLISHED: OCT. 3

## MIDOCTOBER

- Roundtable: Year End Tax Tips
- Insurance & Employee Benefits
- Credit Unions
- Breast Cancer Awareness

COPY DUE: OCT. 10  
PUBLISHED: OCT. 17

## NOVEMBER

- Our Towns: Liberty
- Foundations & Philanthropy
- Comfort Foods

COPY DUE: OCT. 24  
PUBLISHED: OCT. 31

## MIDNOVEMBER

- Planning for 2018
- Aging Strategies: Health
- Shop Local

COPY DUE: NOV. 7  
PUBLISHED: NOV. 14

## DECEMBER

- Our Towns: Boardman
- Banking Industry
- Energy Efficiency

COPY DUE: NOV. 21  
PUBLISHED: NOV. 28

## MIDDECEMBER

- Business & Industrial Parks
- Pizza, Pizza!
- Health, Wellness & Fitness

COPY DUE: DEC. 5  
PUBLISHED: DEC. 12

### JANUARY

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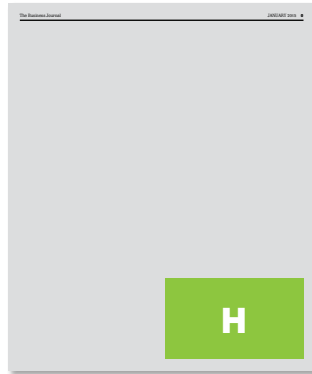
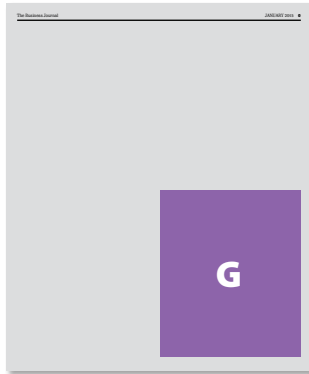
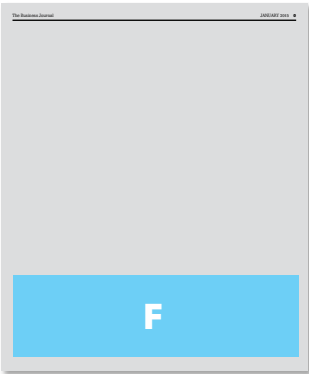
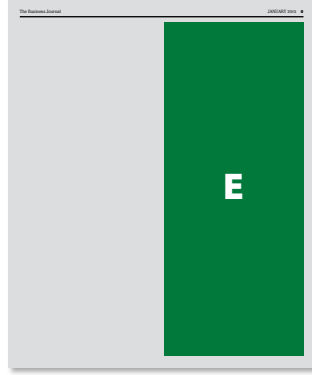
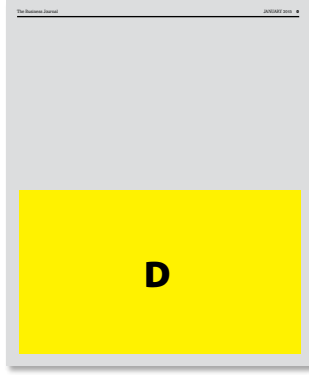
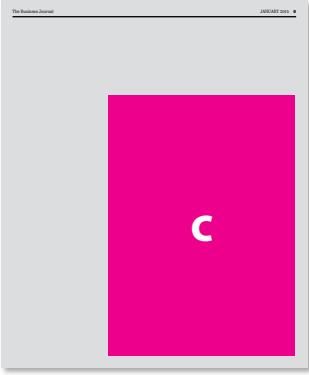
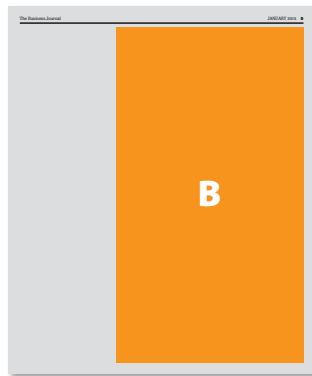
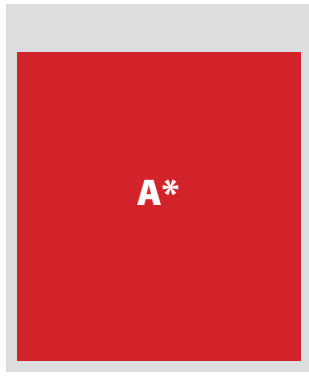
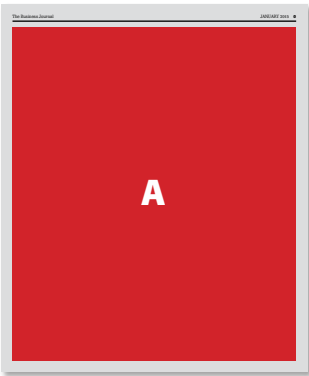
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## Submitting Ads

### We use Macintosh Programs:

- InDesign CS5
- Photoshop CS5
- Illustrator CS5
- PDF's (Portable File Format)

### We Accept:

- CD / DVD ROM
- Email (production@business-journal.com)

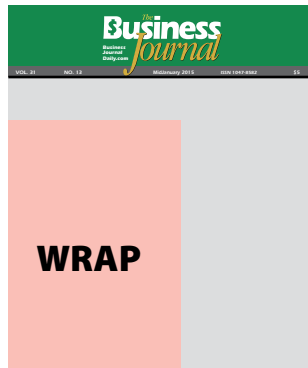
Include all fonts (screen and printer fonts) used in the ad or convert all fonts to paths/outlines.

Include all logos or photos used in the ad and save them as TIFF or EPS files. TIFF files should be saved with a resolution no lower than 200 dpi.

Save ad to disk as described above or email a zip file containing all linked or embedded files.

## Photos

Photos are printed with an 85 line screen and should be converted to grayscale or CMYK. No RGB files.



### If we design your ad

Give us all ad elements (complete copy, logos, photos, etc.) and we will produce the ad at no additional charge. You will receive a proof for final approval.

### Questions?

Contact Eileen Lovell at 330-227-7147.

## The Business Journal 2017 Print Rate Card

<b>A</b>	<b>Full Page, Full Color</b>			
	9-1/4" wide by 10-7/8" tall			
	1X	6X	12X	24X
	1500	1310	1160	1030

<b>A*</b>	<b>Full Page Back Cover, Full Color</b>			
	9-1/4" wide by 10-1/8" tall			
	1X	6X	12X	24X
	1500	1310	1160	1030

<b>B</b>	<b>2/3 Page, Full Color</b>			
	6-1/16" wide by 10-7/8" tall			
	1X	6X	12X	24X
	1200	1030	900	830

<b>C</b>	<b>1/2 Page Island, Full Color</b>			
	6-1/16" wide by 8-1/2" tall			
	1X	6X	12X	24X
	950	880	830	740

<b>D</b>	<b>1/2 Page Horizontal, Full Color</b>			
	9-1/4" wide by 5-3/8" tall			
	1X	6X	12X	24X
	930	840	770	720

<b>E</b>	<b>1/2 Page Vertical, Full Color</b>			
	4-1/2" wide by 10-7/8" tall			
	1X	6X	12X	24X
	930	840	770	720

<b>F</b>	<b>1/4 Page Horizontal, Full Color</b>			
	9-1/4" wide by 2-5/8" tall			
	1X	6X	12X	24X
	500	470	440	410

<b>G</b>	<b>1/4 Page Vertical</b>			
	4-1/2" wide by 5-3/8" tall			
	1X	6X	12X	24X
	450	430	400	380

<b>H</b>	<b>1/8 Page</b>			
	4-1/2" wide by 2-5/8" tall			
	1X	6X	12X	24X
	300	280	250	220

<b>Wrap</b>	<b>Wrap</b>			
	11" wide by 8-1/2" tall (folds)			
	1X			
	1850			

### Insert

Minimum 7,000 • \$120 / M



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**DailyBUZZ**

**Manufacturing Shines Bright in Howland's Golden Triangle**

City to Demolish Former 'Wick Six' Dealership

Royal Delta Episode of 'Bar' Returns to Air Sunday

**DailyBUZZ: Stark County Utica Summit**

Oct. 15, 2015 What types of projects are slated for the Utica and what will their impact be on the local economy? We talk with industry insiders at the Stark County Utica Summit to find out, plus this week's After Hours Report.

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**LATEST NEWS**

- Penn Stainless Products Opens Meccer Distribution Center **October 16, 2015**
- YES Announces to Support of Youngstown Plan **October 15, 2015**
- Royal Delta Episode of 'Bar' Returns to Air Sunday **October 15, 2015**
- September, YTD Home Sales Up in Mahoning Valley **October 15, 2015**

View All

**MORE VIDEOS**

**3 Minutes With: Tracey Winbush and Tisha Brady, YES Youngstown**

Watch more 3 Minutes With

SPONSORED BY: **FARMERS**

**COMPANY NEWS**

**Penn Stainless Products Opens Meccer Distribution Center**  
October 16, 2015

**Phantom Fireworks' Welmer to Head Pyrotechnics Association**  
October 16, 2015

**DC Wellness Cuts Ribbon at New Office**  
October 16, 2015

**DRILLING DOWN**

**Utica Permit Activity Picks Up in Ohio and Pa.**  
October 16, 2015

**Shale Plays Make Region Prime for Power Plants**  
October 16, 2015

**Ohio, Pa., W. Va. Agree to Collaborate on Shale Gas Issues**  
October 14, 2015

**ECONOMIC DEVELOPMENT**

**City to Demolish Former 'Wick Six' Dealership**  
October 16, 2015

**Trumbull Neighborhood Partnership Given Vehicle to Combat Blight**  
October 16, 2015

**Due Diligence, Incentives Before Auto Parklet Commits**  
October 14, 2015

**G**

**EDUCATION**

**YES Announces Its Support of Youngstown Plan**  
October 14, 2015

**Free Field Trips at Oh Wow! for Disabled Children**  
October 13, 2015

**Free CDL Training to Address Bus Driver Shortage**  
October 14, 2015

**GOVERNMENT**

**Tim Ryan Says House in 'Absolute Chaos'**  
October 13, 2015

**Ryan, O'Brien to Discuss Upcoming Cuba Trip**  
October 12, 2015

**Senate Approves \$9.4M for YARS Firing Range**  
October 9, 2015

**HEALTH CARE**

**Adult Children of Alcoholics Focus of Talk Thursday**  
October 15, 2015

**Mercy Health to Open \$10M Behavioral Health Ward**  
October 9, 2015

**Akron Children's Withdraws Zoning Application for \$18.6M Expansion**  
October 7, 2015

**B**

**C**

**D SOLD**

**E**

**F**

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**BusinessJournalDaily.com  
2017 Digital Rate Card**

**Every month, The Business Journal logs over a million digital impressions.**

- A Top Leaderboard, 728X90**  
Homepage & Inside Pages  
50% SOV @ \$600  
100% SOV @ \$1200
- B Tower, 300X600**  
Homepage & Inside Pages  
10,000 impressions/mo. @ \$300/mo.
- C Rotating 300X250 Right Sidebar, Homepage & Inside Pages**  
33.3% SOV/mo. @ \$350/mo.
- E Rotating 300X250 Right Sidebar, Homepage and Inside Pages**  
10,000 impressions/mo. @ \$150/mo.
- F Rotating 300X100 Right Sidebar, Homepage and Inside Pages**  
10,000 impressions/mo. @ \$120/mo.
- G Mid-page Leaderboard and Inside Story Combo, 728X90, Homepage and Inside Pages**  
10,000 impressions/mo. @ \$250/mo.

**Inside Story Page:**

With the digital revolution changing the way companies promote their products and services, we have determined that ALL our advertisers should be able to reach our high income, decision making digital readers.

We've converted many of our banners on BusinessJournalDaily.com to a CPM model, making it affordable for EVERYONE to have a digital presence.

**RESERVE YOUR SPOT TODAY!**



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