

# SNAPSHOT: Marketing Solutions Toolkit 2021



The Youngstown Publishing Co.



## Marketing Formula for Growth = Impact | Frequency | Action

As “**the definitive record of market transformation**”, The Business Journal has the attention of more than 1 million consumers and business/community leaders in Northeast Ohio and Western Pennsylvania. We offer dynamic marketing programs that support your business’ growth strategy.

Platform Solution	Description	Price Range
<b>PRINT PUBLICATION SOLUTIONS</b>		
Impactful Ad Placements	Impactful full color insertions in the bi-monthly publication - both in print and published online.	\$350 - \$1,150/placement
Cover Wraps and Inserts	Full color assets that can't be ignored.	\$750 - \$1350/placement
Anniversary and Special Event Multimedia Spreads (4-8 pages)	Dominate the platform with integrated print, digital, social media and video assets to celebrate your story.	\$1,800 - \$7,995 OTO
Special 'Digital Edition' Sponsorship	Create your own industry specific special digital edition of The Business Journal.	\$750 OTO
<b>DIGITAL SOLUTIONS</b>		
Ad Placements on Website (ROS)	Drive frequency and action with rotating digital messages.	\$350 - \$550/month
Sponsored Video Series	Underwrite video series (like '3 Minutes With') that are activated across website, email, social media and even print.	\$750 - \$3,500/month
<b>EMAIL NEWSLETTER SOLUTIONS</b>		
Morning & Afternoon Newsletters	In our audience's inbox with breaking news twice a day.	\$750/month
Thursday Entertainment Digest	Learn what's happening on the local entertainment scene each Thursday.	\$500/month
Sunday BRAIN GAIN Digest	Weekly insights into leadership lessons and career/mentorship programs for kids.	\$500/month
Custom Vertical Targeting (\$1,150)	Lean into our segmented audience database to drive impact and action.	\$750/send
<b>CUSTOM CONTENT SOLUTIONS</b>		
Webinars & Virtual Events	Live 60-minute Thought Leadership event on Zoom that sustains brand for 60 days.	\$1,250 - \$1,750/event
Episodic Video Content	Opportunity to build a personal connection and create educated customers by teaching our audience. It also feeds your blog and social media.	\$550 - \$950/month
Thought Leadership Articles	Opportunity to create educated customers by teaching our audience. It also feeds your blog and social media.	\$450 - \$750/month
<b>BRAIN GAIN ADVOCACY</b>		
Drive both community investment and marketing impact.	Integrated editorial and multimedia series that invests in kids and connects them to careers.	\$1,250 - \$2,400/month
<b>MULTIMEDIA VERTICAL SOLUTIONS</b>		
After Hours (Entertainment)	Full sponsorship of our news and event coverage across print, email, digital and social media.	\$1,250 - \$2,500
Business of Sports	Full sponsorship of our news and event coverage across print, email, digital and social media.	\$1,250 - \$2,500
Real Estate Solutions	Sponsor video series, create custom content and brand the “largest transactions.”	\$375 - \$2,500/month

### Contact our Sales Department:



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