

2021 MARKETING

Opportunities for your business

PRINT NEWSLETTER



Business Connection Print Newsletter

Issue March 5, due February 5
Issue May 7, due April 9
Issue July 2, due June 4
Issue September 3, due August 6
Issue November 5, due October 8

Actual Size

(in inches, width x depth)

Half Page—10 x 6.375
Quarter Page—4.9375 x 6.375
Eighth Page—4.9375 x 3.125

Please send ad as PDF or JPG

ELECTRONIC NEWSLETTER



E-Business Connection Electronic Newsletter

Issue February 2, ad due January 29
Issue April 6, ad due April 2
Issue June 1, ad due May 28
Issue August 3, ad due July 30
Issue October 5, ad due October 1
Issue December 7, ad due December 3

Actual Size (in inches)

Regular Size Ad = 4.167 x 3.824
Small Size Ad = 4.167 x 2.381

Size in pixels (at 72 dpi)

Regular Size Ad = 300 x 275
Small Size Ad = 300 x 171

Please send ad as JPG

WEBSITE

WWW.PLEASANTON.ORG



Banner Ad Locations

1. Business Directory
2. Directory Category
3. Quick Link Category
4. Events Calendar
5. Home Page

Banner Ad Size

The banner ad is 728x90 pixels (728 wide, by 90 tall) and should be sent as a JPG.

WEBSITE

Business Directory Page

(average of 4,800 views/month)

1 month = \$200
3 months = \$375 (\$125/month)
6 months = \$450 (\$75/month)
12 months = \$600 (\$50/month)

Directory Category Page

(average of 3,900 views/month)

1 month = \$150
3 months = \$330 (\$110/month)
6 months = \$360 (\$60/month)
12 months = \$480 (\$40/month)

Quick Link Category Page

(35 quick links, average of 188 views/month)

1 month = \$50
3 months = \$120 (\$40/month)
6 months = \$180 (\$30/month)
12 months = \$240 (\$20/month)

Events Calendar Page

(average of 900 views/month)

1 month = \$100
3 months = \$225 (\$75/month)
6 months = \$360 (\$60/month)
12 months = \$540 (\$45/month)

Home Page

(average of 18,000 views/month)

1 month = \$500
3 months = \$1,200 (\$400/month)
6 months = \$1,800 (\$300/month)
12 months = \$2,400 (\$200/month)

Link

Your ad can be hyperlinked to any website - the default link is to your member page.

Duration

The longer the duration selected, the lower the price and the higher the priority on the views/scroll for pages with multiple ads.

