

# 2022 MARKETING

## Opportunities for your business

### PRINT NEWSLETTER



#### Business Connection Print Newsletter

Issue March 4, due February 4  
Issue May 6, due April 8  
Issue July 1, due June 3  
Issue September 2, due August 5  
Issue November 4, due October 7

#### 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 1, ad due January 28  
Issue April 5, ad due April 1  
Issue June 7, ad due June 3  
Issue August 2, ad due July 29  
Issue October 4, ad due September 30  
Issue December 6, ad due December 2

#### 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.

