

# NEW HAVEN BIZ

DIGITAL 2017

Your Source for Greater New Haven Business News

In February 2017, Hartford Business Journal launched the New Haven Biz newsletter. Every Tuesday and Friday, over 5,000 engaged decision makers receive news for the Elm City.

Average Daily Subscribers: 5,000  
Average Open Rate: 26.1%

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- Focus on New Haven County, underserved for business news stories
- Opt-in exclusive distribution list of active New Haven Business Decision Makers
- Limited opportunity for advertising; 6 advertising positions available

## ENEWS:

### RATES:

	6 months (per month)	Annual (per month)
ALL SIZES	\$990	\$880

Ads rotate weekly - All positions must be supplied to run the campaign. First come first served.

## TECHNICAL SPECIFICATIONS - MUST SUPPLY ALL 4 SIZES BELOW:

- Leaderboard 728w x 90h
- Medium Rectangle 300w x 250h
- Half Page 300w x 600h
- Mobile Banner 320w x 100h \*must include mobile banner size for your ad to appear on smartphones

Limits on number of digital ads per campaign: Max (1) campaign messages x (4) ad sizes (Lead, Med, Half, Mobile) = 4 total ads Max to run at one time / per month. May switch out new creative the following month.

## LANDING PAGE SPONSORSHIP:

### RATES:

	6 months (per month)	Annual (per month)
TOP LEADERBOARD	\$500	\$450
HALF PAGE	\$500	\$450
MEDIUM RECTANGLE	\$375	\$338
BOTTOM LEADERBOARD	\$375	\$338

Ads are fixed positions. Ad sizes are the same as above in Enews technical specification section.

## SPECS

**File Size:** 40kb for ad sizes. 70kb max file size on Half Page.

**Format:** Please submit a .jpg, .png or .gif only for all eNews products. Please include the link to your website.

**Deadlines:** Ads are due FIVE BUSINESS DAYS before the date they are scheduled to run. For existing campaigns, creative can be swapped **monthly**. New creative or changes to existing ads are due five days prior to start.

**Sending us your files:** Send your ad files to your account manager. Please remember to include a URL link.

**Rich Media:** Ads may include animation but may not include audio on load. Be aware that not all email browsers support animation and may only display the first frame. E-News does not support FLASH, HTML ads or IFRAME ads.

### Third Party Ad Servers:

Third-party ad servers including Atlas, DoubleClick and many others are supported. Please provide the codes to us five business days before start date to ensure proper implementation

**Terms and Conditions:** \* Billing on a monthly basis. Net rates.

Please email your ads to your account representative and remember to include a URL link.

Call Jaime Rudy, Director of Sales, at 860.236.9998 ext. 124 or email [NewHavenSales@nebusinessmedia.com](mailto:NewHavenSales@nebusinessmedia.com)