New Haven Biz will be direct mailed to a targeted list of business owners, presidents, CEO’s and C-level executives in New Haven County and select contiguous towns in Middlesex and Fairfield counties. This same set of cities and towns will also define the coverage area that we’ll report on for our e-news, website and print publications.

This region is home to close to 1.2 million people and in excess of 70,000 businesses. The New Haven BIZ print edition will be direct mailed to the area’s influential executives: CEOs and select Sr. managers in companies with at least $500k in revenues in New Haven County, and top executives at firms with over $1 million in revenues in select towns in Fairfield and Middlesex counties. The print run will be 9,500, with anticipated readership of 30,000 plus.
## Issue deadlines & Focus sections

<table>
<thead>
<tr>
<th>Year</th>
<th>Period</th>
<th>Deadline</th>
<th>Focus Sections</th>
</tr>
</thead>
</table>
| **2018**   | September/October (Premiere Issue) | August 14   | • Higher Education  
                          • Innovation & Entrepreneurship                                    |
|            | November/December            | September 28 | • Health Care  
                          • Banking & Finance                                                   |
|            | *Special issue*              | October 26   | • Market Facts & Data                                                          |
| **2019**   | January/February             | November 30  | • Real Estate & Development  
                          • Professional Services                                           |
|            | March/April                  | February 22  | • Meetings & Events  
                          • Outstanding Women in Business                                    |
|            | *Special issue*              | March 22     | • Non-Profit Profiles                                                        |
|            | May/June                     | April 26     | • The New Haven 100  
                          • Small Business                                                     |
|            | July/August *Book of Lists*  | May 24       | • Market Leaders in key industries                                           |
|            | September/October            | July 19      | • Higher Education  
                          • Innovation & Entrepreneurship                                    |
|            | *Special issue*              | August 23    | • Market Facts & Data                                                          |
|            | November/December            | September 27 | • Health Care  
                          • Banking & Finance                                                   |
Providing access to New Haven’s business decision makers

69% of New Haven Biz readers influence purchasing decisions at their company.

- 30% CHIEF EXECUTIVES
- 14% SENIOR EXECUTIVES
- 35% MANAGER
- 10% PROFESSIONAL
- 11% OTHER

Enews Statistics

- 5,000 enews subscribers
- 23% open rate

Other statistics:

- 84% college graduates
- 83% own a home in CT
- 68% male
- 32% female
- 56% are between 45-64
- 82% share info from New Haven Biz with their colleagues
- 54% work for a company that owns its main office building or facility
- 80% work for a company with less than 250 employees
- 67% work for a company with 1M-4.9M in annual sales
**Mechanical Specs**

<table>
<thead>
<tr>
<th>AD DIMENSIONS</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (Non-bleed)</td>
<td>17&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>Full Page (Non-bleed)</td>
<td>7.875&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>2/3 Page (Vertical)</td>
<td>4.875&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>7.875&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>3.875&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>3/8 Page</td>
<td>3.875&quot;</td>
<td>7.625&quot;</td>
</tr>
<tr>
<td>1/4 Page (Square)</td>
<td>3.875&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/4 Page (Horizontal)</td>
<td>7.875&quot;</td>
<td>2.375&quot;</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3.875&quot;</td>
<td>2.375&quot;</td>
</tr>
</tbody>
</table>

*Live matter should be kept 5/16" from trim of magazine which is 9.875" x 10.875"*

**BLEED ADS**

<table>
<thead>
<tr>
<th>Live/Safety</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.875&quot; x 9.875&quot;</td>
<td>7.875&quot; x 9.875&quot;</td>
</tr>
</tbody>
</table>

*Bleed ads must be requested prior to ad reservation deadline, and need to adhere to the live/safety trim size.

**PREMIUM POSITIONS**

- Back Cover add 20%
- Inside Front Cover add 15%
- Inside Back Cover 15%
- Any other guaranteed premium positions add 15%

**File Requirements**

**Camera Ready Ads**

If we have to manipulate the file in any way (re-sizing, replacing fonts or graphics, linking files, color correction, re-copying, fixing knock-outs, CMYK conversion, type changes, etc.), a $75 an hour fee will be charged (minimum charge: $50).

1. Printing method, stock and ink rotation. The magazine is print-ed web offset on coated stock. Covers are printed web offset on 80# coated stock. Ink rotation is CMYK.
2. Acceptable advertising materials. Ads should be supplied as a CMYK high-resolution (300 dpi) PDF, EPS or TiF with all fonts embedded.
   Contact your account executive for the latest digital submission requirements.
3. Unacceptable advertising materials. Materials that are previ-ously printed or laser-generated are not acceptable. Thin lines, fine serifs and medium and small lettering should be restricted to one color. If any of the aforementioned appears in more than one color (or dropped out of one color), the publisher cannot assume responsibility for registration. The publisher reserves the right to reject materials of inferior quality or to alter incorrectly sized ads to conform to correct advertising format; incorrectly sized ads will not be floated.
4. Quality of reproduction. Advertisements will be reproduced as accurately as possible within the limitations of the printing process, imposition and paper stock used.
5. Bleed ads. Full page ads that go to the edge of the page must have a minimum .125" bleed beyond the trim on all four sides. Keep each page's text, logo and important imagery to the centered 7.125" x 9.5" live area.
6. Disposition of materials. Archiving digital files for future use is the responsibility of the client.
Digital Products

New Haven Biz produces an e-newsletter three days a week: Tuesday, Wednesday and Friday. The region's authoritative B2B e-news is now read by over 5,000 business decision makers.

The New Haven BIZ email has been met with great interest by the region's business owners and decision makers, and we're planning on further expanding our e-news coverage to every weekday beginning this Fall.

Business readers want the latest news from the market - and New Haven Biz is delivering that fresh to the in-box of our 5,000 plus subscribers with even more coverage coming in the fall of 2018. Put your message in front of our readers who are hungry for timely information about the local business scene.

Contact Anthony Capalbo for pricing  
acapalbo@newhavenbiz.com or 203-309-6647.

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.

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.

ANIMATION:  
Ads may include animation but may not include audio on load. Animated GIFs are excepted with the understanding that not all email clients support the animation. Because of this, it is important to make sure all pertinent information is included in the first frame of the file. We allow a maximum of 3 loops or 15 seconds. E-News does not support FLASH, HTML ads or IFRAME ads.

THIRD PARTY AD SERVERS:  
We supply click and impression reporting on a quarterly basis. Monthly reporting is available if requested in advance. 1x1 tracking pixels are not supported in emails. Advertisers using a Non-DoubleClick Third Party server can get their own impression and click tracking in addition to the reports we supply if they send the appropriate standard tags for each placement along with their image files. We can send an example standard tag if needed.  

*As of 10/1/17 DoubleClick stopped supporting standard tags used for email placements. This means DoubleClick users can no longer receive their own tracking and reporting for these placements.


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