MISSION .................................................. 1
EDITORIAL CALENDAR .......................... 2
PRODUCTS ............................................. 3
PRINT ..................................................... 3A
    Audience ........................................ 3A.1
    Rates ........................................... 3A.2
        - Newspaper Advertising
        - Insert / Coverwrap / Note
    Specs ........................................... 3A.3
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    Guaranteed Placement ....................... 3A.4
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EVENTS .................................................. 3D
    Calendar ....................................... 3D.1
    Sponsorship Levels ......................... 3D.2
    What’s Included .............................. 3D.3
    Single Event Sheet ......................... 3D.4
HARTFORD BUSINESS JOURNAL
In Print. Online. In Person

The Hartford Business Journal is a growth oriented business information company serving our customers through multiple platforms across Greater Hartford and Connecticut.

We are passionate about successful entrepreneurship and are the acknowledged leaders in catalyzing valued business connections for our customers; both readers and advertisers.

We create those connections by delivering unique content through our targeted print and digital products as well as through our events. Our business is driven by creatively building those connections.
### JAN '18

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSING DATE</th>
<th>SPECIAL FOCUS/ SECTION OR SUPPLEMENT</th>
<th>LIST</th>
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</thead>
<tbody>
<tr>
<td>1/8</td>
<td>12/27/17</td>
<td>Professional Services</td>
<td>Accounting / Largest Lobbying Firms</td>
</tr>
<tr>
<td>1/15</td>
<td>1/3</td>
<td>Nonprofits</td>
<td>Largest Foundations</td>
</tr>
<tr>
<td>1/22</td>
<td>1/10</td>
<td>Advertising, Media, Marketing</td>
<td>News Media Organizations</td>
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**EVENT**
- Best of Business Awards

### FEB '18

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
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<th>SPECIAL FOCUS/ SECTION OR SUPPLEMENT</th>
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<tbody>
<tr>
<td>2/5</td>
<td>1/25</td>
<td>Bioscience</td>
<td>Largest Bioscience Companies/NIH Grants</td>
</tr>
<tr>
<td>2/12</td>
<td>2/1</td>
<td>Banking &amp; Finance</td>
<td>Venture Capital Deals/CT Deals</td>
</tr>
<tr>
<td>2/19</td>
<td>2/8</td>
<td>Manufacturing</td>
<td>Import/Export Lists</td>
</tr>
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</table>

**EVENT**
- Best Places to Work in Connecticut Awards

### MAR '18

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSING DATE</th>
<th>SPECIAL FOCUS/ SECTION OR SUPPLEMENT</th>
<th>LIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/12</td>
<td>3/1</td>
<td>Residential Real Estate</td>
<td>Residential Mortgage Lenders / Residential Sales</td>
</tr>
<tr>
<td>3/19</td>
<td>3/8</td>
<td>Green Business / Energy</td>
<td>Electricity Suppliers</td>
</tr>
<tr>
<td>3/26</td>
<td>3/15</td>
<td>Small Business</td>
<td>Chambers of Commerce</td>
</tr>
<tr>
<td>3/26</td>
<td>2/28</td>
<td>HEALTH CARE QUARTERLY - SPRING</td>
<td>Health Care Lists</td>
</tr>
</tbody>
</table>

**EVENT**
- Best Places to Work in Connecticut Awards

### APRIL '18

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
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<tbody>
<tr>
<td>4/2</td>
<td>3/22</td>
<td>Women in Business Awards</td>
<td>Women Owned Businesses</td>
</tr>
<tr>
<td>4/9</td>
<td>3/29</td>
<td>Construction</td>
<td>Engineering/Commercial Property Sales</td>
</tr>
<tr>
<td>4/16</td>
<td>4/5</td>
<td>Education</td>
<td>Colleges &amp; Universities</td>
</tr>
<tr>
<td>4/23</td>
<td>4/12</td>
<td>Professional Services</td>
<td>Largest Law firms</td>
</tr>
<tr>
<td>4/30</td>
<td>4/19</td>
<td>Technology</td>
<td>NASA contracts</td>
</tr>
</tbody>
</table>

**EVENT**
- 90 Ideas in 90 Minutes

### MAY '18

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSING DATE</th>
<th>SPECIAL FOCUS/ SECTION OR SUPPLEMENT</th>
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<tbody>
<tr>
<td>5/7</td>
<td>4/26</td>
<td>Transportation/Logistics</td>
<td>DOT Projects</td>
</tr>
<tr>
<td>5/14</td>
<td>5/3</td>
<td>Tourism</td>
<td>Largest Entertainment Venues</td>
</tr>
<tr>
<td>5/21</td>
<td>5/10</td>
<td>Business of Sports</td>
<td>Toughest Golf Courses</td>
</tr>
<tr>
<td>5/28</td>
<td>5/17</td>
<td>Startups and Entrepreneurs</td>
<td>Architectural Firms / Largest DECD Deals</td>
</tr>
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</table>

**EVENT**
- Women in Business Awards

### JUNE '18

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSING DATE</th>
<th>SPECIAL FOCUS/ SECTION OR SUPPLEMENT</th>
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</tr>
</thead>
<tbody>
<tr>
<td>6/4</td>
<td>5/24</td>
<td>Arts &amp; Culture</td>
<td>Most Visited Destinations in Connecticut</td>
</tr>
<tr>
<td>6/12</td>
<td>4/28</td>
<td>Doing Business in Connecticut Annual Publication</td>
<td>SPECIAL PUB</td>
</tr>
<tr>
<td>6/11</td>
<td>5/31</td>
<td>Lifetime Achievement</td>
<td>Highest Paid Executives Public Companies</td>
</tr>
<tr>
<td>6/18</td>
<td>6/7</td>
<td>C-Suite Awards</td>
<td></td>
</tr>
<tr>
<td>6/25</td>
<td>6/14</td>
<td>Women in Business Focus</td>
<td></td>
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</table>

**EVENT**
- C-Suite Event
<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSING DATE</th>
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</tr>
</thead>
<tbody>
<tr>
<td>7/9</td>
<td>6/28</td>
<td>Law</td>
<td>IP Law Firms</td>
</tr>
<tr>
<td>7/16</td>
<td>7/5</td>
<td>Banking &amp; Finance</td>
<td>In-state Banks/Wealth/Money Managers</td>
</tr>
<tr>
<td>7/23</td>
<td>7/12</td>
<td>Manufacturing</td>
<td>Manufacturing Companies</td>
</tr>
<tr>
<td>7/30</td>
<td>7/19</td>
<td>Healthcare Quarterly</td>
<td>Advertising/ PR Firms</td>
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</table>

**JULY 18**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>8/6</td>
<td>7/26</td>
<td>40 Under Forty Awards</td>
<td>MBA &amp; Grad Programs</td>
</tr>
<tr>
<td>8/20</td>
<td>8/9</td>
<td>Higher Education / Workforce Development Series</td>
<td>CRE Brokers/Property Managers</td>
</tr>
<tr>
<td>8/27</td>
<td>8/16</td>
<td>Innovative Office Spaces/Real Estate</td>
<td></td>
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</table>

**AUG 18**

<table>
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<tr>
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<tbody>
<tr>
<td>9/3</td>
<td>8/23</td>
<td>Tourism</td>
<td>Hotels / Banquet Facilities</td>
</tr>
<tr>
<td>9/10</td>
<td>8/30</td>
<td>Green Business/Energy</td>
<td>LEED Buildings / Power Plants</td>
</tr>
<tr>
<td>9/17</td>
<td>9/6</td>
<td>Technology</td>
<td>Minority Owned Businesses / Patents</td>
</tr>
<tr>
<td>9/24</td>
<td>9/13</td>
<td>Women in Business Focus</td>
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**SEPT 18**

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</thead>
<tbody>
<tr>
<td>10/1</td>
<td>9/20</td>
<td>Construction/Transportation</td>
<td>Commercial Contractors / Largest Breweries</td>
</tr>
<tr>
<td>10/8</td>
<td>9/27</td>
<td>Manufacturing</td>
<td>Defense Contracts</td>
</tr>
<tr>
<td>10/15</td>
<td>10/4</td>
<td>Employee Benefits/Insurance</td>
<td>Employee Benefits Firms</td>
</tr>
<tr>
<td>10/22</td>
<td>10/11</td>
<td>Family Business Awards</td>
<td>Family Business Finalists List</td>
</tr>
<tr>
<td>10/29</td>
<td>10/18</td>
<td>Real Estate</td>
<td>Brownfields</td>
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**OCT 18**

<table>
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<tbody>
<tr>
<td>11/5</td>
<td>10/25</td>
<td>Banking and Finance</td>
<td>Credit Unions</td>
</tr>
<tr>
<td>11/12</td>
<td>10/18</td>
<td>Giving Guide</td>
<td>SPECIAL PUB</td>
</tr>
<tr>
<td>11/12</td>
<td>11/1</td>
<td>Retail</td>
<td>Shopping Centers / Wealthiest Zip Codes</td>
</tr>
<tr>
<td>11/19</td>
<td>11/8</td>
<td>Non Profit Heroes Recap Issue</td>
<td>Nonprofit Awards Winners Lists / Largest NP</td>
</tr>
<tr>
<td>11/26</td>
<td>11/15</td>
<td>Telecommunications</td>
<td>Largest Telecommunications Providers</td>
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**NOV 18**

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</thead>
<tbody>
<tr>
<td>12/3</td>
<td>11/8</td>
<td>HEALTH CARE RESOURCE GUIDE</td>
<td>Health Care Lists</td>
</tr>
<tr>
<td>12/2</td>
<td>11/22</td>
<td>Education Community</td>
<td>Colleges/SBA Lenders</td>
</tr>
<tr>
<td>12/10</td>
<td>11/29</td>
<td>Health Care Heroes</td>
<td>Health Care Heroes Finalists List</td>
</tr>
<tr>
<td>12/17</td>
<td>12/6</td>
<td>Best of Business</td>
<td>Community Colleges</td>
</tr>
<tr>
<td>12/24</td>
<td>12/13</td>
<td>5 We Watched Recap</td>
<td>Non Profit Compensation</td>
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<tr>
<td>12/26</td>
<td>11/21</td>
<td>Book of Lists</td>
<td>SPECIAL PUB: Book of Lists</td>
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**DEC 18**

**EVENT**

<table>
<thead>
<tr>
<th>EVENT</th>
<th>SPECIAL FOCUS/ SECTION OR SUPPLEMENT</th>
<th>LIST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Non Profit and Community Excellence Awards</td>
<td></td>
</tr>
</tbody>
</table>
AUDIENCE

We deliver a targeted audience of business owners and decision makers every month. Check out our stats.

RATES

Reaching affluent, educated, business decision makers who are engaged, loyal readers. See our rates.

SPECs

Once you are ready to advertise with us, these spec sheets will help you get started. Start designing.

GUARANTEED PLACEMENT

Want to ensure your company gets the very best placement in our paper? See how you can guarantee your page placement.
Providing Access to Hartford’s Business Decision Makers

92% of Hartford Business Journal’s readers identify themselves as a senior-level decision maker at their business.

52% Chief Executives | Owner, Partner, President, CEO

24% Senior Executives | Vice President or Other Executive Title

14% Managers | Divisional and/or Department Heads

10% Professionals

64% are between 40-59

58% contacted a company because of an advertisement in the publication.

69% discussed an item they saw in the publication with others.

61% passed an item along or refer information to a business associate/client.

60% of Hartford Business Journal readers spend 30 minutes or more reading each issue.

79% of Hartford Business Journal readers spend 15 minutes or more reading each issue.

Average number of Hartford Business Journal readers per copy is 3.8.
# Hartford Business Journal Rates

## Full Color:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>52x¹ (55% Discount)</th>
<th>45x (50% Discount)</th>
<th>39x (45% Discount)</th>
<th>26x (40% Discount)</th>
<th>19x (33% Discount)</th>
<th>13x (25% Discount)</th>
<th>8x (15% Discount)</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,720</td>
<td>$3,020</td>
<td>$3,330</td>
<td>$3,630</td>
<td>$4,080</td>
<td>$4,550</td>
<td>$5,140</td>
<td>N/A</td>
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<tr>
<td>Jr. Page</td>
<td>$2,150</td>
<td>$2,380</td>
<td>$2,670</td>
<td>$2,870</td>
<td>$3,220</td>
<td>$3,580</td>
<td>$3,930</td>
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<tr>
<td>1/2 Page</td>
<td>$1,590</td>
<td>$1,760</td>
<td>$1,940</td>
<td>$2,110</td>
<td>$2,380</td>
<td>$2,640</td>
<td>$3,430</td>
<td>N/A</td>
</tr>
<tr>
<td>3/8 Page</td>
<td>$1,380</td>
<td>$1,480</td>
<td>$1,640</td>
<td>$1,790</td>
<td>$2,010</td>
<td>$2,230</td>
<td>$2,970</td>
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<tr>
<td>1/4 Page</td>
<td>$980</td>
<td>$1,080</td>
<td>$1,200</td>
<td>$1,300</td>
<td>$1,470</td>
<td>$1,630</td>
<td>$1,730</td>
<td>N/A</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$680</td>
<td>$750</td>
<td>$820</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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## Premiums:

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<th>52x¹</th>
<th>45x</th>
<th>39x</th>
<th>26x</th>
<th>19x</th>
<th>13x</th>
<th>8x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front (+25%)</td>
<td>$3,400</td>
<td>$3,775</td>
<td>$4,163</td>
<td>$4,538</td>
<td>$5,100</td>
<td>$5,688</td>
<td>$6,425</td>
<td>$7,563</td>
</tr>
<tr>
<td>Inside Cover (+20%)</td>
<td>$3,264</td>
<td>$3,624</td>
<td>$3,996</td>
<td>$4,356</td>
<td>$4,896</td>
<td>$5,460</td>
<td>$6,168</td>
<td>$7,260</td>
</tr>
<tr>
<td>Rear Cover (+30%)</td>
<td>$3,536</td>
<td>$3,926</td>
<td>$4,329</td>
<td>$4,719</td>
<td>$5,304</td>
<td>$5,915</td>
<td>$6,682</td>
<td>$7,865</td>
</tr>
<tr>
<td>List Adjacencies (+15%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Includes 4 special issues. Add % to earned rate | Gross rates.

### Guaranteed position:

Add 20% to earned rate (minimum size 1/4 page)
Based on availability — check with your accounts manager

### Discounts:

15% Agency commission on earned ad rate to recognized ad agencies, net 30. Cannot be applied to guaranteed placement. Advertiser and advertising agency are jointly and severally liable for payment.

The publisher will not release the advertising agency from liability even if a sequential liability clause is included in the contract, insertion order or purchase order.

### TERMS AND CONDITIONS:

1. A contract year begins with the date of the first insertion. Advertising ordered at a frequency discount, and not earned during the contract year, will be billed at earned rate (short rate). All verbal orders are considered binding unless cancelled in writing prior to the closing date for the reservation of the advertisement’s placement.

2. Cancellations are not accepted after the closing date. Advertising copy from the most recently approved insertion will run if copy is not received by an issue’s specified deadline. If there is no previous insertion, the client is liable for the cost of the unused contracted space: such space will be reallocated at the discretion of the publisher.

3. All invoices are due and payable within 30 days from date of invoice. Accounts not paid within 30 days are subject to a late payment finance charge computed at 1.5% per month (18% APR).

4. All new accounts must prepay their first ad. Credit is extended upon acceptance and approval of our credit application. A credit application must be submitted no later than two business days before issue closing. The publisher reserves the right to require prepayment on any account.

5. All advertising accepted is subject to publisher’s approval regarding content and appearance. The quality of reproduction is contingent upon the quality of materials furnished.

6. Mainebiz is not responsible for reproduction or positioning if material is received after closing date.

7. The publisher is not liable for any errors in typeset by publisher following proof approval. In the event of any error, the publisher shall be liable for only that portion of the ad which may be in error. Written notice must be given within 10 days of publication.

8. Advertisers will be short rated if they do not fulfill the frequency required by the contract upon which their rates are based.

9. Advertiser and advertising agency are jointly and severally liable for payment. The publisher will not release the advertising agency from liability even if a sequential liability clause is included in the contract, insertion order or purchase order.
# Premium Print Additions

We offer you the opportunity to insert your preprinted message into over 9,000 papers circulating each week. You will save the cost of buying a list, the cost of handling and addressing, the handling cost of sorting for the postal service, and the hassle of postal restrictions on shape and size of the message. It’s a mailing list you can trust, and it’s less expensive than direct mail.

## Benefits:
- Use of our list
- Targeted audience
- Quantity discounts
- Freedom of design
- Convenience – no postal mark needed
- Controlled environment
- Lower your costs even more with Co-op

## Inserts

### Sizes
Pricing includes bleeds which are optional.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5 x 11 - Single Sheet Flat (both sides)</td>
<td>$3,000</td>
</tr>
<tr>
<td>8.5 x 11 - Single Sheet Folded (4 pages)</td>
<td>$5,000</td>
</tr>
<tr>
<td>10 x 13 - Two Sheets Folded (8 Pages)</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

Custom sizes quoted separately.

## Postcards

### Sizes
Pricing includes bleeds which are optional.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.5 x 8.5 - Card Stock (14pt gloss with various coating options - Satin both sides, UV coated one or two sided)</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Custom sizes quoted separately.

## Stickers

### Sizes
Pricing includes bleeds which are optional.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>3 x 3 - News Note (round corner rectangle)</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Custom sizes quoted separately.

## Cover Wrap

### Please call:
Jaime Rudy, Sales Director, 860.236.9998 x124 for detailed information on this premium print addition to the Hartford Business Journal

**HBJ** can design and supply materials, please contact call for more information.

Rates are subject to change, based on weight and format. Inserts must be pre-approved before they run. Inserts must be pre-printed for the full run of press (9,000 to 10,000 copies). All rates are net; these rates do not include any agency discount.
Ad Sizes

**FULL PAGE**
9.75" x 13.75"

**3/4 PAGE HORIZONTAL**
9.75" x 10.25"

**1/4 PAGE HORIZONTAL**
9.75" x 3.25"

**3/4 PAGE VERTICAL**
7.25" x 13.75"

**1/4 PAGE**
4.75" x 6.75"

**1/2 PAGE HORIZONTAL**
9.75" x 6.75"

**JR PAGE**
7.25" x 10.25"

**3/8 PAGE VERTICAL**
4.75" x 10.25"

**1/8 PAGE HORIZONTAL**
4.75" x 3.25"

**1/8 PAGE**
4.75" x 6.75"

**3/8 PAGE HORIZONTAL**
7.25" x 6.75"

**Pages are 4 columns wide. Maximum image area: 9.75" x 13.75"**

**HBJ AD SIZES**

<table>
<thead>
<tr>
<th>Page Style</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>9.75&quot; x 13.75&quot;</td>
</tr>
<tr>
<td>3/4 Page Horiz</td>
<td>9.75&quot; x 10.25&quot;</td>
</tr>
<tr>
<td>3/4 Page Vert</td>
<td>7.25&quot; x 13.75&quot;</td>
</tr>
<tr>
<td>Jr. Page</td>
<td>7.25&quot; x 10.25&quot;</td>
</tr>
<tr>
<td>1/2 Page Horiz</td>
<td>9.75&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>1/2 Page Vert</td>
<td>4.75&quot; x 13.75&quot;</td>
</tr>
<tr>
<td>3/8 Page Horiz</td>
<td>7.25&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>3/8 Page Vert</td>
<td>4.75&quot; x 10.25&quot;</td>
</tr>
<tr>
<td>1/4 Page Horiz</td>
<td>9.75&quot; x 3.25&quot;</td>
</tr>
<tr>
<td>1/4 Page Vert</td>
<td>2.25&quot; x 13.75&quot;</td>
</tr>
<tr>
<td>1/8 Page Horiz</td>
<td>4.75&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>1/8 Page Vert</td>
<td>2.25&quot; x 6.75&quot;</td>
</tr>
</tbody>
</table>
Specs

Materials due dates:
All ad materials are due to production the Friday after the advertising closing date. See Planning Guide Pages for specific dates.

Ink Density
Color density: total amount of ink applied to darkest area of your ad (example: 90%C, 10%M, 10%Y, 20%K = 130% total ink density). HBJ Regular Issues/Newsprint: should not exceed 220%. HBJ Special Issues/Heatset Glossy: should not exceed 285%. HBJ Special Covers/Glossy Stock: should not exceed 300%.

Printing Process
Web Offset. Expect 10-20% press gain. If you are unfamiliar with Newsprint reproduction, please see Specifications for Newsprint Advertising Production (SNAP) — The complete guide can be viewed at: www.naa.org.

Line Screen
HBJ Regular Issues/Newsprint: 100 line screen
HBJ Special Issues/Heatset Glossy: 150 line screen
HBJ Special Covers/Glossy Stock: 150 line screen

Ad Creation/Ideas
Our experienced staff of designers will be happy to create and develop ads for your business to run in our publications free of charge. We will work closely with you to create attractive, eye-catching ads that will complement your business and help you get the most out of your advertising program with the Hartford Business Journal.

Ad Duplication
If any re-sizing or re-formatting needs to be done to the ad, labor will be billed at $25 per hour. Copy of ad on disk (CD) (as PDF), or package and email ($10 each).

Sending Digital Files
PDF Ads can be e-mailed to graphics@hartfordbusiness.com, or sent via DROPBOX.com
(NO PAGEMAKER, MSWORD, MS PUBLISHER or QUARK FILES ACCEPTED) DO NOT include any RGB graphics in your layouts. We can only accept CMYK images. Line Art or Logos: EPS preferred.
Photos: TIFF (Tagged Image File Format) or EPS (Encapsulated PostScript) only. Mode: Grayscale for black & white ads. CMYK (not RGB) for 4-color ads. Resolution: at least 2 times line screen.

Resolution & Color
Resolution = 2x the line screen. Files should be built in 4-color (CMYK) breakdown with high resolution scans in place at 100%, JPEG, GIF files, 72 DPI or low-resolution images pulled from internet cannot be accepted. No Pantone/PMS, RGB or indexed colors can be used in submitted files. Printing is web offset on uncoated stock with cyan, magenta, yellow, black ink. We strive to match our client’s color specifications but cannot guarantee a perfect match.

PDF Files:
• DO NOT use any SPOT COLORS (convert to CMYK)
• Make sure black text and black borders are K only. (not a cmyk mix)
• DO NOT use any RGB images.
• Embed ALL FONTS or, you can eliminate fonts by “creating outlines” on all text
• Under “job options” in Acrobat Distiller make sure color & grayscale images are downsampled at at least 200 dpi (300 for covers or glossy heatset), and mono-chrome bitmap at at least 600 dpi

All files will be checked before going to press: client may incur additional charges—a $25 an hour fee will be charged (minimum charge: $25) if any file manipulation is required. We are not responsible for ad quality if materials provided do not meet these specifications: we reserve the right to substitute fonts or graphic elements in order to meet our deadlines.

Designing Web Offset Newsprint Ads:
Specifications for Newsprint Advertising Production (SNAP) — The complete guide can be viewed at: www.naa.org.

Fine Rules and Small Type:
Reproduce as one-color (except yellow) only all rules that are 4 point and thinner and small type (defined as sans-serif type that is smaller than 7 points, serif type that is 12 points and smaller, and fine-serif type such as Bodoni that is 14 points and smaller). Use sans-serif type.

Reversed Rules and Type:
Do not reverse out of a single color background any type that is smaller than 10 points. Text reversed out of a color background should be 12 points or larger in size. Serif type and fine-serif type should not be reversed at sizes smaller than 12 points. Reverse type should not be positioned within screened areas containing less than a 70% screen comprised of any color. Type should not be reversed in a yellow or other light-colored background.

Screened Text:
Do not screen type styles with serifs or with a fine to medium weight.
Text screened at 80% or more will reproduce as a solid.

Surprinted Type and Tints:
When overprinting rules or type on a tint background use a tint value of not more than 25%. Create these tints keeping mechanical dot gain on press in mind.
Ad Checklist
Email Ads to: graphics@HartfordBusiness.com

☐ Was ad PDF originally composed in InDesign, Quark or Illustrator?
  • AVOID using Photoshop for final ad composition. This causes type and vector artwork to rasterize, which sacrifices crispness and clarity. Also DO NOT use MS Word or PowerPoint for final composition. MS Office products require RGB images which are not correct for final printing.

☐ Does ad match specifications?
  • Make sure ad matches proper HBJ dimensions. Please note whether the ad is horizontal or vertical.

☐ Are photos at least 200 dpi? (300 dpi for glossy & special pubs)
  • All images/photos should be at least 200 dpi at 100% final size they are being printed. Enlarging them beyond this increases the chances of image(s) becoming fuzzy or jagged. Do not use Web photos. Web photos are usually 72dpi and are NOT high enough resolution for print.

☐ Are all art elements the correct color mode?
  • If ad is 4-color (CMYK), photos and graphics should be created as CMYK — NO RGB or PMS Spot Colors Please.

☐ Are all black items black ink only?
  • Black text and black design elements should be made of black ink only — no rich black (CMYK mix).

☐ Is maximum color density 220% or lower?
  • Color density (total amount of ink applied to darkest area of your ad) should not exceed 220%. (example: 90%C, 10%M, 10%Y, 20%K = 130% total ink density)

☐ Is text large enough and thick enough?
  • Avoid small, thin, reversed type in your design. It does not reproduce well on newsprint. It can close up or become illegible if too small or thin.

☐ Was a printout of the final PDF created?
  • Print one proof of your ad to check frames/borders. On-screen proofing alone can often lead to outside frames being clipped or eliminated during the PDF process.

For more information and specifics on designing ads for newsprint, please visit SNAP - Specifications for Newsprint Advertising Production at www.naa.org/snap or visit www.HartfordBusiness.com/advertise.php and click on "Electronic File Specifications" For questions contact our graphics department at graphics@HartfordBusiness.com or 860-236-9998 x140
Insert Specs

If You Supply Your Own Inserts:

**INSERT SPECS**

**Maximum size:** Cannot exceed the final trim size of the Hartford Business Journal (10” x 12.5”)

**Minimum single sheet paper weight:** 100lb text

**Multiple page insert:** Insert supplements should not be thicker or heavier than an issue of the Hartford Business Journal.

**OVER RUN QUANTITIES NEEDED**

**Multi-page Supplements:** 2.5%, 300 copy

**Minimum Single page** 10%, 300 copy minimum

**PACKAGING REQUIREMENTS**

**INSERTS SHOULD BE DELIVERED ON SKIDS OR BOXES LABELED AS:**

- Hartford Business Journal
- Insert title
- Issue date
- Box # and total # of boxes
- Your company name
- Total number of inserts provided

**DELIVERY DEADLINES**

- Pre-printed inserts: must arrive on or before the Monday prior to the issue date.

**SHIPPING INSTRUCTIONS**

Three docks are located at the facility, docks 2–3 are preferred and numbered above dock door. Docks are located at back of building off Liberty Street.

- The Republican
- 1860 Main St
- Springfield, MA 01103
- Attn: Johan Velez

**Receiving Hours:** Monday–Friday 8:00am – 4:00pm

**Contact:** Johan Valez

(413) 788-1155 / jvelez@repub.com

**PRODUCING AND PRINTING INSERTS**

Please see the custom publication one sheet for information on designing and printing inserts with help from the Hartford Business Journal.

---

**1** If your inserts do not meet these specs or use very slick paper; extra thin or thick stock; envelopes; perforated cards; thick books; or loose material, please contact your Hartford Business Journal account manager to ensure it can be inserted.

**Terms and Conditions:**

Insertions require a minimum of 10,000 copies supplied to HBJ, more for special annual publications.

Inserts must be pre-approved before they run. Inserts must be pre-printed for the full run of press (9,000 to 10,000 copies).
### Guaranteed Placement

**Ad Position** | **Ad Size** | **Description** | **Upgrade Price**
--- | --- | --- | ---
Cover 4 | Full | Back Cover | +30%
Cover 3 | Full | Inside Back Cover, Opposite The List | +25%
Cover 2 | Full | Inside Front Cover, Page Two Of The Issue | +25%
Page 3 | 1/4 Horizontal | At Bottom Of Opening First Right Hand Page Of The Issue | +20%
Page 5A | 1/2, or Full | Far Forward, Week in Review | +20%
Page 5B | 1/4 | Far Forward, Week in Review | +20%
Page 7 | 1/2 Vertical, or 1/4 Vertical as Available | Far Forward | +20%
Opposite a List | Full, 1/2 Horizontal, 1/4 Vertical | Opposite A List Or Data Of Your Choice-Precedence Given To Full Page Ads | +20%

1. Apply adjustment to earned rate
2. Applies to Book of Lists
We deliver a targeted audience of business owners and decision makers every month. Check out our stats.

3B.1

Reaching affluent, educated, business decision makers who are engaged, loyal readers. See our rates.

3B.2

Once you are ready to advertise with us, these spec sheets will help you get started. Start designing.

3B.3
97% of Hartford Business Journal’s digital readers identify themselves as executives, professionals or managers.

34%
Chief Executives | Owner, Partner, President, CEO

63%
Senior Executives | Professionals or Managers

HARTFORDBUSINESS.COM DEMOGRAPHICS

Sitewide Pageviews
255,000/month
Users (Uniques Visitors) = 95,000/month

Mobile Accounts For:
60,000 pageviews /month
30,000 users /month

*All statistics are tracked and generated on a monthly basis by our NEBM Research team.
HARTFORD BUSINESS

HartfordBusiness.com, the online presence for the Hartford Business Journal, is the trusted source online for LOCAL business news. No marketing plan is complete without an digital component. Now you can reach important decision-makers both in print through our publication and online through our website HartfordBusiness.com.

**CPM Campaign Ad Sizes (please provide all 3 sizes)**

<table>
<thead>
<tr>
<th>Share of Voice</th>
<th>Monthly Impressions</th>
<th>Less Than 3 Month Buy</th>
<th>3-6 Month Buy</th>
<th>7-12 Month Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>50,000</td>
<td>$1,000</td>
<td>$900</td>
<td>$750</td>
</tr>
<tr>
<td>15%</td>
<td>100,000</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,500</td>
</tr>
<tr>
<td>20%</td>
<td>150,000</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,250</td>
</tr>
<tr>
<td>25%</td>
<td>200,000</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,000</td>
</tr>
<tr>
<td>25%</td>
<td>250,000</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$3,750</td>
</tr>
<tr>
<td>CPM</td>
<td></td>
<td>$20</td>
<td>$18</td>
<td>$15</td>
</tr>
</tbody>
</table>

**RATES (per month)**

<table>
<thead>
<tr>
<th>Share of Voice</th>
<th>Monthly Impressions</th>
<th>Less Than 3 Month Buy</th>
<th>3-6 Month Buy</th>
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</thead>
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</tr>
<tr>
<td>25%</td>
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<td>$5,000</td>
<td>$4,200</td>
<td>$4,000</td>
</tr>
<tr>
<td>25%</td>
<td>250,000</td>
<td>$6,250</td>
<td>$5,250</td>
<td>$5,000</td>
</tr>
<tr>
<td>CPM</td>
<td></td>
<td>$25</td>
<td>$21</td>
<td>$20</td>
</tr>
</tbody>
</table>

*The actual share of voice impressions may vary month to month, but these examples give you an idea of what to expect for impressions, and can help you plan your online strategy. In order to best reach our audience with your message, we recommend running a minimum 40,000 impressions per month, which is 10% share of voice.*
Wallpaper Rates

Description
This ad fills the large white space in the browser window on either side of the site content.

Placement
The wallpaper appears on the homepage and other section fronts on HartfordBusiness.com. This includes section fronts in the main navigation, news sub navigation, and industry pages.

Premium Features
Strategic Placement: Placed on all 5 primary section fronts in the main navigation bar (news(home), weekly edition, our events, calendar, special edition) Plus news page sub nav links along with all other industry section fronts.

Page Dominant: High visibility. Ad scrolls with page content and is always visible.

Exclusive: Only one wallpaper advertiser during a given time period.

Estimated Monthly Impressions*
10,000 - 12,500/week
40,000 - 50,000/month

Duration Of Views/ User Limits
Remains on page—cannot be closed. Wallpaper remains when viewer scrolls. No user based limits. Appears on all pageviews.

Viewed On
Desktop only (not mobile or tablet)

RATES

<table>
<thead>
<tr>
<th></th>
<th>Per Week</th>
<th>Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>$1575</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

* Estimated views are based on current traffic trends, pricing is based on exclusive positioning rather than CPM
Lightbox Rates

**Description**
A 300×600 pixel ad appears when the viewer opens the page. The background content and other banner ads are grayed out, so that the viewer sees only the Lightbox ad.

**Placement**
Editorial article pages on page load.

**Premium Features**
- **Strategic Placement**: Placed to reach the full HartfordBusiness.com audience. (Includes all devices except smartphones)
- **Page Dominant**: High visibility. Page content is dimmed until ad closes.
- **Exclusive**: Only one lightbox advertiser during a given time period.

**Estimated Monthly Impressions**
- **Weekly (SUN-SAT)**: 12,000 - 15,000 Impressions and Users
- **Monthly**: 50,000 - 55,000 Impressions

*Pricing is based on exclusive positioning, these are roughly the number of impressions that are delivered

**Duration Of Views/ User Limits**
Can be clicked off with the "X" and/or will go away after 10 seconds. Targets all unique visitors (users) on HartfordBusiness.com. Limited to one view per user every 7 days.

**Viewed On**
Desktop and Tablet (not mobile or tablet)

**RATES**

<table>
<thead>
<tr>
<th></th>
<th>Per Week</th>
<th>Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lightbox</td>
<td>$1,750</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

*TO SEE A SAMPLE GO TO [www.HartfordBusiness.com/lightbox]*
**Shoutbox Rates**

**Description**
A 300×250 ad slides into view at the bottom of the browser window from the left side.

**Placement**
Appears on all editorial article pages (will appear upon page load, after Lightbox closes if Lightbox is scheduled to run on same page).

**Premium Features**

- **Strategic Placement:** Placed to reach the full HartfordBusiness.com audience. (Includes all devices except smartphones)
- **Page Dominant:** High visibility. Remains visible until reader opts to close the ad. Retains position when page is scrolled.
- **Exclusive:** Only one shoutbox advertiser during a given time period.

**Estimated Monthly Impressions***

- Weekly (SUN-SAT): 12,000 - 15,000 Impressions and Users
- Monthly: 50,000 - 55,000 Impressions

*Pricing is based on exclusive positioning, these are roughly the number of impressions that are delivered

**Duration Of Views/ User Limits**
Can be clicked off with the “X” otherwise, it will remain open on the page and remains as viewer scrolls down the page. Targets all unique visitors (users) on HartfordBusiness.com. Limited to one view per user every 7 days.

**Viewed On**
Desktop and Tablet (not mobile or tablet)

<table>
<thead>
<tr>
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<tr>
<td>Shoutbox</td>
<td>$1,750</td>
<td>$5,000</td>
</tr>
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</table>
Mobile Website Exclusive Ad
Mobile sessions currently account for over 25%* of all HartfordBusiness.com website sessions. Don’t miss this opportunity to be seen exclusively – front and center!


HARTFORD BUSINESS.COM
Mobile Ad Sponsor for 6 months = Approximately 300,000 ad impressions!

Average Mobile Impressions
Per Month: 58,000
Avg. CTR = .15*


SPONSORSHIP BENEFITS
• Exclusive Sponsor
• Connects your organization with a high value audience in local business community
• Strategic ad placement with strong brand visibility & reach
• 6-month timeline adds impact to your brand

PROGRAM AUDIENCE
(small to large market)
• Entrepreneurs
• Senior level executives
• Professionals

Terms and Conditions:
* Billing on a monthly basis. Net rates.
Specs: Ad sizes in accordance with Interactive Advertising Bureau (IAB) Guidelines. 72 dpi, GIF or JPEG. 320 x 50 pixels. Max file size is 50k. Ads must be submitted the week prior to first posting date. Email your ad to graphics@HartfordBusiness.com and please include the link to your site. Mobile Ad DOES NOT support FLASH, HTML ads or IFRAME ads. Please submit a .jpg or .gif only for all eNews products. Please include the link to your website.

Own the only ad location on the HBJ mobile site –
> Be seen by our local business audience daily in the palm of their hand.
> Links directly to your mobile website.
> Your brand is associated with a trusted news source and updated daily content.

Investment: $9,000 for 6 months
Every business day at 7:30AM, area business leaders and executives turn to Hartford Business Journal email news to stay ahead of the competition. It’s a great way to deliver your message to the inboxes of your best prospects!

Average Daily Subscribers: 11,600  
Open Rate: 30%

### Rates

#### RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Choose Day (M-F)</th>
<th>Non-Contract Rate (per day)</th>
<th>3 Month</th>
<th>6 Month</th>
<th>12 Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>LB</td>
<td>One Day M-F</td>
<td>$596</td>
<td>$2050</td>
<td>$1834</td>
<td>$1618</td>
</tr>
<tr>
<td>HALF</td>
<td>One Day M-F</td>
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<td>$1618</td>
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<tr>
<td>MED 1</td>
<td>One Day M-F</td>
<td>$440</td>
<td>$1517</td>
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<td>$1197</td>
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<td>MED 2</td>
<td>One Day M-F</td>
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#### RATES - INTEGRATED w/ print

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</thead>
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<td>$1376</td>
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Every business day at noon, area business leaders and executives turn to Hartford Business Journal email news to stay ahead of the competition. It’s a great way to deliver your message to the inboxes of your best prospects!

**Average Daily Subscribers: 11,600**
**Open Rate: 27.7%**

**An engaged, valuable audience**
This targeted audience across the Greater Hartford Region are our most engaged readers on HartfordBusiness.com and are responsible for 20% of users, and 35% of all pageviews on HartfordBusiness.com.

### Rates

**Rates**

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<td>$1357</td>
<td>$1197</td>
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</tbody>
</table>

**Rates - Integrated w/ print**

<table>
<thead>
<tr>
<th>Size</th>
<th>Choose Day (M-F)</th>
<th>Non-Contract Rate (per day)</th>
<th>3 Month</th>
<th>6 Month</th>
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<td>$1289</td>
<td>$1153</td>
<td>$1018</td>
</tr>
</tbody>
</table>
CT HEALTH CARE WEEKLY

CT’s statewide email covering business Healthcare news... From the source you trust.

Average Weekly Subscribers: 9,600 (Avg. Open rate: 28%)

---

RATES

<table>
<thead>
<tr>
<th></th>
<th>All Sizes</th>
<th>Per Ad</th>
<th>3 Months (per month)</th>
<th>6 Months (per month)</th>
<th>Annual (per month)</th>
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<tbody>
<tr>
<td>Standard</td>
<td></td>
<td>$520</td>
<td>$1762</td>
<td>$1616</td>
<td>$1410</td>
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<td>Integrated w/ Print</td>
<td></td>
<td>$440</td>
<td>$1498</td>
<td>$1374</td>
<td>$1199</td>
</tr>
</tbody>
</table>

Ads rotate weekly - All positions must be supplied to run the campaign. 20% discount for charter advertisers 12 month run; 10% discount for a 6 month run for charter advertisers. First come, first served.

---

Sponsored Content Opportunity:

Company news? New hire? New building? This item appears as the 3rd ‘story’ in the content area of the eNews, with click through to the full story or special announcement on your company website. It’s a great way to distribute your message and associate your brand with a respected news source.

SPECS: 55 characters headline; 380 characters story text. (including spaces and punctuation)

Ads must be submitted the week prior to first posting date.

Email ad materials to your Account Manager.

---

RATES

<table>
<thead>
<tr>
<th></th>
<th>Per Ad</th>
<th>3 Months (per month)</th>
<th>6 Months (per month)</th>
<th>Annual (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Content Only (600x150 fixed position - does not rotate with other ads)</td>
<td>$1200</td>
<td>$3548</td>
<td>$2838</td>
<td>$2625</td>
</tr>
<tr>
<td>Integrated w/ Print</td>
<td>$990</td>
<td>$2838</td>
<td>$2271</td>
<td>$2064</td>
</tr>
</tbody>
</table>

---

HARTFORD BUSINESS JOURNAL | advertising@hartfordbusiness.com | 860.236.9998 | Visit us at www.HartfordBusiness.com for more information
HARTFORD BUSINESS.com

Your ads will rotate throughout the site – reaching thousands of visitors!
Hartfordbusiness.com Currently Averages Over 255,000 Page Views Per Month, With An Average Of Over 95,000 Unique Visitors (Users) Per Month! *

Electronic Ad Sizes & Specs:
Please supply 3 ad sizes.

1. 728w x 90h
2. 300w x 250h
3. 300w x 600h

Specs: Ad sizes in accordance with Interactive Advertising Bureau (IAB) Guidelines. 72 dpi, jpg, gif, png or packaged html5 files. Max file size is 70k for Leaderboard and Med Rectangle, 100k max file size on Half Page. Remember to supply all 3 sizes above for CPM Campaigns running on HartfordBusiness.com

Third party ad servers: We support third party ad servers including Atlas and DoubleClick

Rich media: Ads may include animation with a maximum of three loops or 15 seconds. Ads may not include audio on load.

* Ads must be submitted 5 business days prior to first posting date.

* Ad Limit- please limit your creative to no more than 2 messages per month/ per campaign. (6 ads total)
HARTFORD BUSINESS.COM

WALLPAPER SPECS

How does it work?
The wallpaper image will remain static as the reader scrolls down the page, so it is always in view. There is the option of running a banner in the leaderboard top position as well. If you do not choose to run a leaderboard, we will disable the position so no other advertisers will appear there.

Considerations:
Wallpaper should be used to present a clear message, and not consist of a busy repeating pattern. We need to maintain the ability to have advertisers change their art if it does not meet our standards. It is a good idea to submit one size ahead of time, then submit the others once approved and tested.

Image area:
The wallpaper image area surrounds the HartfordBusiness.com site content area at the left, right and top. The viewable area excludes the HartfordBusiness.com site content area which is 980px wide at begins 125px from the top. For the cleanest application of your design, we recommend running a background color behind the HartfordBusiness.com site content area.

Tracking:
If you would like to supply tracking code, please send a single impression code and click tracking pixel code that can be used for all wallpaper sizes universally.

Wallpaper Sizes and Specs:
Please supply ALL ad sizes so that the ad can be supported in a variety of screen sizes. Note: The viewable area will consist of the margins on either side, therefore the middle 980 pixels will not be visible. Your background color should run behind this area and fill the entire dimensions of the areas below.

1. 1920w x 1050h  
2. 1600w x 1050h  
3. 1440w x 900h  
4. 1366w x 768h  
5. 1280w x 800h

Specs: 72 dpi, GIF, PNG or JPEG. File Size under 300k. Ads must be submitted the week prior to first posting date for testing.

Optional: Homepage Takeover with additional Leaderboard

Also submit size: 728x90

Specs: Ad sizes in accordance with Interactive Advertising Bureau (IAB) Guidelines. Specs: 72 dpi, GIF, PNG or JPEG. Max file size is 70k for Leaderboard. * Ads must be submitted the week prior to first posting date.

Please email your ads to your account representative and remember to include a URL link.
Lightbox:
Please supply the ad size below:
300(w) x 600(h) pixels

Shoutbox:
Please supply the ad size below:
300(w) x 250(h) pixels

Specs: 72 dpi, GIF, PNG or JPEG. File Size under 300k. Ads must be submitted the week prior to first posting date for testing.

Specs: Ad sizes in accordance with Interactive Advertising Bureau (IAB) Guidelines. Specs: 72 dpi, GIF, PNG or JPEG.

* Ads must be submitted the week prior to first posting date.

Please email your ads to your account representative and remember to include a URL link.
Every business day at 7:30AM, area business leaders and executives turn to Hartford Business Journal email news to stay ahead of the competition. It’s a great way to deliver your message to the inboxes of your best prospects!

Electronic Ad Sizes & Specs:
Please supply 4 ad sizes.

1. 728w x 90h
2. 300w x 250h
3. 300w x 600h
4. 320w x 100h

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

Format: Image files must be supplied by all advertisers. Acceptable formats are jpg, png, gif. Please submit a click through URL with your ad.

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. 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.

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.

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.
Every business day at noon, area business leaders and executives turn to Hartford Business Journal email news to stay ahead of the competition. It’s a great way to deliver your message to the inboxes of your best prospects!

Electronic Ad Sizes & Specs:
Please supply 4 ad sizes.

1. 728w x 90h  
2. 300w x 250h  
3. 300w x 600h  
4. 320w x 100h  
*File Size: 40kb for ad sizes. 70kb max file size on Half Page.

Format: Image files must be supplied by all advertisers. Acceptable formats are .jpg, .png, .gif. Please submit a click through URL with your ad.

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.

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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.

Smartphones will display a mobile banner 320x100 version of your ad, in these approximate placements. NOTE: If mobile banner is not supplied by deadline, there will be no credits or make-goods issued for missed mobile impressions.
Every Wednesday, area business leaders and executives turn to Hartford Business Journal email news to stay ahead of the competition. It’s a great way to deliver your message to the inboxes of your best prospects!

Electronic Ad Sizes & Specs:
Please supply 4 ad sizes.

1. 728w x 90h
2. 300w x 250h
3. 300w x 600h
4. 320w x 100h

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

Format: Image files must be supplied by all advertisers. Acceptable formats are .jpg, .png, .gif. Please submit a click through URL with your ad.

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.

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Please email your ads to your account representative and remember to include a URL link.
ANNUAL / CUSTOM PUBLICATIONS

**Book of Lists**
Our annual snapshot of the market, including a year’s worth of business lists from across the spectrum of industries in our region.

**Giving Guide**
A comprehensive guide to the many nonprofit and community organizations supporting our region, who benefit from the support of Greater Hartford’s business community.

**Doing Business in Connecticut**
The comprehensive resource magazine promoting and celebrating the many assets that make our state a great place to do start, run, or expand a business. 30,000 copies distributed regionally, nationally and internationally.

**Custom Publications**
Interested in professionally creating, publishing and distributing a specialty magazine to business decision makers in our region, and beyond? We can help!

Interested in being apart of a special HBJ publication or creating a custom publication of your own? Contact Jaime Rudy, Sales Director, for information on rates, sponsorship, and spec sheets.

Jaime Rudy, Sales Director  
jrudy@HartfordBusiness.com  |  860.236.9998 x124
**Ad Sizes**

- **FULL PAGE**: 9.25" x 12.5"
- **3/4 PAGE HORIZONTAL**: 9.25" x 9.25"
- **3/4 PAGE VERTICAL**: 7" x 12.5"
- **1/4 PAGE HORIZONTAL**: 9.25" x 6.25"
- **3/8 PAGE VERTICAL**: 4.75" x 10.25"
- **JR PAGE**: 7" x 9.5"
- **1/8 PAGE HORIZONTAL**: 4.5" x 3""
Want to know what we have in store for this year’s events? Check out our events calendar.

Be a part of your business community events. See our sponsorship levels & what’s included.

Need more details on an event? See our detailed events sheets.
<table>
<thead>
<tr>
<th>Event Title</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Nomination Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BEST OF BUSINESS AWARDS</strong></td>
<td>JAN 25TH</td>
<td>5:30 - 6:30 PM</td>
<td>Hartford Yard Goats Club</td>
<td>11/16/17</td>
</tr>
<tr>
<td><strong>BEST PLACES TO WORK IN CONNECTICUT</strong></td>
<td>FEB 22TH</td>
<td>5:30 - 9 PM</td>
<td>Farmington Gardens</td>
<td>10/16/17</td>
</tr>
<tr>
<td><strong>90 IDEAS IN 90 MINUTES</strong></td>
<td>APRIL 3RD</td>
<td>8 - 10 AM</td>
<td>The Hartford Club</td>
<td>2/6/18</td>
</tr>
<tr>
<td><strong>WOMEN IN BUSINESS AWARDS</strong></td>
<td>APRIL 30TH</td>
<td>11 AM-1:45 PM</td>
<td>Hartford Hilton</td>
<td>11/16/17</td>
</tr>
<tr>
<td><strong>SUITE AWARDS</strong></td>
<td>JUNE 12TH</td>
<td>11 AM-1:45 PM</td>
<td>Hartford Marriott</td>
<td>4/9/18</td>
</tr>
<tr>
<td><strong>LIFETIME ACHIEVEMENT AWARDS</strong></td>
<td>JULY 18TH</td>
<td>8-10 AM</td>
<td>Bond Ballroom</td>
<td>4/18/18</td>
</tr>
<tr>
<td><strong>40 UNDER 40 AWARDS</strong></td>
<td>SEPT 27TH</td>
<td>TBD</td>
<td></td>
<td>5/21/18</td>
</tr>
<tr>
<td><strong>FAMILY BUSINESS AWARDS</strong></td>
<td>OCT 17TH</td>
<td>5:30-9 PM</td>
<td>Farmington Gardens</td>
<td>8/16/18</td>
</tr>
<tr>
<td><strong>NONPROFIT &amp; COMMUNITY EXCELLENCE</strong></td>
<td>NOV 14TH</td>
<td>7:30-9:30 AM</td>
<td>Infinity Hall Hartford</td>
<td>9/11/18</td>
</tr>
<tr>
<td><strong>HEALTHCARE HEROES AWARDS</strong></td>
<td>DEC 6TH</td>
<td>11:30AM - 1:30PM</td>
<td>Hartford Marriott</td>
<td>10/9/18</td>
</tr>
</tbody>
</table>
Get the most out of your sponsorship:

**PRESENTING SPONSOR: $18,000**

**Key Benefits** (includes but not limited to)

- Most prominent logo placement on all event materials
- Two (2) full page Ads
- 100,000 impressions on hartfordbusiness.com
- 2-4 minute welcoming message during event
- 1 minute video played from the stage
- Registered attendee list 48 hours before event
- Marketing table at event for product/service promotion
- 20 tickets to the event

**EVENT SPONSOR: $9,500**

**Highlighted Benefits** (includes but not limited to)

- Logo placement on specific event materials
- One (1) full page Ad
- 50,000 impressions on hartfordbusiness.com
- Registered attendee list 48 hours before event
- Marketing table at event for product/service promotion
- 10 tickets to the event

Please call:
Jaime Rudy, Sales Director, 860.236.9998 x124 for full list of benefits or specific questions.
### IN PRINT

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Included</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>One full page color ad in the event special section published in HBJ</td>
<td>✓</td>
<td>$18,000</td>
</tr>
<tr>
<td>One full page color ad to be used in the HBJ as desired</td>
<td>✓</td>
<td>$9,500</td>
</tr>
<tr>
<td>One full page ad in the event program (given to all attendees)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on all nomination marketing (5 minimum print or electronic)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on all promotional house ads (5 minimum)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on special section cover</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on post-event congratulatory ad</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Listed on all pre and post event press releases</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

### ONLINE

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Included</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner advertising impressions to be used on HartfordBusiness.com within 90 days</td>
<td>✓</td>
<td>(100K)</td>
</tr>
<tr>
<td>Logo and link on website and electronic marketing</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo, and ad with link in digital edition</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

### IN PERSON

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Included</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive first-right to host pre-event party or networking social at your location</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Exclusive opportunity to present 1 minute video from the stage</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Exclusive opportunity for sponsor representative to give a 2-4 minute welcoming message during the event</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary tickets to the event with company signage on table(s)</td>
<td>✓</td>
<td>(20)</td>
</tr>
<tr>
<td>Invitation for a key executive to sit at the “Publishers Table”</td>
<td>✓</td>
<td>(10)</td>
</tr>
<tr>
<td>Attendee list</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Sponsor’s representative will participate in the distribution of the awards</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on the power point slide sequence at the event</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on signage in and around the registration area</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Marketing table at the event for product/service promotion</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to distribute promotional items to event attendees and gifts to the finalists and winners</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Access to all event photos for your company marketing</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Registered attendee list 48-hours before the event</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>4 invitations to the pre-event orientation meeting</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>2 invitations to the pre-event orientation meeting</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

### SPONSOR SUPPORT

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Included</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor kit will be provided which includes materials to be incorporated in the sponsor’s internal and external marketing for the term of their sponsorship</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>First right of renewal for the next year’s program sponsorship for 120-days post this year’s event</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Sponsorship delivery report which details values of each item delivered</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

**INVESTMENT** - All benefits are conditional based on a signed agreement

- **$18,000**
- **$9,500**

**NOTE:** PRESENTING SPONSOR LOGOS ARE DISPLAYED AS MOST PROMINENT

RATES ARE NET
WHO ARE THE BEST BUSINESS-TO-BUSINESS COMPANIES IN OUR REGION?
JANUARY 2018

Who are the best business-to-business companies in our region? The ones that truly offer the best service, pay attention to the details and have customer focused employees delivering outstanding products and services?

49 TOTAL CATEGORIES BROKEN INTO GROUPS DEFINED AS:

- Best Food
- Best Professional Services
- Best Financial Services
- Best Offsite Venue

- Best Office Services
- Best Multimedia Services
- Best Lifestyle Services

SPONSORSHIP BENEFITS

Logo prominence on event signage, power point and welcome remarks

- Vendor table in prominent location
- Registered attendee information prior to the event
- Photo opportunities
- Staff Sponsor name tags and badges
- PDF Evite for your promotional usage
- Opportunity to distribute promotional items to event attendees
- Complimentary tickets to a fun event that is sure to create buzz in the market.

TIMELINE

NOMINATION DEADLINE:
November 16, 2017
(visit www.HartfordBusiness.com)

SPECIAL SECTION DEADLINE:
November 22, 2018
Issue Publishes December 4, 2017

EVENT DATE / TIME / LOCATION:
January 25, 2018 | 5:30 - 8:30 PM
Hartford Yard Goats Club
1214 Main St., Hartford, CT 03103
Some companies just get it right! The Best Places to Work Awards honor companies statewide who rank highest in employee satisfaction as determined by a survey administered nationally by the Best Companies Group. The winners will be recognized in a special issue of the Hartford Business Journal in print and online, and at a special awards dinner, both in February 2018!

**TWO CATEGORIES:**
- Small / Medium Employer Category (15-199 US EMPLOYEES)
- Large Employer Category (200+ US EMPLOYEES)

**SPONSORSHIP BENEFITS**
- Connects your organization with a high value audience in the statewide business community
- Strategic logo placement with strong brand visibility
- 12-month timeline promotes your company in print/online/in person
- Unique face-to-face opportunities for your key team members
- Statewide audience

**PROGRAM AUDIENCE**
- Entrepreneurs
- Senior-level executives
- Human resource managers
- Professionals and leaders

**EVENT FEATURES**
- Networking reception
- Dinner
- Keynote speaker
- Awards celebration

**TIMELINE**

**NOMINATION DEADLINE:**
October 16, 2017
(visit www.HartfordBusiness.com)

**SPECIAL SECTION DEADLINE:**
February 22, 2018
Issue Publishes: March 5, 2018

**EVENT DATE / TIME / LOCATION:**
February 22, 2018 | 5:30 - 9PM
Farmington Gardens
999 Farmington Ave, Farmington, CT 06032
Nine of the region’s top business leaders shared their 10 best ideas – be it best practices, programs, philosophies - that have helped make the businesses they lead truly great. Spend 90 Minutes with nine of Hartford area’s Business Leaders and walk away with 90 of their best ideas.

IN JUST 90 QUICK MINUTES, YOU’LL WALK AWAY WITH:
• Expert advice from nine proven leaders.
• The collective wisdom and frankly, more than 90 ideas, that can help strengthen your business.
• Ideas, both big and small, that could be the spark for something your business might try.

Attendees receive all 90 ideas in a special exclusive supplement, complete with space to take notes.

SPONSORSHIP BENEFITS
• Connects your organization with a high value audience in a local business community
• Strategic logo placement with strong brand visibility
• Advertise and promote your company in print/online/in person
• Unique face-to-face opportunities for your key team members

PROGRAM AUDIENCE
• Senior-level executives
• Professionals
• Advocates
• Community leaders

EVENT FEATURES
• Networking reception
• Breakfast
• Panel forum
This spring, the Hartford Business Journal will recognize the achievements of 8 remarkable women who are making their mark in Greater Hartford. These women are senior-level executives, CEOs and/or entrepreneurs who have mastered their business and are admired in the business community. Here is your chance to nominate a deserving businesswoman that you know, and have her accomplishments recognized and celebrated!

In addition to being honored at the Women in Business Luncheon the winners will be announced and recognized in a special issue of the Hartford Business Journal in April 2018.

SPONSORSHIP BENEFITS
- Connects your organization with a high value audience in a local business community
- Strategic logo placement with strong brand visibility
- Advertise and promote your company in print/online/in person
- Unique face-to-face opportunities for your key team members

PROGRAM AUDIENCE
- Senior-level executives
- Professionals
- Advocates
- Community leaders

EVENT FEATURES
- Networking reception
- Luncheon

TIMELINE

NOMINATION DEADLINE: February 6, 2018
(visit www.HartfordBusiness.com)

SPECIAL SECTION DEADLINE: March 22, 2018
Issue Publishes: April 2, 2018

EVENT DATE / TIME / LOCATION:
April 30, 2018 | 11AM-1:45PM
Hartford Hilton
315 Trumbull St, Hartford, CT 06103
These Awards will honor the top-performing C-level executives in Greater Hartford who hail from the for-profit, nonprofit and governmental sectors. Awards will recognize executives in five categories who have contributed to their company’s or organization’s overall growth, and who have shown a commitment to good ethics, effective reporting and involvement in the community.

In addition to being honored at the C-Suite Awards, the winners will be announced and recognized in a special issue of the June 18 Hartford Business Journal.

**SPONSORSHIP BENEFITS**

- Connects your organization with a high value audience in a local business community
- Strategic logo placement with strong brand visibility
- Advertise and promote your company in print/online/in person
- Unique face-to-face opportunities for your key team members

**PROGRAM AUDIENCE**

- Senior-level executives
- Professionals
- Advocates
- Community leaders

**EVENT FEATURES**

- Networking reception
- Luncheon

**TIMELINE**

**NOMINATION DEADLINE:**
April 9, 2018
(visit www.HartfordBusiness.com)

**SPECIAL SECTION DEADLINE:**
June 7, 2018
Issue Publishes: June 18, 2018

**EVENT DATE / TIME / LOCATION:**
June 12, 2018 | 11:30AM - 1:30PM
Hartford Marriott Downtown
200 Columbus Blvd, Hartford, CT 06103
The Lifetime Achievement Awards identify individuals who have made a significant positive impact to our regional economy. Recognizing these individuals will teach future generations by example. The Lifetime Achievement Awards allow us to bring the true pillars of our community together for both networking and the exchange of wisdom.

**THE LIFETIME ACHIEVEMENT AWARD RECOGNIZES THE PRESENCE OF THESE ELEMENTS IN THE PEOPLE:**
- Entrepreneurial excellence
- Leadership within business and community
- Giving back value to the community

The Lifetime Achievement Awards ceremony recognizes 3-4 award winners with a keynote speaker or a panel discussion focused on lessons learned and their business success.

**SPONSORSHIP BENEFITS**
- Connects your organization with a high value audience in a local business community
- Strategic logo placement with strong brand visibility
- Advertise & promote your company in print/online/in person
- Unique face-to-face opportunities for your key team members

**PROGRAM AUDIENCE**
- Entrepreneurs
- Senior-level executives
- Professionals
- Leaders

**EVENT FEATURES**
- Networking reception
- Breakfast
- Keynote speaker
- Awards celebration

**TIMELINE**

**NOMINATION DEADLINE:**
April 18, 2018
(visit www.HartfordBusiness.com)

**SPECIAL SECTION DEADLINE:**
May 31, 2018
Issue Publishes: June 11, 2018

**EVENT DATE / TIME / LOCATION:**
July 18, 2018 | 8 - 10AM
Bond Ballroom
338 Asylum St, Hartford, CT 06103
The 40 Under 40 Awards recognize outstanding young professionals in the Greater Hartford Region that are excelling in their industries. These leaders are driven by success, motivated by challenges, actively involved in their community and are role models for their peers. 40 Under 40 is an excellent networking opportunity and learning experience for aspiring business leaders.

**CONTENT:**
The 40 Under Forty Awards recognize the presence of these elements in the recipients:
- Leadership
- Entrepreneurism
- Community

The awards ceremony will recognize all 40 winners and is focused on their professional and personal success within the business community.

**SPONSORSHIP BENEFITS**
- Connects your organization with a high value audience in a local business community
- Strategic logo placement with strong brand visibility
- Advertise & promote your company in print/online/in person
- Unique face-to-face opportunities for your key team members

**PROGRAM AUDIENCE**
- Entrepreneurs
- Senior-level executives
- Professionals
- Leaders

**EVENT FEATURES**
- Networking reception
- Evening Event
- Awards celebration

**TIMELINE**

**NOMINATION DEADLINE:**
May 21, 2018
(visit www.HartfordBusiness.com)

**SPECIAL SECTION DEADLINE:**
May 31, 2018
Issue Publishes: August 8, 2018

**EVENT DATE / TIME / LOCATION:**
September 27, 2018 | 5 - 9PM
Hartford Yard Goats Club
1214 Main St., Hartford, CT 03103
Family businesses are an integral part of the social and business fabric of our state. These awards recognize outstanding achievements in family-owned businesses and tell the story of a select group of the region’s most successful firms. This event is an excellent networking opportunity and learning experience for business leaders.

CONTENT:
Family Business Awards will be awarded in the following categories:
- Full Time Employees less than 25
- Full Time Employees 25-75
- Full Time Employees 76-199
- Full Time Employees 200+

The awards ceremony will recognize all winners and is focused on their success and unique ways they do business with family.

SPONSORSHIP BENEFITS
- Connects your organization with a high value audience in local business community
- Strategic logo placement with strong brand visibility
- Advertise & promote your company in print/online/in person
- Unique face-to-face opportunities for your key team members

PROGRAM AUDIENCE
- Entrepreneurs
- Senior-level executives
- Professionals
- Leaders
- Multi-generational audience

EVENT FEATURES
- Networking reception
- Dinner
- Keynote speaker
- Awards Celebration

BE A PART OF HONORING CONNECTICUT’S SUCCESSFUL FAMILY BUSINESSES!
OCTOBER 17, 2018  |  5:30 - 9PM  |  FARMINGTON GARDENS

NOMINATION DEADLINE:
August 16, 2018
(visit www.HartfordBusiness.com)

SPECIAL SECTION DEADLINE:
October 11, 2018
Issue Publishes: October 22, 2018

EVENT DATE / TIME / LOCATION:
October 17, 2018  |  5:30 - 9PM  
Farmington Gardens
999 Farmington Ave, Farmington, CT 06032

HARTFORD BUSINESS JOURNAL  |  advertising@hartfordbusiness.com  |  860.236.9998  |  Visit us at www.HartfordBusiness.com for more information
LEADERS OF THE NONPROFIT COMMUNITY
NOVEMBER 2018

The Hartford Business Journal will recognize businesses and business leaders who have supported nonprofit organizations, along with nonprofits and nonprofit executives who have made a significant impact on the community over the last year. This awards program will honor reader-nominated corporate citizens and nonprofits for their ongoing commitment to making Connecticut a better place to work, live and play. You won’t want to miss this special event.

SPONSORSHIP BENEFITS

- Connects your organization with a high value audience in a local business community
- Strategic logo placement with strong brand visibility
- Advertise & promote your company in print/online/in person
- Unique face-to-face opportunities for your key team members

PROGRAM AUDIENCE

- Senior-level executives
- Professionals
- Advocates
- Community leaders

EVENT FEATURES

- Networking reception
- Breakfast
- Keynote speaker
- Awards celebration

TIMELINE

NOMINATION DEADLINE:
September 11, 2018
(visit www.HartfordBusiness.com)

SPECIAL SECTION DEADLINE:
November 8, 2018
Issue Publishes: November 19, 2018

EVENT DATE / TIME / LOCATION:
November, 2018
It’s no secret that maintaining a healthy workforce means a better work environment. Healthy employees are more productive, and companies who support their workforce in wellness are statistically more successful.

In 2018, the Hartford Business Journal will recognize those businesses throughout Connecticut who have made a demonstrable commitment to the health and wellness of their employees. The awards will honor reader-nominated companies in three categories.

**SPONSORSHIP BENEFITS**

- Connects your organization with a high value audience in a local business community
- Strategic logo placement with strong brand visibility
- Advertise & promote your company in print/online/in person
- Unique face-to-face opportunities for your key team members

**PROGRAM AUDIENCE**

- C-Level Executives
- Human Resources Directors
- Professionals
- Advocates
- Leaders

**EVENT FEATURES**

- Networking reception
- Breakfast or Luncheon
- Keynote speaker
- Awards celebration

**HEALTHIEST EMPLOYERS IN CONNECTICUT**

**DATE TBD**

**NOMINATION DEADLINE:**

TBD

**EVENT DATE / TIME / LOCATION:**

Early Q4

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