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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.
<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD CLOSING DATE</th>
<th>SPECIAL FOCUS/ SECTION OR SUPPLEMENT</th>
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<tr>
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<td>Accounting</td>
<td>Accounting / Largest Lobbying Firms</td>
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<td>Co-working Spaces / Commercial Property Sales</td>
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<td>Innovative Office Space/ Real Estate</td>
<td>CRE Brokers / Largest Shopping Centers</td>
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<td>Cybersecurity</td>
<td>IT Providers / Telecommunications Companies</td>
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<td>Banking &amp; Finance</td>
<td>SBA Lenders / Credit Unions</td>
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<td>11/19</td>
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<td>11/28</td>
<td>Health Care Heroes</td>
<td>Health Care Heroes Finalists List</td>
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<td>12/16</td>
<td>12/4</td>
<td>5 We Watched Recap</td>
<td>Largest Employers</td>
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<td>Health Care Heroes Awards</td>
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</table>
AUDIENCE & OPPORTUNITIES
We deliver a targeted audience of business owners and decision makers every month. Check out our stats.

RATES / SPECS
Reaching affluent, educated, business decision makers who are engaged, loyal readers. See our rates and specs.

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

91% of Hartford Business Journal’s readers identify themselves as a senior-level decision maker at their business.

50% Chief Executives | Owner, Partner, President, CEO

27% Senior Executives | Vice President or other executive title

14% Managers | Divisional and/or department heads

10% Professionals

68% Male

32% Female

61% Between the ages of 40-59

88% Are college graduates

85% Own a home in Connecticut

55% Work at companies that own their own building in Connecticut

Median household income: $170,329 (All of CT: $71,755)

55% Contacted a company because of an advertisement in the publication

85% of Hartford Business Journal readers spend 15 minutes or more reading each issue

Average number of Hartford Business Journal readers 36,400 (9,100 copies at 4.0 readers per copy)

*Source CVC Audit 2018.
## Hartford Business Journal Rates

### Full Color:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>52x(^1) (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>
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<tr>
<td>Full Page</td>
<td>$2,774</td>
<td>$3,080</td>
<td>$3,397</td>
<td>$3,703</td>
<td>$4,162</td>
<td>$4,641</td>
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<td>$2,193</td>
<td>$2,428</td>
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<td>$3,284</td>
<td>$3,652</td>
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<td>$1,622</td>
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<td>$1,000</td>
<td>$1,102</td>
<td>$1,224</td>
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<td>$1,499</td>
<td>$1,663</td>
<td>$1,765</td>
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<td>$894</td>
<td>765</td>
<td>836</td>
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<td>N/A</td>
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### Premiums:

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<th>POSITION</th>
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<th>39x</th>
<th>26x</th>
<th>19x</th>
<th>13x</th>
<th>8x</th>
<th>1x</th>
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</thead>
<tbody>
<tr>
<td>Inside Front (+25%)</td>
<td>$3,468</td>
<td>$3,851</td>
<td>$4,246</td>
<td>$4,629</td>
<td>$5,202</td>
<td>$5,802</td>
<td>$6,554</td>
<td>$7,714</td>
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<tr>
<td>Inside Cover (+20%)</td>
<td>$3,329</td>
<td>$3,696</td>
<td>$4,076</td>
<td>$4,443</td>
<td>$4,994</td>
<td>$5,569</td>
<td>$6,291</td>
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<tr>
<td>Rear Cover (+30%)</td>
<td>$3,607</td>
<td>$4,005</td>
<td>$4,416</td>
<td>$4,813</td>
<td>$5,410</td>
<td>$6,033</td>
<td>$6,816</td>
<td>$8,022</td>
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</tbody>
</table>

### List Adjacencies (+15%)

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.

**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. HBJ 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.
## Ad Sizes

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<th>Page Type</th>
<th>Dimensions</th>
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<tr>
<td>1/2 Page Vertical</td>
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<td>2.25” x 13.75”</td>
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### Dimensions

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

### HBJ Ad Sizes

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NEWSPAPER GUIDELINES

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.

RATES / SPECS

Send 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.
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
<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Ad Size</th>
<th>Description</th>
<th>Upgrade Price¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>Full</td>
<td>Back Cover</td>
<td>+30%</td>
</tr>
<tr>
<td>Cover 3</td>
<td>Full</td>
<td>Inside Back Cover, Opposite The List</td>
<td>+25%</td>
</tr>
<tr>
<td>Cover 2</td>
<td>Full</td>
<td>Inside Front Cover, Page Two Of The Issue</td>
<td>+25%</td>
</tr>
<tr>
<td>Page 3</td>
<td>1/4 Horizontal</td>
<td>At Bottom Of Opening First Right Hand Page Of The Issue</td>
<td>+20%</td>
</tr>
<tr>
<td>Page 5A</td>
<td>1/2, or Full</td>
<td>Far Forward, Week in Review</td>
<td>+20%</td>
</tr>
<tr>
<td>Page 5B</td>
<td>1/4</td>
<td>Far Forward, Week in Review</td>
<td>+20%</td>
</tr>
<tr>
<td>Page 7</td>
<td>1/2 Vertical, or 1/4 Vertical as Available</td>
<td>Far Forward</td>
<td>+20%</td>
</tr>
</tbody>
</table>

¹ Apply adjustment to earned rate
PRODUCTS

CUSTOM PUBS

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.

Stuff Made in Connecticut
A hip, interactive publication and website profiles of area manufacturers, showcasing what they make, who uses their product, and what kinds of jobs/careers there are in each company. This special publication is an incredibly effective awareness and recruitment tool for Connecticut manufacturers.

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 a part of a special HBJ publication or creating a custom publication of your own? Contact your sales representative, for information on rates, sponsorship, and spec sheets.

Advertising@HartfordBusiness.com | 860.236.9998

RATES

SPECIAL PUBLICATIONS

SPONSORSHIP

SPECS
Inserts & Special Products

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 Description</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 Description</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 Description</th>
<th>Price</th>
</tr>
</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 contact:
Your sales representative or HBJ at 860.236.9998 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.
Insert Specs

If You Supply Your Own Inserts:

**INSERT SPEC**

**Maximum size:**
Cannot exceed the final trim size of the Hartford Business Journal (10" × 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

**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

**DELIVERY DEADLINES**

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

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

Reaching affluent, educated, business decision makers who check their email often. See our rates and specs for enews outlets.

Reaching affluent, educated, business decision makers who are engaged, loyal readers as well as web surfers. See our rates and specs for our website.

Ready to reach more of a crowd for less. Introducing the content marketing plan.
ENEWS DEMOGRAPHICS

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

ENEWS RESULTS

31.2% OPEN RATE
CT Morning Blend

27.7% OPEN RATE
HBJ Today

22% OPEN RATE
Health Care Weekly

HARTFORDBUSINESS.COM BY THE NUMBERS

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 a digital component. Reach important decision-makers both in print through our publication and online through our website HartfordBusiness.com.

Designed to give advertisers maximum results, and give users a valuable online experience, HartfordBusiness.com provides advertisers with high-performing digital ad opportunities they can trust:

**Viewability**
The site works to maximize ad viewability and focuses on users as they are engaged on the web page. We do this by placing our ad zones to deliver high viewability rates, and by serving sticky ads in key positions to increase view time as users scroll. The site’s responsive design assures all content and ads can be seen to their best advantage by all users, no matter what device they use to access the site.

- Ads run on every mobile page

**To align their brand with credible content**
Hartford Business adds unique local news and informational content multiple times a day that provides immeasurable value to both the user and the advertiser. Advertisers want to be seen as part of a credible, reliable information source online.

**An engaged audience**
HartfordBusiness.com attracts a desirable audience for b2b marketers that wants and needs to know about local business news happening in Hartford. For us and our advertisers, it’s not about big numbers of users, it’s about the quality of the user: who they are, how often they come back, how engaged and interactive they are.

**Regular reports**
Advertisers receive quarterly reports on their digital ad campaign performance, and how it compares to other campaigns on the site.

**Unique opportunities**
Along with high-performing banner ads, advertisers have other options including:

- Premium positions
- Sponsored content
- Print, enews and online packages

**Our Online Audience**

| Average number of users (unique visitors) per month: 95,000 |
| Average percent of pageviews from HBJ enews subscribers: 32% |
| Average monthly ad impression inventory: 950,000 |

*Note:* We support rich media ads (animation and videos) and third-party ad servers.
Every business day at 7:30 AM, 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:** 11,165  |  **Open Rate:** 31.2%

<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>$626</td>
<td>$2,153</td>
<td>$1,926</td>
<td>$1,699</td>
</tr>
<tr>
<td>HALF</td>
<td>One Day M-F</td>
<td>$626</td>
<td>$2,153</td>
<td>$1,926</td>
<td>$1,699</td>
</tr>
<tr>
<td>MED 1</td>
<td>One Day M-F</td>
<td>$462</td>
<td>$1,593</td>
<td>$1,425</td>
<td>$1,257</td>
</tr>
<tr>
<td>MED 2</td>
<td>One Day M-F</td>
<td>$462</td>
<td>$1,593</td>
<td>$1,425</td>
<td>$1,257</td>
</tr>
</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>
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<th>12 Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>LB</td>
<td>One Day M-F</td>
<td>$531</td>
<td>$1,829</td>
<td>$1,637</td>
<td>$1,445</td>
</tr>
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<td>$1,829</td>
<td>$1,637</td>
<td>$1,445</td>
</tr>
<tr>
<td>MED 1</td>
<td>One Day M-F</td>
<td>$394</td>
<td>$1,353</td>
<td>$1,211</td>
<td>$1,069</td>
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<td>$1,069</td>
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</tbody>
</table>

**Electronic Ad Sizes & Specs:**

Please supply the purchased ad size as well as the mobile size (320x100).

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 accepted 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 5 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.

**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 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: **11,371** | 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**

<table>
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<tr>
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<th>Choose Day (M-F)</th>
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**RATES - INTEGRATED w/ print**

<table>
<thead>
<tr>
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<th>Choose Day (M-F)</th>
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Please supply the purchased ad size as well as the mobile size (320x100).

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.

**Electronic Ad Sizes & Specs:**

Format: Image files must be supplied by all advertisers. Acceptable formats are '.jpg', '.png', or '.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 accepted 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.

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.
CT HEALTH CARE WEEKLY

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

Average Weekly Subscribers: 9,117  |  Open rate: 22%

RATES

<table>
<thead>
<tr>
<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>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$520</td>
<td>$1,762</td>
<td>$1,616</td>
<td>$1,410</td>
</tr>
<tr>
<td>Integrated w/ Print</td>
<td>$440</td>
<td>$1,498</td>
<td>$1,374</td>
<td>$1,199</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.

Paid 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.

Sponsored Content | (600x150 fixed position - does not rotate with other ads)

<table>
<thead>
<tr>
<th>Packages</th>
<th>Basic (per month)</th>
<th>Premium (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Month</td>
<td>$4,550</td>
<td>$7,000</td>
</tr>
<tr>
<td>6 Month</td>
<td>$4,095</td>
<td>$6,300</td>
</tr>
<tr>
<td>12 Month</td>
<td>$3,685</td>
<td>$5,670</td>
</tr>
</tbody>
</table>

Electronic Ad Sizes & Specs:
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</tbody>
</table>

Upgrades

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>More home page posts</td>
<td>$350/month</td>
</tr>
<tr>
<td>Social Media posts</td>
<td>1X is $150/mo</td>
</tr>
<tr>
<td>More banner ads</td>
<td>See digital rates</td>
</tr>
</tbody>
</table>

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.
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)
leaderboard: 728×90 pixels
medium rectangle: 300×250 pixels
half page: 300×600 pixels

We also highly recommend:
super leaderboard: 970×90 pixels

How does the CPM model work?
You are buying quantifiable exposure for your marketing message. With the help of your Account Manager, you can determine the number of our online readers you need to reach over a given time period. For example, you can specify that your electronic ads are displayed 30,000 times over a 30-day period, or 180,000 times over a 6-month period.

What ad sizes do I get?
Your ads will run in three ad sizes available on our site, which will help strengthen your branding message.

How is it billed?
You pay on a cost per thousand (CPM) basis. This means that you buy a certain number of ad impressions based on the rates listed below. The more impressions you buy, the lower the rate. You will be billed monthly.

**RATES - INTEGRATED w/ print (per month)**

<table>
<thead>
<tr>
<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>50,000</td>
<td>$1,000</td>
<td>$900</td>
<td>$750</td>
</tr>
<tr>
<td>100,000</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,500</td>
</tr>
<tr>
<td>150,000</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,250</td>
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<tr>
<td>200,000</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,000</td>
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<tr>
<td>250,000</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$3,750</td>
</tr>
<tr>
<td>CPM</td>
<td>$20</td>
<td>$18</td>
<td>$15</td>
</tr>
</tbody>
</table>

**RATES (per month)**

<table>
<thead>
<tr>
<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>50,000</td>
<td>$1,250</td>
<td>$1,050</td>
<td>$1,000</td>
</tr>
<tr>
<td>100,000</td>
<td>$2,500</td>
<td>$2,100</td>
<td>$2,000</td>
</tr>
<tr>
<td>150,000</td>
<td>$3,750</td>
<td>$3,150</td>
<td>$4,350</td>
</tr>
<tr>
<td>200,000</td>
<td>$5,000</td>
<td>$4,200</td>
<td>$4,000</td>
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<tr>
<td>250,000</td>
<td>$6,250</td>
<td>$5,250</td>
<td>$5,000</td>
</tr>
<tr>
<td>CPM</td>
<td>$25</td>
<td>$21</td>
<td>$20</td>
</tr>
</tbody>
</table>
PRODUCTS

HARTFORD BUSINESS

Make the most of your campaign on hartfordbusiness.com
We suggest planning your campaign around the share of voice you want to have on hartfordbusiness.com.
Effective January 1, 2018

Premium positions
Ask your sales rep about other premium web placements.

Technical Specifications:
Sizes and formats:
Sizes: All 3 ad sizes must be supplied
leaderboard: 728×90 pixels
medium rectangle: 300×250 pixels
half page: 300×600 pixels

We also highly recommend:
super leaderboard: 970×90 pixels

File size: 40kb for all ad sizes

Format: JPEG, GIF, PNG, or packaged HTML5 files

Rich media: Ads may include animation (maximum of 3 loops or 15 seconds) but may not include audio on load.

Third-party ad servers:
We support third party ad servers including Atlas and DoubleClick. Please provide the codes to us five business days before the start date to ensure proper implementation.

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 is due five business days prior to its start.

Sending us your files:
Send your files to graphics@hartfordbusiness.com and copy your account manager. Please specify a URL for each ad size in your email.

Please contact Liz Saltzman at lsaltzman@hartfordbusiness.com or 860.236.9998 x140 if you have any questions about how to set up your file.

Our bill based on our ad server reporting. If your policy is to use your third party ad server reporting, arrangements need to be made in advance of the start of your campaign.
PRODUCTS

HARTFORD BUSINESS

Premium Online Advertising Opportunities

BILLBOARD

**Description:** A 970×250 pixel ad between the top navigation bar and editorial content on the page.

**Placement:** The billboard appears on all section fronts in the main navigation bar, as well as the home page, industry and regional section fronts.

**Premium features:** Strategic placement: Placed on primary Hartford Business navigation pages; Page dominant: High visibility. Ad inserted between navigation bar and editorial content; Exclusive: Only one billboard advertiser during a given time period.

**Estimated* monthly views:** 30,000 page views per month

**Duration of views/ user limits:** Remains on page—cannot be closed. No user based limits. Appears on all page views.

**Viewed on:** Desktop and tablet (not mobile)

**Animation option:** Yes, maximum of 3 loops or 15 seconds

**Size:** 970×250

**Investment:** (Per Week)
- 2 Weeks - Exclusive: $2,500
- Month - Exclusive: $4,500
- Non-Exclusive: $1,100 (limit of 2)

MOBILE CRAWLER

**Description:** A 320×100 pixel ad locked to the bottom of mobile pages.

**Placement:** The crawler appears on the first page of a user’s visit (entry page) and remains until they close the ad or go to another page.

**Premium features:** Strategic placement: Placed to reach the full Hartford Business mobile audience: Page dominant: High visibility. Remains visible until reader opts to close the ad. Retains position when page is scrolled; Exclusive: Option for only one mobile crawler advertiser during a given time period.

**Estimated* monthly views:** 40,000 page views per month

**Duration of views/ user limits:** Remains on first page of visit until user closes the ad or goes to another page.

**Viewed on:** Mobile only

**Animation option:** Yes, maximum of 3 loops or 15 seconds

**Size:** 320×100

**Investment:** (Per Week)
- 2 Weeks - Exclusive: $2,500
- Month - Exclusive: $4,500
- Non-Exclusive: $1,100 (limit of 2)

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

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

**Description:** An 800×600 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 views:** 50,000 (Will reach approximately 90% of the site’s non-mobile monthly users)

**Duration of views/user limits:** Can be clicked off with the “X” and/or will go away after a few 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)

**Animation option:** Yes, maximum of 3 loops or 15 seconds

**Size:** 800×600

**Investment:** $1,750/wk. or $5,000/mo.

---

**SHOUTBOX**

**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 views:** 50,000 (Will reach approximately 90% of the site’s non-mobile monthly users)

**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)

**Animation option:** Yes, maximum of 3 loops or 15 seconds

**Size:** 300×250

**Investment:** $1,750/wk. or $5,000/mo.
What the HBJ Biz Marketplace means for your business

Content marketing with the HBJ Biz Marketplace allows you to create and share content in order to acquire new customers and retain existing customers. HBJ is an established media company with a large, loyal audience that is engaged with our trusted, relevant business content.

HBJ offers advertisers a content marketing opportunity to post content within the Biz Marketplace section of HartfordBusiness.com. Now advertisers can align and associate their content with HBJ in order to better define and control their marketing message, the dissemination of information, and to positively promote their brand.

Adding a sponsored content strategy to your marketing plan is important:

- 94% of B2B buyers do online research before purchasing and may consult up to 10 sources before purchase
- 84% visit your website
- 77% use Google search
- 41% read user reviews

Why do B2B companies use content marketing?

- 82% brand awareness: Enhance brand awareness by creating content that customers find interesting and valuable
- 74% lead generation: Build confidence in your brand
- 71% customer acquisition: Allows prospective customers to get to know your brand early in their decision making process
- 68% thought leadership: Establish your company as a thought leader, a credible authority
- 64% engagement: Build engagement with future customers
- 57% customer retention: Educate customers and prospective customers on the value of your products or services
- 57% website traffic: Drive traffic to your website and fuel your online presence via social media and SEO
- 47% lead management: Define who you are and what sets you apart
- 45% sales: Boost sales by sharing your expertise, by putting a face on your brand
Content marketing opportunities with HBJ

The HBJ Biz Marketplace
Content marketing within Hartford’s trusted business news source.

Choose from several content marketing options

- **Business Profiles**: share your company’s history, the products and services you provide, your impact on the community, your people and your brand.
- **Insights**: set yourself apart as a thought leader and expert by sharing your professional advice and knowledge
- **Custom publication**: create your own publication to celebrate a milestone such as an anniversary, product launch, grand opening.

HBJ will help you craft your story and publish it through up to eight powerful online channels

- Online sponsored content in the Biz Marketplace at HartfordBusiness.com
- In print with Hartford Business Journal
- HBJ digital edition
- Digital banner advertising at HartfordBusiness.com
- Social media posts on Twitter
- Posts on Facebook
- Content and posts on LinkedIn
- **Your channels** (your website, newsletters, blogs, social media, white papers)
PRODUCTS

HARTFORD BUSINESS | Content Marketing

How the process works

How does it work?
Content marketing within Hartford’s trusted business news source.

1. Choose the category of sponsored content in Biz Marketplace that best describes your topic:
   - Business Profiles: the history, evolution and innovation of your company’s story.
   - Insights: professional expertise and advice to help CEOs and managers

2. Choose the industry that describes your company:
   - Tagging your content with a specific industry such as banking, law, real estate, technology will help with your content’s SEO.

3. Choose a sponsored content package and then submit your content:
   - You write the content and provide photos, or...
   - You work with one of our professional writers to develop the content

4. Edit:
   - Your content will be edited by HBJ staff in order to assure its value to the reader and its accuracy

5. Proof and approve:
   - You receive the final copy for your approval and the design of how it will appear online

6. Go live:
   - Your content will be posted along with banner ads, social media posts and other premium upgrades you have purchased.

Best practices for content marketing:

- Write for the audience, not yourself. Try to avoid using “I” or “we” and help readers understand the value your company offers
- Headlines should engage the reader with a clear benefit, not be “cute”
- Break up big blocks of copy. Use bullets and subheadings to help tell your story.
- Choose great photography or art that advance the story
- Share your post when it goes live
## Content Marketing

### BASIC PACKAGE

<table>
<thead>
<tr>
<th>Delivers</th>
<th>Premium Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content is SEO on website</td>
<td>✓</td>
</tr>
<tr>
<td>Placement on your choice of content marketing section in Biz Marketplace (Insights Page or Business Profiles Page)</td>
<td>✓</td>
</tr>
<tr>
<td>Ongoing promotion of Biz Marketplace (digital &amp; print ads in Hartford Business Journal to drive traffic to sponsored content pages)</td>
<td>✓</td>
</tr>
<tr>
<td>Professional editor copy edits provided content (Max of 1,000 words)</td>
<td>✓</td>
</tr>
<tr>
<td>Professional writer writes copy (Max of 1,000 words)</td>
<td>——</td>
</tr>
<tr>
<td>Page layout by professional designer</td>
<td>✓</td>
</tr>
<tr>
<td>Content will appear on chosen landing page in order received</td>
<td>✓</td>
</tr>
<tr>
<td>Will be posted for one month on home page (one month for every 3 months purchased; one of five max per month)</td>
<td>✓</td>
</tr>
<tr>
<td>Will be posted for one month on industry/region page (one month for every 3 months purchased; client choice—one of three max per month)</td>
<td>——</td>
</tr>
<tr>
<td>Social media posts via our network (Twitter/LinkedIn)</td>
<td>2X per month for every month purchased</td>
</tr>
<tr>
<td>Option to replace content every 3 months (Past content archived)</td>
<td>✓</td>
</tr>
<tr>
<td>Online banner ads (ads drive traffic to sponsored content posted on website)</td>
<td>10,000 banner ad views for first week that the content posts</td>
</tr>
<tr>
<td>Full page of sponsored content in Hartford Business Journal (one issue for every 3 months purchased; two max per issue as available; limited to two photos)</td>
<td>——</td>
</tr>
<tr>
<td><strong>3 MONTH PACKAGE</strong> (PER MONTH PRICING)</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>6 MONTH PACKAGE</strong> (PER MONTH PRICING)</td>
<td>$3,100</td>
</tr>
<tr>
<td><strong>12 MONTH PACKAGE</strong> (PER MONTH PRICING)</td>
<td>$2,600</td>
</tr>
</tbody>
</table>

### UPGRADE OPTIONS

<table>
<thead>
<tr>
<th>Option</th>
<th>Premium Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add a full page in print $3,000 per month</td>
<td>✓</td>
</tr>
<tr>
<td>Add social media posts to Facebook 1× is $150 per month</td>
<td>✓</td>
</tr>
<tr>
<td>Add more banner ad views See online rate card</td>
<td>✓</td>
</tr>
</tbody>
</table>
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.

How are you getting the most out of your sponsorship? See the benefits sheet.

Need more details on an event? See our detailed events sheets.

Really loved seeing your company represented at one of our events, or in an HBJ story? See these keepsakes.
EVENTS CALENDAR

BEST PLACES TO WORK IN CONNECTICUT AWARDS

**FEB 28TH**
5:30 - 9 PM | Farmington Gardens
999 Farmington Avenue, Farmington, CT

**NOMINATION DEADLINE: 10/6/18**

WOMEN IN BUSINESS AWARDS

**APRIL 29TH**
11:30 AM - 1:45 PM | Hartford Hilton
315 Trumbull Street, Hartford, CT

**NOMINATION DEADLINE: 1/17/19**

90 IDEAS IN 90 MINUTES

**MAY 15TH**
8 - 10 AM | The Hartford Club
46 Prospect Street in Hartford, CT

**NOMINATION DEADLINE: 4/1/19**

SUITE AWARDS

**JUNE 5TH**
11 AM - 1:30 PM | Hartford Marriott
200 Columbus Blvd, Hartford, CT

**NOMINATION DEADLINE: 3/7/19**

LIFETIME ACHIEVEMENT AWARDS

**JULY 18TH**
7:30 - 10 AM | TBD

**NOMINATION DEADLINE: 4/1/19**

HARTFORD BUSINESS JOURNAL | ADVERTISING@HARTFORDBUSINESS.COM | 860.236.9998 | VISIT US AT WWW.HARTFORDBUSINESS.COM FOR MORE INFORMATION
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
- 10 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
- 5 tickets to the event

**Please call:**
860.236.9998 for full list of benefits or specific questions.
## What's Included

### IN PRINT
- One full page color ad in the event special section published in HBJ
- One full page color ad to be used in the HBJ as desired
- One full page ad in the event program (given to all attendees)
- Logo on all nomination marketing (5 minimum print and digital edition)
- Logo on all promotional house ads (5 minimum)
- Logo on special section cover
- Logo on post-event congratulatory ad
- Listed on all pre and post event press releases

### ONLINE
- Banner advertising impressions to be used on HartfordBusiness.com within 90 days
- Logo and link on website and event landing page
- Logo, and ad with link in digital edition

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

### SPONSOR SUPPORT
- 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
- First right of renewal for the next year’s program sponsorship for 120-days post this year’s event
- Sponsorship delivery report which details values of each item delivered

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

<table>
<thead>
<tr>
<th>PRESENTING SPONSOR</th>
<th>EVENT SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$18,000</td>
<td>$9,500</td>
</tr>
</tbody>
</table>

**NOTE:** PRESENTING SPONSOR LOGOS ARE DISPLAYED AS MOST PROMINENT. RATES ARE NET.
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 6, 2018
(visit www.HartfordBusiness.com)

**SPECIAL SECTION DEADLINE:**
February 21, 2019
Issue Publishes: March 4, 2019

**EVENT DATE / TIME / LOCATION:**
February 28, 2019 | 5:30 - 9PM
Farmington Gardens
999 Farmington Ave, Farmington, CT 06032
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.

8 REMARKABLE WOMEN IN BUSINESS
APRIL 29, 2019 | 11AM-1:45PM | HARTFORD HILTON

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:
January 27, 2019
(visit www.HartfordBusiness.com)

SPECIAL SECTION DEADLINE:
March 7, 2019
Issue Publishes: March 18, 2019

EVENT DATE / TIME / LOCATION:
April 29, 2019 | 11AM-1:45PM
Hartford Hilton
315 Trumbull St, Hartford, CT 06103
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
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:**
March 7, 2019
(visit www.HartfordBusiness.com)

**SPECIAL SECTION DEADLINE:**
April 25, 2019
Issue Publishes: May 6, 2019

**EVENT DATE / TIME / LOCATION:**
June 5, 2019 | 11 AM - 1:30 PM
Hartford Marriott
200 Columbus Blvd, Hartford, CT 06103
CONNECT WITH OUR AREA’S MOST ACCOMPLISHED EXECUTIVES & LEADERS
JULY 2019

The Lifetime Achievement Awards identify individuals who have made 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 1, 2019
(visit www.HartfordBusiness.com)

SPECIAL SECTION DEADLINE:
May 23, 2019
Issue Publishes: June 3, 2019

EVENT DATE / TIME / LOCATION:
July TBD
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 2019, 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

TIMELINE

NOMINATION DEADLINE:
TBD

EVENT DATE / TIME / LOCATION:
September 2019
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 20, 2019
(visit www.HartfordBusiness.com)

**SPECIAL SECTION DEADLINE:**
July 25, 2019
Issue Publishes: August 5, 2019

**EVENT DATE / TIME / LOCATION:**
September 2019
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 2019

TIMELINE

NOMINATION DEADLINE:
August 15, 2019
(visit www.HartfordBusiness.com)

SPECIAL SECTION DEADLINE:
October 10, 2019
Issue Publishes: October 21, 2019

EVENT DATE / TIME / LOCATION:
October 2019
LEADERS OF THE NONPROFIT COMMUNITY
NOVEMBER 2019

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:
August 1, 2019
(visit www.HartfordBusiness.com)

SPECIAL SECTION DEADLINE:
October 23, 2019
Issue Publishes: November 4, 2019

EVENT DATE / TIME / LOCATION:
November 2019
Healthcare is one of the fastest growing industries in Connecticut and the United States. Caregivers on the professional and executive side of healthcare institutions take care of the needs of those who can’t. They sometimes are the unsung heroes. The Healthcare Heroes Awards honor these individuals and institutions that epitomize the spirit of the word “hero” whether they are doctors, nurses, physical therapists, executives, medical groups or facilities.

CONTENT:
Healthcare Heroes recognizes the presence of these elements in the honorees:
• Excellence • Innovation • Selfless service

The goal of this event is to support our healthcare community while connecting with senior leaders through Healthcare Heroes and delivering an important and highly targeted audience.

AWARD CATEGORIES:
• Corporate Achievement - Innovation
• Corporate Achievement - Healthiest Workplace
• Advancements in Healthcare - Innovation
• Advancements in Healthcare - Prevention
• Community Service - Advocacy / Policy
• Physician
• Nurse
• Healthcare Staff
• Volunteer

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
• Leaders

EVENT FEATURES
• Networking reception
• Luncheon
• Keynote speaker
• Awards celebration

TIMELINE
NOMINATION DEADLINE:
October 8, 2019
(visit www.HartfordBusiness.com)

SPECIAL SECTION DEADLINE:
November 28, 2019
Issue Publishes: December 9, 2019

EVENT DATE / TIME / LOCATION:
December 2019
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