

# Delivering Your Marketing Formula for Growth

BRAND IMPACT | MESSAGING FREQUENCY | AUDIENCE IMMEDIACY

*How do you get -- and keep -- the attention of your very busy customers?*

We've developed a marketing formula to help.

You're busy too, so let's cut to the chase.

**The Marketing Formula for Growth:**

- **PRINT ADS** to make a statement and deliver brand impact.
- **DIGITAL ADS** to drive messaging frequency, engagement and conversion.
- **EMAIL ADS** for immediacy...to capture them in the moment of need.

With this program you will reach our loyal and high-impact audience.



*Now is an exciting time to partner with The Business Journal as we undertake BRAIN GAIN program as well as continue to deliver news, strategies, and resources across seven key vertical markets 'Every Edition, Every Day.'*

90 Day Program	Brand Impact (Print)	Messaging Frequency (Digital 300x600)	Audience Immediacy (E-mail Ads)	Percent Savings
<b>Max Impact</b>	Three Full Page Print Ads <b>\$890/ea.</b>	<b>\$250/mo.</b>	<b>\$300/mo.</b>	<b>25%</b>
<b>High Impact</b>	Three 1/2 Page Print Ads <b>\$540/ea.</b>	<b>\$275/mo.</b>	<b>\$325/mo.</b>	<b>28%</b>
<b>Impact</b>	Three 1/4 Page Print Ads <b>\$325/ea.</b>	<b>\$295/mo.</b>	<b>\$350/mo.</b>	<b>19%</b>



**Call us for deadlines and more details.**

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