

SNAPSHOT: Marketing Solutions Toolkit 2021



The Youngstown Publishing Co.



Marketing Formula for Growth = Impact | Frequency | Action

As “**the definitive record of market transformation**”, The Business Journal has the attention of more than 1 million consumers and business/community leaders in Northeast Ohio and Western Pennsylvania. We offer dynamic marketing programs that support your business’ growth strategy.

Platform Solution	Description	Price Range
PRINT PUBLICATION SOLUTIONS		
Impactful Ad Placements	Impactful full color insertions in the bi-monthly publication - both in print and published online.	\$350 - \$1,150/placement
Cover Wraps and Inserts	Full color assets that can't be ignored.	\$750 - \$1350/placement
Anniversary and Special Event Multimedia Spreads (4-8 pages)	Dominate the platform with integrated print, digital, social media and video assets to celebrate your story.	\$1,800 - \$7,995 OTO
Special 'Digital Edition' Sponsorship	Create your own industry specific special digital edition of The Business Journal.	\$750 OTO
DIGITAL SOLUTIONS		
Ad Placements on Website (ROS)	Drive frequency and action with rotating digital messages.	\$350 - \$550/month
Sponsored Video Series	Underwrite video series (like '3 Minutes With') that are activated across website, email, social media and even print.	\$750 - \$3,500/month
EMAIL NEWSLETTER SOLUTIONS		
Morning & Afternoon Newsletters	In our audience's inbox with breaking news twice a day.	\$750/month
Thursday Entertainment Digest	Learn what's happening on the local entertainment scene each Thursday.	\$500/month
Sunday BRAIN GAIN Digest	Weekly insights into leadership lessons and career/mentorship programs for kids.	\$500/month
Custom Vertical Targeting (\$1,150)	Lean into our segmented audience database to drive impact and action.	\$750/send
CUSTOM CONTENT SOLUTIONS		
Webinars & Virtual Events	Live 60-minute Thought Leadership event on Zoom that sustains brand for 60 days.	\$1,250 - \$1,750/event
Episodic Video Content	Opportunity to build a personal connection and create educated customers by teaching our audience. It also feeds your blog and social media.	\$550 - \$950/month
Thought Leadership Articles	Opportunity to create educated customers by teaching our audience. It also feeds your blog and social media.	\$450 - \$750/month
BRAIN GAIN ADVOCACY		
Drive both community investment and marketing impact.	Integrated editorial and multimedia series that invests in kids and connects them to careers.	\$1,250 - \$2,400/month
MULTIMEDIA VERTICAL SOLUTIONS		
After Hours (Entertainment)	Full sponsorship of our news and event coverage across print, email, digital and social media.	\$1,250 - \$2,500
Business of Sports	Full sponsorship of our news and event coverage across print, email, digital and social media.	\$1,250 - \$2,500
Real Estate Solutions	Sponsor video series, create custom content and brand the “largest transactions.”	\$375 - \$2,500/month

Contact our Sales Department:



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