



Reach the Area's Largest Upstate Travel Audience



This special tab section on highbrite newsprint will focus on regional travel in all four directions from the heart of the Capital Region (north to the Adirondacks, south to the Hudson Valley and Catskills, east to the Berkshires and Vermont, west toward Cooperstown and the Finger Lakes.)

It will contain travel tips, weekend getaways and one-day destinations, humorous pieces and a guide to special, unique locales, keeping a post-COVID eye on what will be open or closed this fall and winter.

And, it will be inserted full run into the Times Union, giving you mass reach, even while reaching your targeted audience in print and online.



54%

of Times Union readers have taken a New York State vacation

43%

of Times Union readers have taken a New England vacation

50%

of Times Union readers have visited Saratoga for arts, entertainment or shopping

(Other specific areas available by request.)

Publication Date: Sunday, Sept. 26

(Inserted to all subscribers)

Ad Sales Deadline: Monday, Sept. 13

Sales Materials Deadline: Monday, Sept. 20

Upstate Traveler Packages & Specs

PACKAGES:

Full page package - \$3,500

- Full page in Upstate Traveler
- 100,000 Audience Targeted* Timesunion.com Rectangle impressions (300x250)
- 50,000 Audience Targeted* Timesunion.com Marquee impressions (970x250)

Half page package - \$2,500

- Half page in Upstate Traveler
- 75,000 Audience Targeted* Timesunion.com Rectangle impressions (300x250)
- 40,000 Audience Targeted* Timesunion.com Marquee impressions (970x250)

Quarter page package - \$1,500

- Quarter page in Upstate Traveler
- 50,000 Audience Targeted* Timesunion.com Rectangle impressions (300x250)
- 30,000 Audience Targeted* Timesunion.com Marquee impressions (970x250)

SPECIFICATIONS:

Full Page

w= 10" h= 10"

Half Page Vertical

w= 4.917" h= 10"

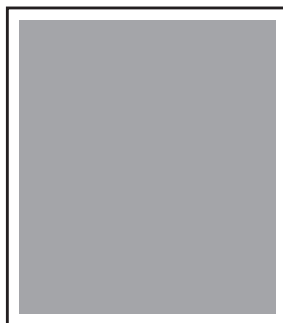
Half Page Horizontal

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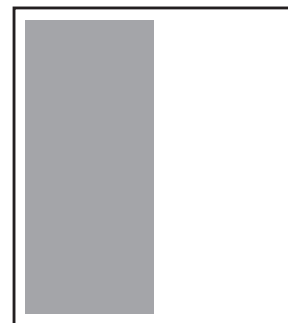
Quarter Page

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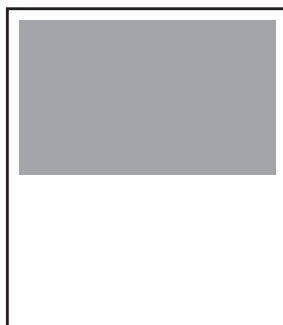
- All camera ready ads must be sent as high-resolution PDF files.
- All images used in ads must have a minimum resolution of 200 dpi, and be CMYK.
- For best possible reproduction logos should be supplied as vector art. No website images (72 dpi) should be used.



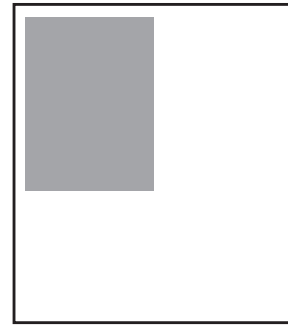
Full Page
10" x 10"



Half-vertical
4.917" x 10"



Half-horizontal
10" x 4.75"



Quarter Page
4.917" x 5.75"