

2023
SPECIAL SECTION

Albany Times Union



Fall Guide + Upstate Traveler



The Fall Guide, inclusive of Upstate Traveler, will focus on fall areas of interest to Capital Region residents and their families. Travel, arts & entertainment, health, retail & shopping, and home services & style are a sampling of topics covered.

Leveraging print and digital, we serve as a conduit through which travel & tourism, arts & entertainment, and lifestyle brands can connect and collaborate with one another and with consumers.

Publication Date

Ad Deadline

Final Approval

September 21

September 7

September 12

Our AUDIENCE

The Times Union Media Group provides news and information to communities across the Capital Region and beyond, delivering unmatched reach and representing the #1 print and online portfolio in the region. We take pride in the sophistication of our readers that invite our content into their homes each week..

\$96K

Average
Household Income

335K

Weekly readers
planning to vacation
within the year

156K

Weekly readers
planning a family vacation
within the year

178K

Weekly/daily
entertainment/lifestyle
section readers

78K

Weekly readers who
attended a live theater
event within the past year

130K

Weekly readers planning
a home improvement
project within the year

Source: Scarborough Research R1, 2023 | Weekly Online & Print Audience [Albany DMA]



For more information, please contact
your Times Union Media Group Account
Executive or advertising@timesunion.com.

Standard Packages

Full Page Package

Print

Full Page Special Section Print Ad

Digital

150,000 Digital Impressions with Audience Targeting

Ad sizes: 300x250, 728X90 for desktop/mobile*

*Digital flight: September 21 – October 5

Total Investment: \$3,500

Half Page Package (H or V)

Print

Half Page Special Section Print Ad

Digital

100,000 Digital Impressions with Audience Targeting

Ad sizes: 300x250, 728X90 for desktop/mobile*

*Digital flight: September 21 – October 5

Total Investment: \$2,000

Quarter Page Package

Print

Quarter Page Special Section Print Ad

Digital

50,000 Digital Impressions with Audience Targeting

Ad sizes: 300x250, 728X90 for desktop/mobile*

*Digital flight: September 21 – September 28

Total Investment: \$1,000

Eighth Page Package

Print

Eighth Page Special Section Print Ad

Digital

25,000 Digital Impressions with Audience Targeting

Ad sizes: 300x250, 728X90 for desktop/mobile*

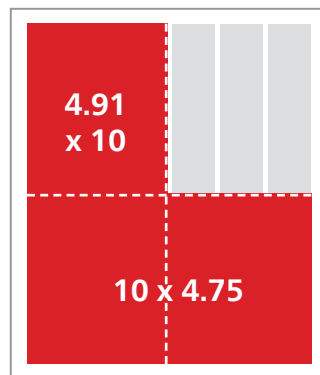
*Digital flight: September 21 – September 28

Total Investment: \$500

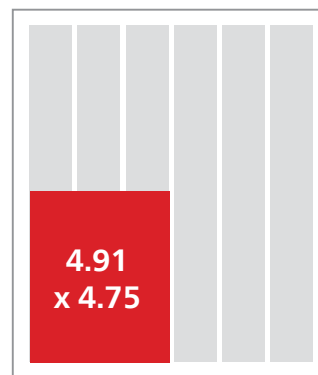
Print Ad Sizes



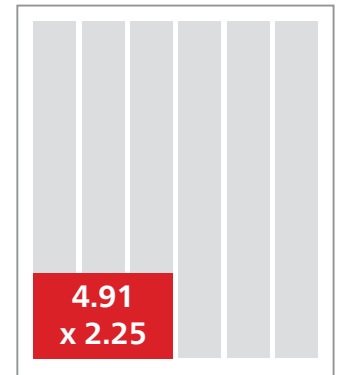
Full Page



Half Page (H or V)



Quarter Page



Eighth Page

Additional Opportunity

Our Content Studio team specializes in developing custom native advertising programs. Integrate your marketing message into quality content that is engaging and relevant to your target audience.

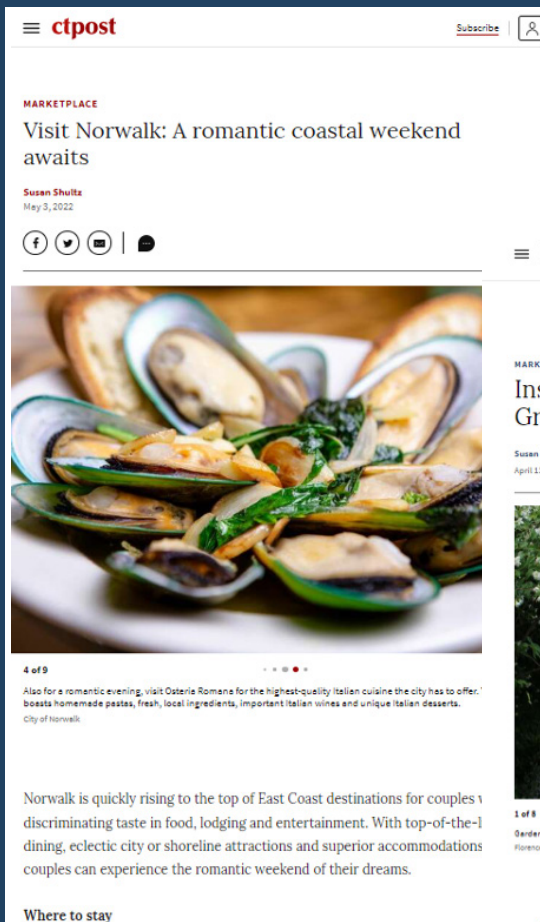
Digital Content Elements

A Unique Way to Engage Customers

Features

Customized content creation	500 words
Online Appearance: Content posted on TimesUnion.com*	✓
Promotion: Geo-targeted native impressions	125,000
Facebook: One sponsored boost during the month from one Times Union Newspaper Facebook page of your choice	✓

Total Investment: \$1,195



Community Spotlight Examples



For more information, please contact your Times Union Media Group Account Executive or advertising@timesunion.com.