

# Reach the Area's Largest Travel and Saratoga Audience



Upstate Traveler will be a hopeful, fun, glossy publication – forward-looking and photo-filled – 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 summer. At its center will be a special magazine within a magazine on Saratoga – an exciting preview of the track and summer tourist season in and around the Spa City, offering restaurant and racing tips, and an insider guide on the city and its surrounds, geared toward our re-emergence from this past year.

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, June 27

*(Inserted to all subscribers)*

Ad Sales Deadline: Monday, May 31

Sales Materials Deadline: Monday, June 7



# Upstate Traveler Packages & Specs

## PACKAGES:

### Full page package - \$4,500

- Full page in Upstate Traveler or the special Saratoga pull-out section
- Quarter page "Business Profile" in the Times Union newspaper (advertorial)
- 100,000 Audience Targeted\* Timesunion.com Rectangle impressions (300x250)
- 50,000 Audience Targeted\* Timesunion.com Marquee impressions (970x250)

### Half page package - \$3,200

- Half page in Upstate Traveler or the special Saratoga pull-out section
- Quarter page "Business Profile" in the Times Union newspaper (advertorial)
- 75,000 Audience Targeted\* Timesunion.com Rectangle impressions (300x250)
- 40,000 Audience Targeted\* Timesunion.com Marquee impressions (970x250)

### Quarter page package - \$2,500

- Quarter page in Upstate Traveler or the special Saratoga pull-out section
- Quarter page "Business Profile" in the Times Union newspaper (advertorial)
- 50,000 Audience Targeted\* Timesunion.com Rectangle impressions (300x250)
- 30,000 Audience Targeted\* Timesunion.com Marquee impressions (970x250)

\*Saratoga Audience sizes still to be determined. More audiences available by request

Travel Enthusiasts: 56,380 | Family Vacation: 5,950

## SPECIFICATIONS:

### Full Page

Live area	w= 7.125"	h= 10"
Trim size	w= 7.625"	h= 10.5"
Bleed size	w= 7.875"	h= 10.75"

### Double-truck Spread (2 Pages)

Live area	w= 14.75"	h= 10"
Trim size	w= 15.25"	h= 10.5"
Bleed size	w= 15.5"	h= 10.75"

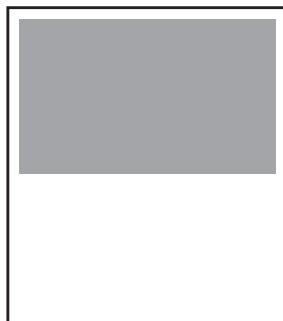
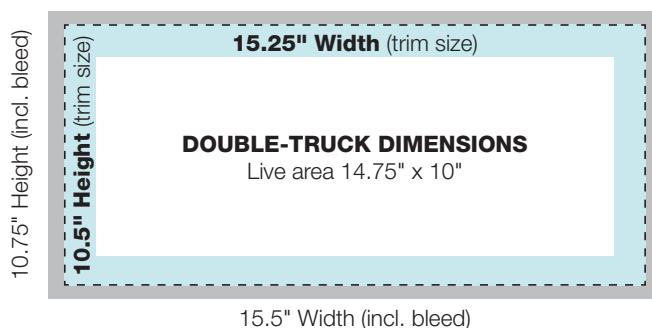
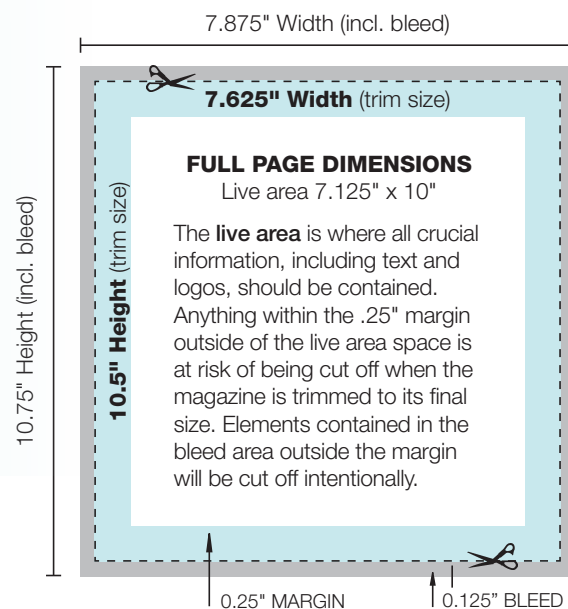
Allow .125" bleed on all sides and keep live matter (text, logos, etc.) at least .25" from trim edge.

**½ Page Vertical** w= 3.5" h= 10"

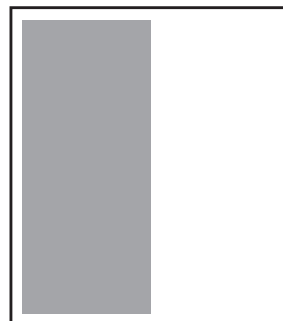
**½ Page Horizontal** w= 7.125" h= 4.875"

**¼ Page** w= 3.5" h= 4.875"

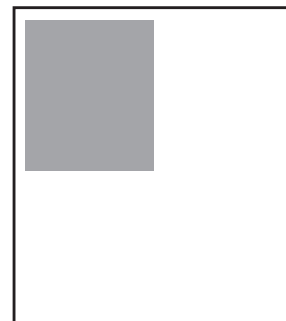
- All ads must be sent as high-resolution PDF files.
- All images used in ads must have a minimum resolution of 300 dpi, and be CMYK. Low-res and RGB images will be rejected.
- All areas of solid black, excluding text, must be made up using rich black (50c/50m/40y/100k).
- Full Page ads must be built to bleed.



**Half-horizontal**  
7.125" x 4.875"



**Half-vertical**  
3.5" x 10"



**Quarter page**  
3.5" x 4.875"