

2026

## ADVERTISING NEWSLETTER

### 2026 SCHEDULE

- Thurs., January 22
- Thurs., February 19
- Thurs., March 26
- Thurs., April 23
- Thurs., May 21
- Thurs., June 25
- Thurs., July 23
- Thurs., August 20
- Thurs., September 24
- Thurs., October 22
- Thurs., November 19
- Thurs., December 17

### PROVEN MONTHLY RESULTS

**32K<sup>+</sup>**

Views

**6K<sup>+</sup>**

Clicks

**14.35%**

View Percentage

**2.72%**

Click Percentage



Travel &  
Tourism  
Newsletter  
Example



# Travel & Tourism

## NEWSLETTERS



### TARGETED MARKETING THAT PROVIDES RESULTS!

#### AUDIENCE

Your message reaches 200,000 readers in the greater Capital Region and Hudson Valley who have double opted-in to receive regional travel content. This targeted audience is eager to learn more about YOUR tourism destination or business!

#### CONTENT

Custom curation around subjects of value to your organization. Your ad appears next to engaging travel and tourism content.

#### PRICING

Premium, Share of Voice, Top Position

**600x150 Ad Unit | \$1,500**

ATF, BTF, Display Ads, Share of Voice

**300x250 Ad Unit | \$500**

**Get Your Share of the Thousands of  
Clicks Being Generated Each Newsletter!**