



**GLENS
FALLS
TODAY**

BUSINESS REPORT

2024 MEDIA KIT

• GlensFallsBusinessReport.com •

michael@fivetowers.us • 518.581.2482
2254 Route 50 South • Saratoga Springs, NY 12866

THE FINE PRINT

CREATIVE SERVICES

Our art department will work with you to develop the ad you desire. Your account executive will help you develop an effective advertising program.

PREFERRED WEB FORMATS

.png • .jpeg

FILE DELIVERY

Creative files that do not exceed 10 megabytes can be emailed to michael@fivetowers.us. Larger files can be sent via email using WeTransfer.com.

PAYMENT TERMS

- Visa / MasterCard / Discover / Cash and Check accepted.
- Political advertisements must be pre-paid with cash, check or valid credit card.
- Glens Falls Business Report reserves the right to cancel or reject any advertisement or preprinted insert at any time.
- No advertisement designed or prepared by Glens Falls TODAY may be used elsewhere without express permission.
- These are non-commissionable, net rates.

POLICIES

The subject matter, form, size, wording, illustration and typography of all ad copy shall be subject to approval, revision, classification, cancellation or rejection at any time by Glens Falls Business Report, in its sole and absolute discretion.

CONTACT US

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About

GLENS FALLS TODAY BUSINESS REPORT

Glens Falls Business Report wants to be your primary source for 'all things local' in the Glens Falls community. When it comes to reaching locals, brand trust, and a hometown feel, Glens Falls Business Report will deliver results. We are a locally-owned and operated multi-media company based out of Saratoga Springs, NY.

Launched in September 2022, GlensFallsBusinessReport.com is a grass roots local online newspaper with a print product to follow. We currently produce the Saratoga TODAY newspaper, a variety of high-quality lifestyle magazines, websites, and offer an in-house 'Creative Team' to oversee all specialty products and marketing efforts. From layout and design to writing and photo editing, we do it all!

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OUR RATES: A La Carte

DESKTOP

Navigation Video

price: \$149/month
place: top of every
main page

Nav Box

price: \$149/month
place: 2 locations
per page
size: 468 x 390 pixels

Business Card

price: \$149/month
place: 4 locations
per page
size: 468 x 280 pixels

Article Banner

price: \$149/month
place: top of every article
size: 1500 x 300 pixels

Article Box

price: \$149/month
place: 3 locations on ea.
article • *Desktop Only*
size: 468 x 390 pixels

Article Video

price: \$149/month

MOBILE

Navigation Video

price: \$149/month

Business Card

price: \$149/month
place: 1 location per page
size: 468 x 280 pixels

Mobile Article Banner

price: \$149/month

Article Video

price: \$149/month

EMAIL

Email Banner

price: \$149/month
size: 630 x 130 pixels

All ads link back to a URL of your choice and come with free social shares on our channels.

**SEE EXAMPLES
AND AD AGREEMENT
ON PAGES 6 & 8** 

*why become a
Community Partner with*

**GLENS
FALLS
TODAY** **BUSINESS
REPORT**

- 1** Community Partners are the foundation for success of Glens Falls Business Report.
- 2** These partners will allow us to grow our media offering much faster than traditional methods.
- 3** Community Partners will not see an increase in advertising costs for a minimum of five years and will receive additional ad offerings at no additional cost as they become available.
- 4** Community Partners will receive a nav box ad, an article business card ad, an article banner, an email banner, a website video ad, social media feed, and a written column.
- 5** Receive social media shoutouts,

Join the Community
Glens Falls Business Report

COMMUNITY PARTNER EXCLUSIVE AD PACKAGE

Nav Box Ad

on page of your choice

Article Box Ad

Article Banner Ad

Email Banner Ad

included in weekly rotation

Social Media Feed Location

on page of your choice

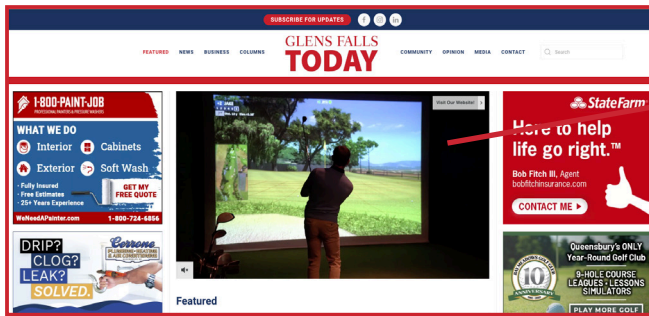
1/2 Page Ad

A print ad in Glens Falls Business Report
(Quarterly Magazine)

Ask the Expert Column

A written column at a frequency of your choice
to position you as an expert in your field.

price: **\$5,000 for the year** OR
\$500/month (12 month commitment)

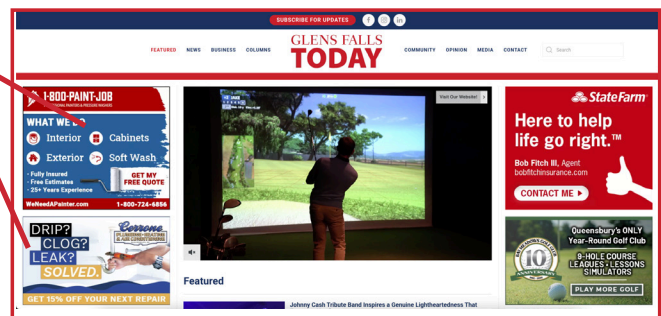


Video Ads

Take advantage of this premium position video spot and place your message in front of our readers. Each video ad is 15 seconds with a total inventory of 5 ads.

Nav Box and Business Card Ads

Go big & go bold with our dominant skyscraper ads. Located on the top left & right, these ads can run on ALL pages of the website. Each spot has a maximum inventory of 5 rotating ads. For extra impact add a flash element at no charge!
468 x 390 pixels | 468 x 280 pixels



Email Banner Ads

Our readers start the week with laser focus, and you can capture that attention. The email is sent every Monday morning.
630 x 130 pixels

Article Banner Ads

Be noticed by readers when they click on an article with our article banner ads. Located on the top of any article, these ads can run in various sections of our website.
1500 x 300 pixels



Lead Generation CAMPAIGN

price: **\$149.99 set-up fee***

*does not include content creation

- 1 Customer engages with your digital advertisement or QR code.

CLICK HERE



- 2 They see a landing page that looks similar to the example below. They have a form with a few questions to fill out. This gives us basic information (name, email, etc).

COMPANY LOGO

SUBMIT

- 3 The customer's contact information gets put into an email automation funnel. They receive a series of 6 emails over a span of 30 days.



> *The Goal:* **GET MORE LEADS & CUSTOMERS** <

AD AGREEMENT

NAME: _____

COMPANY: _____

EMAIL: _____

PHONE NUMBER: _____

OTHER DETAILS / WHAT YOU WANT TO ACCOMPLISH:—

Have Questions?

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Free News for Free People