



## Home Show Section

### Publication:

Sunday, January 24, 2010

### Deadline:

Monday, December 28

For more information on any of these products call your Times Union account executive or the Special Events Office at (518) 454-5583.

## Additional Advertising Opportunities

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### Special Home Show Ad Rates

Increase the size of your free home show ad! You have the opportunity to display your products or services in a larger ad at a discounted rate.

✦ **ONLY \$99 PER COLUMN INCH**

Run your home show ad again in the daily Times Union between January 25 to January 30 for additional exposure.

✦ **ONLY \$50 PER COLUMN INCH**

## life@home

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Reach affluent homeowners with our monthly home decor and lifestyle magazine. Run in the February issue at a special discounted rate for exhibitors.

### Co-Op Advertising = More Sales Opportunities

Most businesses that sell brand name products qualify for co-op advertising reimbursements from their manufacturers and distributors. We can research your co-op dollars for you.

### Reinforce Your Ad With A Flyer

We will design, print and insert a flyer into the Times Union. minimum 10,000 pieces, black ink, one side

✦ **ONLY \$44 PER THOUSAND**



Our direct mail team will design, print and/or mail your show materials. Let your current customers know what you will be showcasing at the show and send a message to new potential customers.

## timesunion.com

Three out-of-four timesunion.com readers own their home. Target your message to this qualified audience and drive consumers to your web site. In addition, we can help you expand your market presence with Yahoo! Search Engine Marketing, and behavioral targeting programs.

