



The latest business trends, products and services

Business IQ

(Business Information Quarterly)

Publishing: February 26, June 11, August 27, December 10

Deadline: January 31, May 16, August 1, November 10

Business IQ will publish four times per year to showcase new area businesses as well as new products or services offered by existing businesses. Each issue will spotlight 15 businesses with a ½ page featured ad, accompanied by a ½ page write-up summary explaining the new factor (business or offering). Additional content within this section will include industry trends and the impact on the region's economic status. Business IQ will offer an opportunity for area businesses to reach readers through a content-driven approach that builds awareness about what is new in their business community.

Distribution:

Full publication run in Sunday Gazette, Green Gazette and on thegazette.com reaching over 178,000 readers.

Advertising Benefits:

All sizes include full color and design.

- \$1,000 Full* Back Cover Premium (9.875" x 9.8")
 - \$750 Full* (9.875" x 9.8")
- *Comprised of a ½ page About Us section (template provided) and a ½ page ad
- \$450 Business Profile Half page — 3 questions (template provided) with logo & contact info
 - \$175 Business Card (3.225" x 1.25") — Runs as a directory in the back of the publication

Extend your Reach:

Add a Digital buy to expand your reach on thegazette.com.

Sizes and design included. 300px x 250px & 728px x 90px

[] \$175 - 25K impressions [] \$300 - 50K impressions

Contact us today: Amy.McKelvy@thegazette.com | 319-398-8351

