The benefits of experience based learning

Spotlight on Apprenticeships

Publishing: November 9

Deadline: October 14

The Gazette, in partnership with the Cedar Rapids/Iowa City Building Trades Council team up for the Spotlight on Apprenticeships – an annual publication that promotes the benefits and opportunities of experience based learning throughout Eastern Iowa.

Content in this publication includes detailed information about various local apprenticeship programs, individual success stories and insight into how local trades are bolstering industry in Eastern Iowa.

Distribution:

Full publication run in Sunday Gazette, Green Gazette and thegazette.com reaching over 222,700.

Advertising Benefits:

All sizes include full color and design.

- \$2,950 Full Back Cover Premium (9.875" × 9.8")
- \$2,600 Full Inside Front or Inside Back Premium (9.875" × 9.8")
- \$2,210 Full (9.875" × 9.8")
- \$1,210 Half Select one: Vertical (4.8875" × 9.8") or Horizontal (9.875" × 5")
- \$665 Quarter Select one: Square (4.8875" × 5") or Horizontal (9.875" × 2.5")
- \$450 Eighth (4.8875" × 2.5")

Extend your Reach:

Add a Digital buy to expand your reach on thegazette.com. Digital campaign must run consecutively and must run within 30 days following date of print publication.

• \$300 for 40,000 Impressions

Run your ad in the Penny Saver for additional visibility. Ad must be the same size and copy as the ad running in the special section publication and must run either the week directly before or after the publication is distributed.

- \$1,200 Full
- \$725 Half
- \$400 Quarter

