

Celebrating Employee Ownership Month

ESOPtober

Publishes: October 12

Deadline: September 16

The Gazette is proud to continue ESOPtober, a publication celebrating the work of ESOP companies throughout Eastern Iowa. Through employer, employee and industry perspective, ESOPtober raises awareness on the value an ESOP brings to a community. The impact of an ESOP in workplace culture and economic prosperity is a story that needs to be told. Please join us and share your stories and experiences as a fellow ESOP champion.

Distribution:

Full publication run in Sunday Gazette, Green Gazette and thegazette.com reaching over 222,700. We also leverage our relationships within the national ESOP landscape to distribute the digital version of this section to employee ownership advocates and leaders across the United States and UK.

Advertising Benefits:

ESOP Company Showcase ad space can be utilized for a traditional display ad, a company profile, or a combination.

- \$4,000 2 Full Page Spread Showcase
- \$2,210 Full Page Showcase
- \$1,210 Half Page Showcase

The Gazette assumes editorial privilege leading up to and through the publication of this special section. Native advertising submitted for ESOPtober will be reviewed for editorial fit and alignment to the special section layout. ESOP Company Showcase ad space is only available for ESOP companies.

Additional display only ads:

- \$2,950 Full Page Back Cover Premium (9.875" x 9.8")
- \$2,600 Full Page Inside Front or Inside Back Premium (9.875" x 9.8")
- \$2,210 Full Page (9.875" x 9.8")
- \$1,210 1/2 Page Select one: Horizontal (9.875" x 5") or Vertical (4.8875" x 9.8")
- \$665 1/4 Page Select one: Square (4.8875" x 5") or Horizontal (9.875" x 2.5")
- \$450 1/8 Page Horizontal (4.8875" x 2.5")

Extend your Reach:

Add a Digital buy to expand your reach on thegazette.com. Digital campaign must run consecutively and must run throughout the month of October.

- \$400 for 50,000 Impressions
- \$600 for 75,000 Impressions

Run your ad in the Gazette throughout the month of October for additional visibility. Ad must be the same size and copy as the ad running in the special section publication and must run in October.

- Full = \$1,650/week *Prints as a half page on Gazette broadsheet page.*
- Half = \$900/week *Prints as a quarter page on Gazette broadsheet page.*
- Quarter = \$500/week *Prints as a eighth page on Gazette broadsheet page.*

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

