

# Top-quality readership = Top-quality customers

## READERSHIP

- Distributed monthly to subscribers and businesses in Benton and Franklin counties, and individual customers.
- Estimated 2-4 loyal readers per copy — people can't wait for the next issue to come out.
- Read by business owners, managers, key employees, entrepreneurs and individual subscribers — decision makers for office and home.
- Strong following at tcjournal.biz and on social media platforms.

## CONTENT

- Each issue is chock-full of essential business news about the Tri-City, Washington, region.
- Useful information encourages readers and advertisers to interact.
- Compelling news content provides the perfect avenue for marketing messages.
- Expert columns on a variety of topics.
- Industry specific editorial focuses.
- Monthly construction and real estate section.



## ADVERTISING

- Target decision-makers who call the shots in both our printed edition and online at tcjournal.biz. Generally, business publication readers are:
  - **Affluent:** high household and disposable income compared to local averages.
  - **Influential:** approve and/or influence purchasing decisions for home and office.
  - **Curious:** interested in business news and trends.
  - **Educated:** high percentage of college graduates.
  - **Community-minded:** participate in philanthropy and volunteerism.
  - **Recreational:** dine out, travel, attend community events regularly.



## READERSHIP

- Mailed to households with seniors age 60+ monthly.
- Delivered to local senior centers and organizations for individuals to read free of charge.

## CONTENT

- Targeted news content provides the perfect avenue for marketing messages.
- Senior living, health, finance and local interest stories.
- Each issue contains local senior center activities, Meals on Wheels menu, calendar of events and more.
- Mind-stimulating, fun puzzles.



## ADVERTISING

- Geared specifically toward those 60+, their families and caregivers.
- Current and past issues available at srtimes.com for even more exposure.
- Useful marketing tool made even more powerful when used in conjunction with exhibiting at Senior Times Expos.



# Print Advertising Rates

	12x* consecutive issues Color	6x* consecutive issues Color	1x* Color	12x* consecutive issues Black/White	6x* consecutive issues Black/White	1x* Black/White
Full Page	1240	1510	1870	1050	1350	1700
3/4 Page	1120	1300	1570	950	1100	1400
Junior Page	950	1070	1393	850	900	1300
1/2 Page	880	970	1220	750	800	1100
1/3 Page	770	820	1050	650	700	900
1/4 Page	610	680	880	550	600	800
1/6 Page	500	590	710	450	500	700
1/8 Page	400	460	510	350	400	600
Insert 8.5x11	750	900	1090			
Insert 11x17	920	1030	1200			

## Ad Dimensions

Full Page	9.75"w x 13.5"h	4 columns
3/4 Page	7.25"w x 13.5"h	3 columns
	9.75"w x 10"h	4 columns
Junior Page	7.25"w x 10"h	3 columns
1/2 Page	9.75"w x 6.625"h	4 columns
	4.75"w x 13.5"h	2 columns
1/3 Page	7.25"w x 6.625"h	3 columns
	4.75"w x 10"h	2 columns
1/4 Page	4.75"w x 6.625"h	2 columns
	9.75"w x 3.25"h	4 columns
1/6 Page	7.25"w x 3.25"h	3 columns
	4.75"w x 5"h	2 columns
1/8 Page	4.75"w x 3.25"h	2 columns
	2.25"w x 6.625"h	1 column

w = width h = height

Preferred file format is a high-resolution PDF with embedded fonts. We also accept JPEG, TIFF and EPS files. All files must be submitted in CMYK color and 300 dpi.

## FAQs

- ➔ Rates listed are per issue.
- ➔ 12x and 6x rates listed are cost per issue and run consecutively.
- ➔ All rates are net.
- ➔ Color = any color besides black and white.
- ➔ Other marketing opportunities:
  - Senior Times
  - Focus Magazine: Agriculture + Viticulture
  - Focus Magazine: Construction + Real Estate
  - Young Professionals specialty publication
  - Hanford specialty publication
  - Senior Expos
  - Digital advertising

\*Rates listed are net, per issue, consecutive issues. \*\*Extra charge may occur depending on insert paper weight. Rates effective 1/1/2021. Rates subject to change. Add 15% to total ad cost for special placement, based on availability. We make every effort to assure information published is correct; however, we are not liable for any errors or omissions that are published despite these efforts.

Melanie Hair

melanie@tcjournal.biz

O: 509-737-8778 ext.5

TRI-CITIES AREA  
**JOURNAL** *of* **BUSINESS**  
SERVING BENTON AND FRANKLIN COUNTIES SINCE 2002

## 2021 DEADLINE & DISTRIBUTION DATES

ISSUE	EDITORIAL FOCUS	DEADLINE	DISTRIBUTION
January	Legal / Architecture & Engineering Real Estate & Construction / Building Tri-Cities	Tues., Jan. 5 Thurs., Dec. 17	Thurs., Jan. 14
February	Health Care / Retirement Real Estate & Construction / Building Tri-Cities	Thurs., Feb. 4 Thurs., Jan. 21	Tues., Feb. 16
March	Hospitality / Food & Wine Real Estate & Construction / Building Tri-Cities	Thurs., March 4 Thurs., Feb. 18	Mon., March 15
April	Diversity Hanford specialty publication Real Estate & Construction / Building Tri-Cities	Tues., April 6 Thurs., March 18 Tues., March 23	Thurs., April 15
May	Environment / Transportation Real Estate & Construction / Building Tri-Cities	Tues., May 4 Thurs., April. 22	Thurs., May 13
June	Manufacturing Focus Magazine Ag + Viticulture Real Estate & Construction / Building Tri-Cities	Thurs., June 3 Thurs., May 6 Thurs., May 20	Tues., June 15
July	Banking & Investments / Tourism Real Estate & Construction / Building Tri-Cities	Thurs., July 1 Tues., June 22	Thurs., July 15
August	Science & Technology / Nonprofits Young Professionals specialty publication Real Estate & Construction / Building Tri-Cities	Tues., Aug. 3 Thurs., July 8 Thurs., July 22	Thurs., Aug. 12
September	Education & Training Real Estate & Construction / Building Tri-Cities	Wed., Sept. 1 Thurs., Aug. 19	Mon., Sept. 13
October	Taxes Focus Magazine Real Estate + Construction Real Estate & Construction / Building Tri-Cities	Tues., Oct. 5 Thurs., Sept. 9 Thurs., Sept 23	Thurs., Oct. 14
November	Retail / Labor & Employment Real Estate & Construction / Building Tri-Cities	Thurs., Nov. 4 Thurs., Oct. 21	Mon., Nov. 15
December	Energy / Year in Review Real Estate & Construction / Building Tri-Cities	Thurs., Dec. 2 Tues., Nov. 16	Wed., Dec. 15

*Deadlines subject to change.*

## Print Advertising Rates

	12x* consecutive issues Color	6x* consecutive issues Color	1x* Color	12x* consecutive issues Black/White	6x* consecutive issues Black/White	1x* Black/White
Full Page	1050	1150	1310	850	950	1100
3/4 Page	980	1080	1190	800	900	1000
Junior Page	920	1020	1080	750	850	900
1/2 Page	750	850	1000	600	700	850
1/3 Page	630	730	810	500	600	700
1/4 Page	520	620	700	400	500	600
1/6 Page	460	530	640	350	400	500
1/8 Page	370	430	500	250	300	400
Insert 8.5x11	750	900	1090	Pre-printed, folded to 7x10.5 or less**		
Insert 11x17	920	1030	1200	Pre-printed, folded to 7x10.5 or less**		

### Ad Dimensions

Full Page	9.75"w x 13.5"h	4 columns
3/4 Page	7.25"w x 13.5"h	3 columns
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	4.75"w x 10"h	2 columns
1/4 Page	4.75"w x 6.625"h	2 columns
	9.75"w x 3.25"h	4 columns
1/6 Page	7.25"w x 3.25"h	3 columns
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w = width h = height

Preferred file format is a high-resolution PDF with embedded fonts. We also accept JPEG, TIFF and EPS files. All files must be submitted in CMYK color and 300 dpi.

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  - Tri-Cities Area Journal of Business
  - Focus Magazine: Agriculture + Viticulture
  - Focus Magazine: Construction + Real Estate
  - Young Professionals specialty publication
  - Hanford specialty publication
  - Senior Expos
  - Digital advertising

\*Rates listed are net, per issue, consecutive issues. \*\*Extra charge may occur depending on insert paper weight. Rates effective 1/1/2021. Rates subject to change. Add 15% to total ad cost for special placement, based on availability. We make every effort to assure information published is correct; however, we are not liable for any errors or omissions that are published despite these efforts.

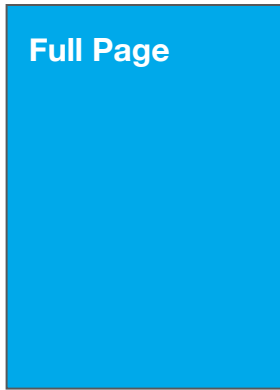


## 2021 DEADLINE & DISTRIBUTION DATES

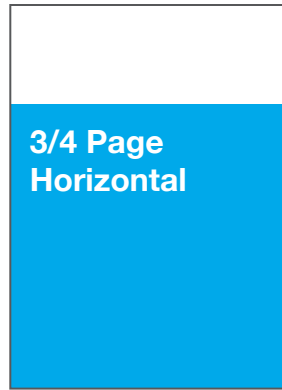
ISSUE		DEADLINE	DISTRIBUTION
January		Thurs., Dec. 17	Mon., Jan. 4
February		Thurs., Jan. 21	Wed., Feb. 3
March		Thurs., Feb. 18	Wed., March 3
April	Spring Expo Vendor Directory Spring Expo Event	Tues., March 23 Tues., April 20	Mon., April 5
May		Thurs., April 22	Mon., May 3
June		Thurs., May 20	Wed., June 2
July		Tues., June 22	Thurs., July 1
August		Thurs., July 22	Mon., Aug. 2
September		Thurs., Aug. 19	Wed., Sept. 1
October	Fall Expo Vendor Directory Fall Expo Event	Thurs., Sept. 23 Tues., Oct. 19	Mon., Oct. 4
November		Thurs., Oct. 21	Wed., Nov. 3
December		Tues., Nov. 16	Wed., Dec. 1

# Print Advertising Sizes

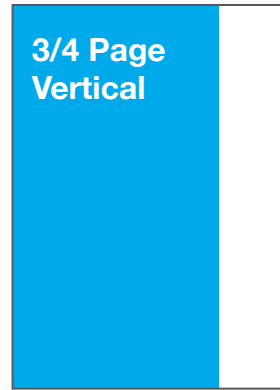
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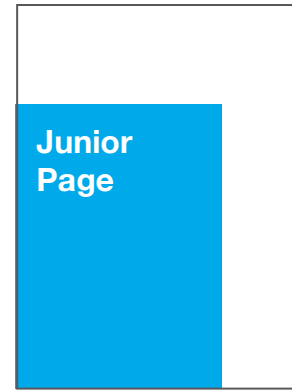
9.75"w x 13.5"h



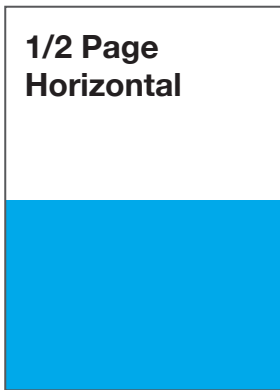
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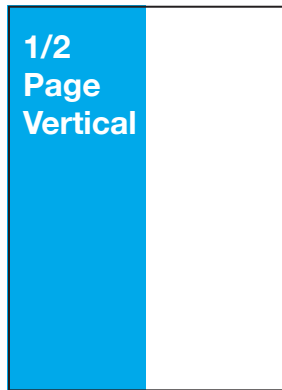
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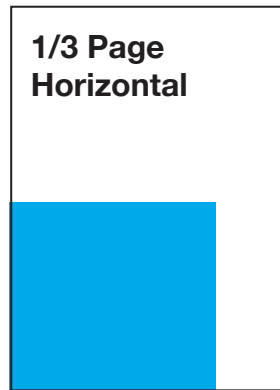
7.25"w x 10"h



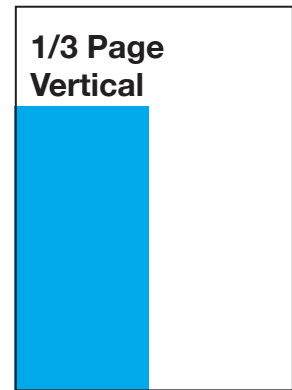
9.75"w x 6.625"h



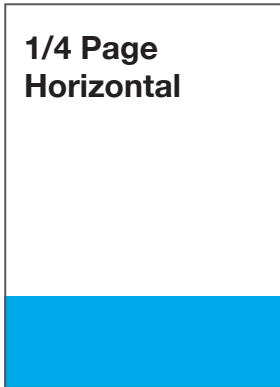
4.75"w x 13.5"h



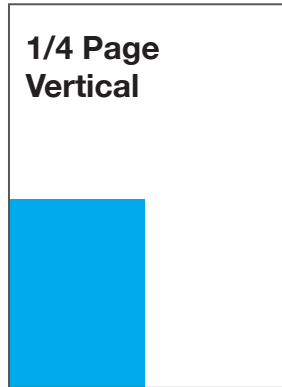
7.25"w x 6.625"h



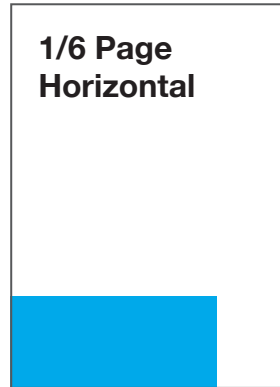
4.75"w x 10"h



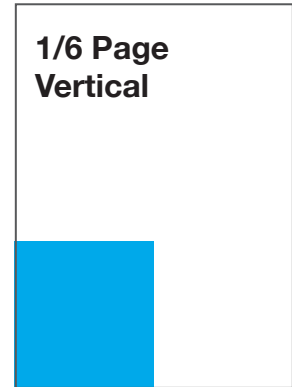
9.75"w x 3.25"h



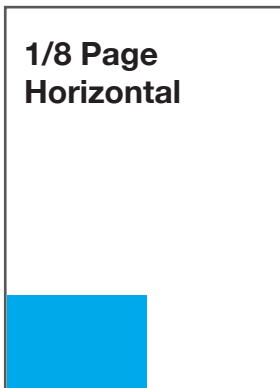
4.75"w x 6.625"h



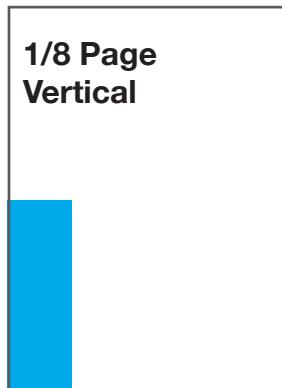
7.25"w x 3.25"h



4.75"w x 5"h



4.75"w x 3.25"h



2.25"w x 6.625"h

TRI-CITIES AREA  
**JOURNAL** of BUSINESS  
SERVING BENTON AND FRANKLIN COUNTIES SINCE 2002

**SENIORTIMES**  
DELIVERING NEWS TO MID-COLUMBIA SENIORS SINCE 1982

**Melanie Hair**

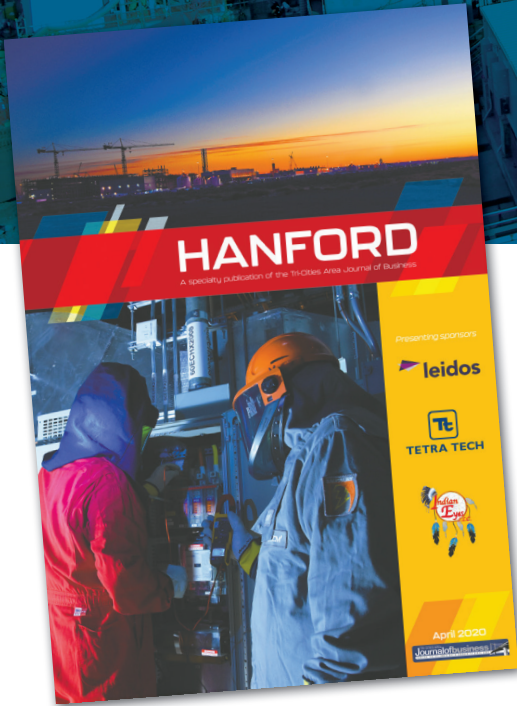
melanie@tcjournal.biz

O: 509-737-8778 ext.5





# HANFORD EDITION



TRI-CITIES AREA  
**JOURNAL of BUSINESS**  
SERVING BENTON AND FRANKLIN COUNTIES SINCE 2002

In the April 2021 issue of the Tri-Cities Area Journal of Business, we will take a closer look at Hanford's profound influence on our community.

We will provide updates from regulators and contractors, and the latest on cleanup efforts.

## SPONSORSHIP OPPORTUNITIES

### PRESENTING \$4,500

- Company logo displayed on front page of special edition
- Full-page, full-color ad within special edition
- Company logo prominently featured on special edition page of tcjournal.biz
- Rotating web ad on tcjournal.biz for one month
- 100 extra copies of Hanford specialty publication

*Limit: 4 presenting sponsors*

### SECONDARY

- Half-page, full-color ad - **\$1,850**
- Quarter-page, full-color ad - **\$1,500**
- Sixth-page, full-color ad - **\$1,250**
- Ad in special edition
- Rotating web ad on tcjournal.biz for one month
- 25 extra copies of Hanford specialty publication

### CONTACT: MELANIE HAIR

melanie@tcjournal.biz  
509-737-8778 ext. 5

### DEADLINE: THURS. MARCH 18, 2021

*Hanford specialty publication sponsorships are in addition to normal, contracted advertising.*

*Rates, deadlines and publication date subject to change. Sponsorships not guaranteed until paid in full.*

# ADVERTISE IN OUR E-NEWSLETTERS

TRICITIES AREA  
**JOURNAL OF BUSINESS**  
SERVING BENTON AND FRANKLIN COUNTIES SINCE 2002

**AD LOCATION 1**

JANUARY'S TOP STORIES

**Cheering through the pain:  
Business groups lose members but not focus**

Mid-Columbia businesses can't always pay their membership dues to their local chambers because of the pandemic. Business advocates say that isn't holding them back.

**Insee's new recovery plan forces six counties to coordinate on Covid-19**

It's back to basics for Washington state businesses as Covid-19 infections rates rise.

**Banks brace for third round of PPP loans**

Mid-Columbia lenders are ready to begin processing a new wave of Paycheck Protection Program loans.

**TOP HEADLINES**

- Our View: 20th anniversary of JOB
- LIGO gets visitor center worthy of its Nobel Prize-winning science
- Regional planning group chooses new director
- Q&A: George Cicotte of Cicotte Law
- Palliative care is still available through HearstLink
- A new generation takes a swing at Pasco Golfland
- Judge clears Kennewick port commissioner of misconduct in Vista Field land sale
- Custom-made metal gallery find niche in Kennewick
- COLUMN: Talking about death is hard but you can do it
- COLUMN: A message to the 2021 Legislature: First, do no harm
- January business briefs and networking news

Looking for more local news stories? Visit our website.

**AD LOCATION 2**

Share Tweet Forward

Copyright © 2021 Tri-Cities Area Journal of Business. All rights reserved.  
Be sure to add [ads@tcjournal.biz](mailto:ads@tcjournal.biz) to your address book so our messages make it to your inbox.  
Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).

## Local News \$500

- Two, 900px wide x 150px tall ad locations with link
- Emailed mid-month
- Three-month consecutive minimum

*For display purposes only,  
not actual ad sizes.*

TRICITIES AREA  
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**AD LOCATION 1**

REAL ESTATE & CONSTRUCTION NEWS

**Ex-Tri-Cities Fever duo heating up stretch of Richland waterfront**

**Business owners say airport lease changes could chill investment**

Some of Pasco's most prominent business owners could delay investing in hangars and other facilities at the Tri-Cities Airport over a proposed lease policy driven by the Federal Aviation Administration.

**Friends of Badger Mountain is \$600K away from key land deal**

The all-volunteer group that developed the popular hiking trails on Badger and Candy mountains is \$600,000 away from repeating its magic on Little Badger Mountain.

**TOP HEADLINES**

- In-fill apartment project brings needed units to central Kennewick
- Richland winery opens riverside tasting room in Rainier
- GE Blends soars on demand for gluten-free mixes
- Tri-Cities Animal Control has new management, renewed hopes for a new building
- COLUMN: Empty office space hints at changes brought by Covid-19. Will it be permanent?
- Real Estate & Construction Briefs

**PUBLIC RECORDS**

- Top Properties
- Building Permits

**TRI-CITY BUILDING FEATURES**

- Streetrodz Unlimited
- Orangetheory Fitness
- Walla Walla Community College Student Recreation Center

Looking for more real estate news stories? Visit our website.

**AD LOCATION 2**

Share Tweet Forward

## Real Estate & Construction \$400

- Two, 900px wide x 150px tall ad locations with link
- Emailed last week of the month
- Three-month consecutive minimum

*Raise your  
visibility and  
reach local  
businesses'  
inboxes.*

**The average  
open rate  
for Journal  
of Business  
e-newsletters  
is 50%.**

**The average  
e-newsletter  
open rate  
for similar  
industries  
is 21%,  
according to  
Mailchimp.**

**New contacts  
subscribing  
monthly!**

Preferred web artwork is  
JPG file. All files must be  
submitted in RGB color  
at 150 dpi.

## CONTACT: MELANIE HAIR

melanie@tcjournal.biz  
509-737-8778 ext. 5

TRICITIES AREA  
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*E-newsletter advertising is in addition to normal, contracted advertising.  
Rates, deadlines and publication date subject to change.  
Newsletter advertising not guaranteed until paid in full.*



# Focus

Agriculture +  
Viticulture in the  
Columbia Basin



Tri-Cities Area Journal of Business' full-color, glossy magazine

**Focus: Agriculture + Viticulture** takes a closer look at how our region serves as the powerhouse that drives our state's agriculture and viticulture industries.

Washington ranks first in the nation for producing the most apples, hops, spearmint oil, wrinkled seed peas, Concord grapes, sweet cherries, pears, raspberries for processing and blueberries. Our state is an epicenter of wines, boasting more than 1,000 wineries, 400 wine grape growers and 59,000 acres of wine grapes.

**Focus: Agriculture + Viticulture** will be inserted into the Journal of Business' June 2021 issue.

## Advertising Rates

Center spread	\$2,590
Back full page	\$2,290
<del>Inside front cover</del> <b>SOLD</b> <del>page</del>	<del>\$1,950</del>
Inside back cover full page	\$1,950
Full page	\$1,350
Half	\$970
Island	\$750
Terrace	\$700

Advertising and  
payment deadline:

**Thursday, May 6, 2021**

*Space is limited. Call to  
reserve your ad today!*

*Focus magazine ads are in addition to normal,  
contracted advertising.*

*Rates, deadlines and publication date subject to change.  
Sponsorships not guaranteed until paid in full.*

## Dimensions

**Full Page**  
7.25"w x 10.25"h\*  
\*Safe guide for  
text and images:  
0.25" from all  
sides. Crop marks  
at 7"w x 10"h  
  
Center spread  
14"w x 10"h

**Half**  
6"w x 4.375"h

3.95"w x 4.375"h

**Island**

**Terrace**  
1.85"w x 9"h

Preferred file  
format is a  
high-resolution  
PDF with  
embedded fonts.  
We also accept  
JPEG, TIFF and  
EPS files.

All files must be  
submitted in CMYK  
color and 300 dpi.

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# WEBSITE ADVERTISING

## Web Ads

### Featured Rotating Ad

- Size: 290px wide x 300px tall
- 12 months; 12 consecutive months, \$120/month
- 6 months; 6 consecutive months, \$180/month

### Banner Rotating Ad

- Size: 675px wide x 200px tall
- 12 months; 12 consecutive months, \$225/month
- 6 months; 6 consecutive months, \$285/month

### Lower Sidebar Rotating Ad

- Size: 290px wide x 500px tall
- 12 months; 12 consecutive months, \$190/month
- 6 months; 6 consecutive months, \$250/month

## Web Stats

### Web Traffic

- 337,110 page views
- 85% new visitors; 14% returning visitors
- 16% of users direct from social media

— Web stats from May-October 2020.

Preferred web artwork is JPG file. All files must be submitted in RGB color at 150 dpi.

The screenshot displays the website's layout with several advertising opportunities:

- Header:** Logo for 'TRI-CITIES AREA Journal of business' with the tagline 'SERVING THE COLUMBIA BASIN COMMUNITY SINCE 2002'. Navigation links include HOME, NEWS, CALENDAR, ABOUT, SUBSCRIBE, FOCUS MAGAZINE, SPECIAL EDITIONS, and SENIOR TIMES. A search bar is also present.
- Main Content Area:**
  - Featured Article:** 'Benton County breaks ground on \$13.6M admin building' by Wendy Culverwell | February 2020. The article describes a \$24 million capital project for a new sunlit office building.
  - Local News:** 'Boeing, Space Force and the 2020 Washington Legislature' by TCAJOB Staff | February 2020. Discusses Gov. Jay Inslee's warning to the Boeing Co.
  - Real Estate & Construction:** 'Bankrupt Pier 1 is closing stores but Kennebec isn't on the list' by TCAJOB Staff | February 2020. Reports on the closure of Pier 1 Imports.
  - Other News:** 'New fund raising up to \$2.5M to back promising Tri-City companies' by Wendy Culverwell | February 2020. 'Vulcan Inc.'s HR director headlines WSU Tri-Cities brunch' by Wendy Culverwell | February 2020. 'West Richland bonds won't cost taxpayers as much as expected' by Wendy Culverwell | February 2020. 'Dickey's Barbecue Pit reopens in Richland for Valentine's Day' by Wendy Culverwell | February 2020.
- Right Sidebar:**
  - 'Read Current Issue' button.
  - 'Latest News' section with headlines like '\$6.5M project marries solar power, battery storage, training in Richland'.
  - 'Your name here! WSU Tri-Cities dangles naming rights for new academic building'.
  - 'Meet the Kennebec Man and Woman of the Year'.
  - 'One Wendy's closes, another is about to open'.
  - 'Bankrupt Pier 1 is closing stores but Kennebec isn't on the list'.
  - 'Featured Ad' placeholder (yellow box).
  - 'E-Newsletter' sign-up form with fields for First Name, Last Name, and Email, and a 'Submit' button.
  - 'Calendar' section listing events: 'Spring Choral Singer Workshop - by RC Mastersingers and M.E.N. March 7 @ 9:00 am - 12:45 pm', 'Free Family Film- Toy Story 4 March 8 @ 3:00 pm - 5:00 pm', and 'Mid-Columbia Meals on Wheels 5th Annual Breakfast Fundraiser March 10 @ 7:30 am - 8:30 am'.
- Bottom Section:**
  - 'Banner Ad' placeholder (yellow box).
  - 'Monthly Focuses' section with a bar chart and the headline 'AARP study: Age discrimination costs economy billions a year' by TCAJOB Staff | February 2020.
  - 'Building Tri-Cities' section with a photo of a building and the headline 'Columbia Gardens Wine & Artisan Village' by February 2020.
  - 'Lower Sidebar Ad' placeholder (yellow box).

For display purposes only, not actual ad sizes.

## CONTACT: MELANIE HAIR

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Digital advertising is in addition to normal, contracted advertising.  
Advertising not guaranteed until paid in full.





# 14th Annual Young Professionals

In the August issue of the Tri-Cities Area Journal of Business, we will highlight the 2021 Young Professional winners in a specialty publication that will be inserted into the Journal. These business savvy individuals are local, rising stars who distinguish themselves in their careers and make a difference through charity work, leadership and community involvement.



## Sponsorship opportunities

### PRESENTING \$2,500

- Company logo displayed on front page of specialty publication
- Full-page, full-color ad in the Young Professionals specialty publication
- Company logo featured on Young Professionals web page
- Rotating web ad on Young Professionals web page (tcjournal.biz/yp) through Aug. 15, 2021
- Rotating ad on Tri-Cities Area Journal of Business homepage Aug. 15-Sept. 15, 2021
- 50 extra copies of Young Professionals specialty publication

### SECONDARY

- Ad in the Young Professionals specialty publication
- Quarter-page, full-color ad - **\$1,500**
- Sixth-page, full-color ad - **\$1,000**
- Rotating web ad on Young Professionals web page (tcjournal.biz/yp) Aug. 15-Sept. 15, 2020
- 25 extra copies of Young Professionals specialty publication

TRI-CITIES AREA  
**JOURNAL of BUSINESS**  
SERVING BENTON AND FRANKLIN COUNTIES SINCE 2002

### CONTACT: MELANIE HAIR

melanie@tcjournal.biz  
509-737-8778 ext. 5

### DEADLINE: THURSDAY, JULY 8, 2021

*Young Professionals specialty publication sponsorships are in addition to normal, contracted advertising.*

*Rates, deadlines and publication date subject to change. Sponsorships not guaranteed until paid in full.*

# Focus

Construction  
+ Real Estate  
in the Tri-Cities



Tri-Cities Area Journal of Business' full-color glossy magazine *Focus: Construction + Real Estate* in the Tri-Cities provides an overview of the area's major real estate and construction projects and building trends in the area. This magazine will be inserted into the Journal of Business' October 2021 issue.

## Advertising Rates

Center spread	\$2,590
Back full page	\$2,290
<del>Inside front cover</del> <b>SOLD</b> <del>page</del>	<del>\$1,950</del>
Inside back cover full page	\$1,950
Full page	\$1,350
Half	\$970
Island	\$750
Terrace	\$700

Advertising and  
payment deadline:

**Thursday, Sept. 9, 2021**

*Space is limited. Call to  
reserve your ad today!*

*Focus magazine ads are in addition to normal,  
contracted advertising.*

*Rates, deadlines and publication date subject to change.  
Sponsorships not guaranteed until paid in full.*

## Dimensions

**Full Page**  
7.25"w x 10.25"h\*

\*Safe guide for  
text and images:  
0.25" from all  
sides. Crop marks  
at 7"w x 10"h

*Center spread*  
14"w x 10"h

**Half**  
6"w x 4.375"h

3.95"w x 4.375"h

**Island**

**Terrace**  
1.85"w x 9"h

Preferred file  
format is a  
high-resolution  
PDF with  
embedded fonts.  
We also accept  
JPEG, TIFF and  
EPS files.

All files must be  
submitted in CMYK  
color and 300 dpi.

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# Senior TIMES EXPO

## 2021 Expos

Spring Expo: Tuesday, April 20, 2021

Fall Expo: Tuesday, Oct. 19, 2021

Southridge Sports & Events Complex  
2901 Southridge Blvd., Kennewick

### DIAMOND - TITLE SPONSOR

- Two full-page, full-color ads in Senior Times\*.
- Two premium booth spaces including draped tables, two chairs, electrical and Wi-Fi at both expos.
- Ability to hang banner and display marketing collateral at event.
- Prominent inclusion in marketing materials including ads in Senior Times, Tri-Cities Area Journal of Business and other media outlets.

**Total Investment \$4,400**

### RUBY

- One full-page, full-color ad in Senior Times\*.
- One premium booth space including draped table, two chairs, electrical and Wi-Fi at both expos.
- Ability to hang banner and display marketing collateral at event.
- Prominent inclusion in marketing materials including ads in Senior Times, Tri-Cities Area Journal of Business and other media outlets.

**Total Investment \$3,200**

### PEARL

- One half-page, full-color ad in Senior Times\*.
- One premium booth space including draped table, two chairs, electrical and Wi-Fi at both expos.
- Ability to hang banner and display marketing collateral at event.
- Prominent inclusion in marketing materials including ads in Senior Times, Tri-Cities Area Journal of Business and other media outlets.

**Total Investment \$2,300**

### EXHIBITOR INVESTMENT

- 8' space: Spring only..... \$425
- 8' space: Fall only ..... \$425
- 8' space: Spring and Fall..... \$750

Actual booth sizes may vary.

*\*Sponsorship ads must be used in addition to any contractual agreement ads in or before December 2021 issue.*

**SENIORTIMES**  
DELIVERING NEWS TO MID-COLUMBIA SENIORS SINCE 1982

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