

OUR PUBLICATIONS

TRI-CITIES AREA JOURNAL of BUSINESS

SERVING BENTON AND FRANKLIN COUNTIES SINCE 2002

Business-focused newspaper published monthly featuring real estate and construction news in each issue, along with two rotating special editorial focuses, ranging from manufacturing to banking & investments, to labor & employment and health care, and more.

SENIORTIMES

DELIVERING NEWS TO MID-COLUMBIA SENIORS SINCE 1982

Delivering news to Mid-Columbia seniors since 1982. The Senior Times is published monthly and features news about senior living, health, finance and more. Delivered to Tri-Cities recreation centers, retirement communities and other places seniors frequent.

Throughout the year, we publish a series of publications which are inserted into the Tri-Cities Area Journal of Business.

HANFORD

The latest on cleanup efforts and updates from regulators and contractors.

YOUNG PROFESSIONALS

Meet the Tri-Cities' next generation of leaders.

FOCUS: AGRICULTURE + VITICULTURE

Standalone glossy magazine offers comprehensive reports on the state's powerhouse industries: agriculture and viticulture.

FOCUS: REAL ESTATE + CONSTRUCTION

Standalone glossy magazine offers in-depth coverage of the Tri-Cities' real estate and construction industry.

ENERGY

Learn about the Tri-Cities' efforts to establish itself as a clean energy hub for the state and region.

BEST PLACES TO WORK

Featuring the quality employers in our region whose workers have ranked them through anonymous surveys to be the Best Places to Work in the Mid-Columbia.

BOOK OF LISTS

Identify key contacts, target new sales leads, compile mailing lists, research employment opportunities and more with our comprehensive catalog of information about local business and business contacts.



New this year



BOOK-of-LISTS

OUR STORY

The Tri-Cities Area Journal of Business launched in 2002 to unite and connect the business community in the Mid-Columbia region. We serve the metropolitan statistical area of Kennewick-Pasco-Richland in Washington state, a two-county region with a growing population of more than 316,000.

Our readers are well-educated, affluent, interested in business news and trends, and tend to be the

decision-makers for their companies.

This means we can deliver to this audience more effectively than any other media outlet.

The Journal is independently owned and operated in Kennewick, Washington, by Mid-Columbia Media Inc., which is a subsidiary of Spokane-based Cowles Co. We are a member of The Alliance of Area Business Publishers.

We publish a print edition monthly

along with special sections and magazines throughout the year. We also offer a host of e-newsletter products, giving our media company one of the best market penetrations in the area.

Each print issue includes at least two industry-specific special sections, ranging from Real Estate & Construction to Health Care, to Banking & Finance and Labor & Employment.



OUR READERS by the NUMBERS



BANKING & FINANCE

- 37% of our readers say they're likely to seek out a personal banking account or credit card.
- 30% are likely to seek a business loan, credit card, or construction loan.
- 27% are likely to seek a business account or credit card.
- 19% are likely to seek a personal loan for a vehicle, mortgage, etc.
- 12% are likely to seek a CD.



LAW / TAX / FINANCIAL PLANNING / OTHER

- 22% of our readers say they'll use an attorney in the coming year.
- 33% of our readers say they'll use an accountant in the coming year.
- 38% of our readers say they'll use a financial/retirement advisor in the coming year.
- 26% of our readers say they'll use an insurance agent in the coming year.



HEALTH CARE & BENEFITS

- 40% of readers anticipate shopping for a medical plan for their employees in the next 12 months.
- 27% anticipate shopping for a dental plan for their employees in the next 12 months.
- 22% anticipate shopping for a vision plan in the next 12 months.
- 36% anticipate shopping for a wellness plan in the next 12 months.
- 17% anticipate shopping for a 401(k)/pension plan.



HOSPITALITY

- 46% of our readers plan to book a Tri-Cities area meeting facility in the next 12 months.
- 97% of our readers say they dine out each month.
- 56% of our readers have traveled in the past 12 months.



REAL ESTATE & CONSTRUCTION

- 66% of our readers say they plan to build, remodel or expand a facility or office.
- 15% plan to build a new facility or office.
- 26% plan to remodel a facility or office.
- 25% plan to expand a facility or office.
- 26% say they plan to move to another location.
- 10% say they plan to open a new location.
- 37% of our readers say they are considering buying or selling a home in the coming year.
- 20% of readers anticipate using a real estate agent in the coming year.
- 20% of our readers anticipate using an architect in the coming year.
- 24% of our readers anticipate using an engineer in the coming year.
- 21% of our readers anticipate using a general contractor in the coming year.
- 24% of our readers anticipate using a landscaping firm in the coming year.



RETIREMENT INDUSTRY

- 58% of our readers say they assist in the care and/or decision-making of an elderly or disabled person.
- 38% of our readers say they'll use a financial/retirement advisor in the coming year.
- 15% of our readers say they will look to buy a home in a 55-plus community in the coming year.



AUTOMOTIVE / BOAT / RV

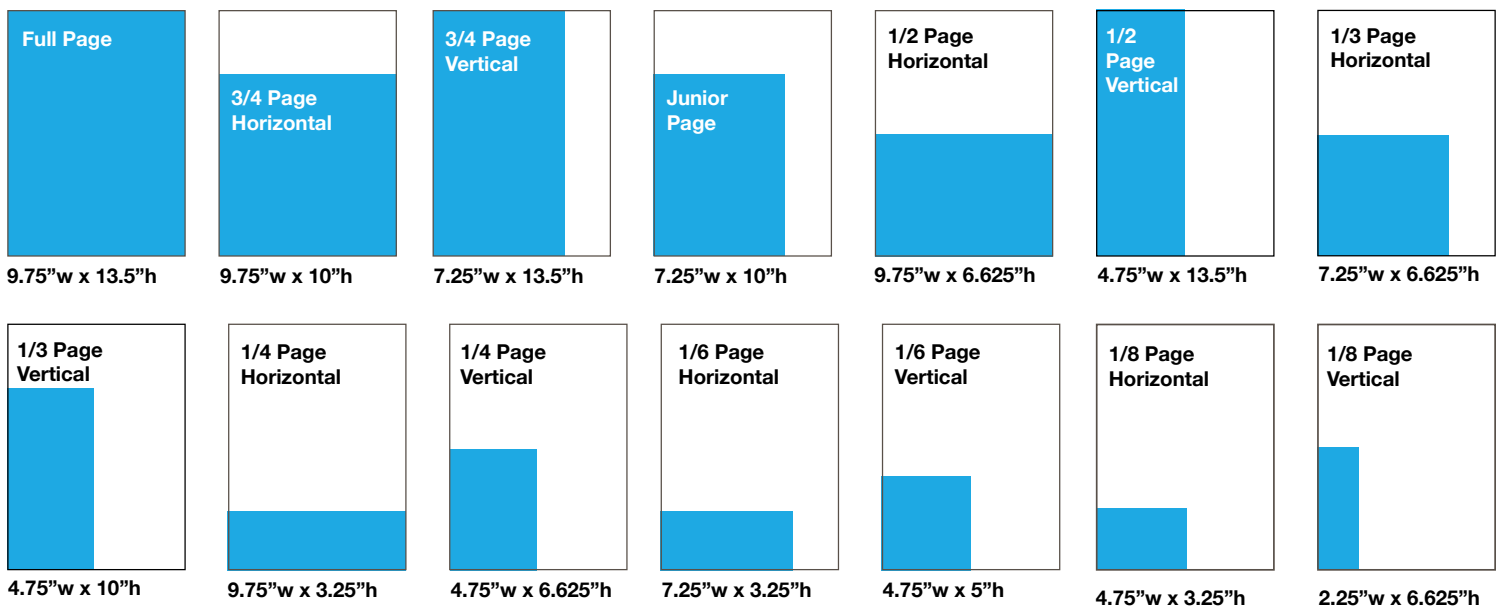
- About 54% of our readers are considering buying or leasing a vehicle in the coming year.
- 54% of readers say they currently own at least two cars.
- 45% of our readers plan to buy a sport vehicle/motorcycle/snow mobile/ATV in the coming year.
- 37% are considering buying an RV or camper in the coming year.
- 36% are considering buying an electric vehicle in the coming year.

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	\$1,360	\$1,665	\$2,070	\$1,155	\$1,485	\$1,880
3/4 Page	\$1,230	\$1,430	\$1,735	\$1,045	\$1,210	\$1,555
Junior Page	\$1,045	\$1,180	\$1,545	\$940	\$995	\$1,440
1/2 Page	\$970	\$1,070	\$1,355	\$825	\$880	\$1,220
1/3 Page	\$845	\$900	\$1,165	\$720	\$770	\$1,000
1/4 Page	\$670	\$750	\$975	\$605	\$665	\$885
1/6 Page	\$550	\$650	\$785	\$495	\$555	\$780
1/8 Page	\$440	\$505	\$565	\$385	\$440	\$555
Insert 8.5" x 11"	\$825	\$1,080	\$1,205			
Insert 11" x 17"	\$1,015	\$1,135	\$1,325	<i>Pre-printed, folded to 7" x 10.5" or less **</i>		

Ad Dimensions

w = width h = height



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

2024 DEADLINE & DISTRIBUTION DATES

ISSUE	EDITORIAL FOCUS	LISTS	DEADLINE	DISTRIBUTION
January	Legal Architecture & Engineering	Largest Law Firms Largest Engineering Firms	Wed., Jan. 3	Fri., Jan. 12
February	Health Care Retirement	Hospitals & Medical Centers Largest Retirement Homes	Thurs., Feb. 1	Wed., Feb. 14
March	Hospitality + Tourism Startup Ecosystems	Golf Courses Banquet & Meeting Facilities	Tues., March 5	Fri., March 15
April	Environment Services Firms Wealth Management <i>Hanford specialty publication</i>	Environmental Services Firms Wealth Management Firms	Thurs., March 28 Mon., March 18	Mon., April 15
May	Education & Training Transportation <i>Young Professionals specialty publication</i>	Colleges & Universities Trucking Companies	Wed., May 1 Thurs., April 18	Wed., May 15
June	Manufacturing Mid-Year Economic Review <i>Focus Magazine Ag + Viticulture</i>	Leading Manufacturers Food Producers	Tues., June 4 Mon., May 6	Fri., June 14
July	Diversity Commercial Design	Minority-Owned Businesses Commercial Real Estate Firms	Thur., June 27	Mon., July 15
August	Science & Technology Auto, RV Industry	Office Parks Auto, RV Industry	Mon., Aug. 5	Fri., Aug. 16
September	Banking & Investments Women in Leadership <i>Parade of Homes Magazine</i>	Banks & Credit Unions Women-Owned Businesses	Wed., Aug. 28 Wed., July 24	Wed., Sept. 11
October	Charitable Giving & Nonprofits Health Care <i>Focus Magazine Real Estate + Construction</i>	Largest Social Services Nonprofits In-Home Health Care	Wed., Oct. 2 Thurs., Aug. 29	Mon., Oct. 14
November	Labor & Employment Taxes <i>Best Places to Work</i>	Leading Contractors Largest Accounting Firms	Mon., Nov. 4 Fri., Oct. 11	Fri., Nov. 15
December	Economic Outlook <i>Energy</i> <i>Book of Lists specialty magazine</i>	Top 20 SBA Lenders Top Employers	Mon., Dec., 2 Wed., Nov. 6 Thurs., Oct. 17	Fri., Dec. 13

Editorial focuses, deadline and distribution dates subject to change.

SENIOR TIMES

DELIVERING NEWS TO MID-COLUMBIA SENIORS SINCE 1982

2024 DEADLINE & DISTRIBUTION DATES

ISSUE		DEADLINE	DISTRIBUTION
January		Wed., Dec. 13	Thurs., Jan. 4
February		Thurs., Jan. 25	Mon., Feb. 5
March		Wed., Feb. 21	Mon., March 4
April	Senior Times Expo Vendor Directory <i>Spring Senior Times Expo Event</i>	Thur., March 21 Wed., March 20 Tues., April 16	Mon., April 1
May		Tues., April 23	Thurs., May 2
June		Thurs., May 23	Mon., June, 3
July		Thurs., June 20	Mon., July 1
August		Thurs., July 25	Tues., Aug. 6
September		Thurs., Aug. 22	Tues., Sept. 3
October	Senior Times Expo Vendor Directory <i>Fall Senior Times Expo Event</i>	Thur., Sept. 19 Wed., Sept. 18 Tues., Oct. 15	Tues., Oct. 1
November		Thurs., Oct. 24	Tues., Nov. 5
December		Wed., Nov. 20	Tues., Dec. 3

Deadline and distribution dates subject to change.

SENIOR TIMES

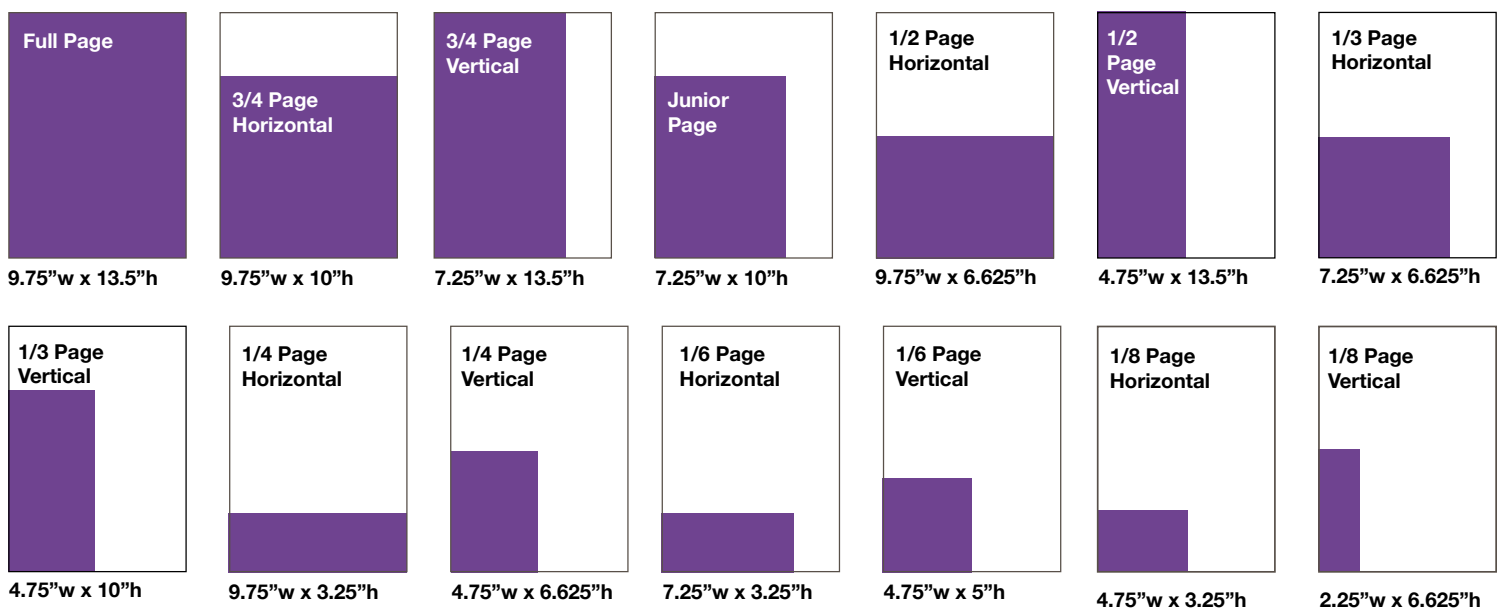
DELIVERING NEWS TO MID-COLUMBIA SENIORS SINCE 1982

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	\$1,155	\$1,265	\$1,450	\$940	\$1,050	\$1,210
3/4 Page	\$1,085	\$1,190	\$1,315	\$880	\$995	\$1,115
Junior Page	\$1,015	\$1,115	\$1,195	\$825	\$940	\$1,000
1/2 Page	\$825	\$930	\$1,105	\$660	\$775	\$945
1/3 Page	\$690	\$800	\$895	\$595	\$660	\$775
1/4 Page	\$575	\$680	\$775	\$440	\$555	\$665
1/6 Page	\$505	\$585	\$710	\$385	\$440	\$555
1/8 Page	\$400	\$475	\$555	\$280	\$335	\$445
Insert 8.5" x 11"	\$825	\$1,080	\$1,205	<i>Pre-printed, folded to 7" x 10.5" or less**</i>		
Insert 11" x 17"	\$1,015	\$1,135	\$1,325	<i>Pre-printed, folded to 7" x 10.5" or less**</i>		

Ad Dimensions

w = width h = height



Preferred file format is a high-resolution PDF with embedded fonts. We also accept JPG, TIFF and EPS files. All files must be submitted in CMYK color and 300 dpi. Dimensions of printed advertisements may vary from dimensions noted on advertising rate sheets, depending on press configurations.

WEBSITE ADVERTISING

DIGITAL PRODUCT PRICING			
Ad	Size (in pixels)	Rate	
Journal of Business		12 mo.	6 mo.
Leaderboard	970x90	\$375	\$425
	*728x90		
	*320x50		
Homepage Banner	750x100 *320x50	\$300	\$350
Sidebar Top	300x250	\$300	\$350
Sidebar Middle	300x250	\$275	\$325
Sidebar Skyscraper	300x600	\$275	\$325
Senior Times		12 mo.	6 mo.
Leaderboard	970x90	\$375	\$425
	*728x90		
	*320x50		
Sidebar Top	300x250	\$250	\$300
Sidebar Middle	300x250	\$225	\$275
Sidebar Skyscraper	300x600	\$225	\$275

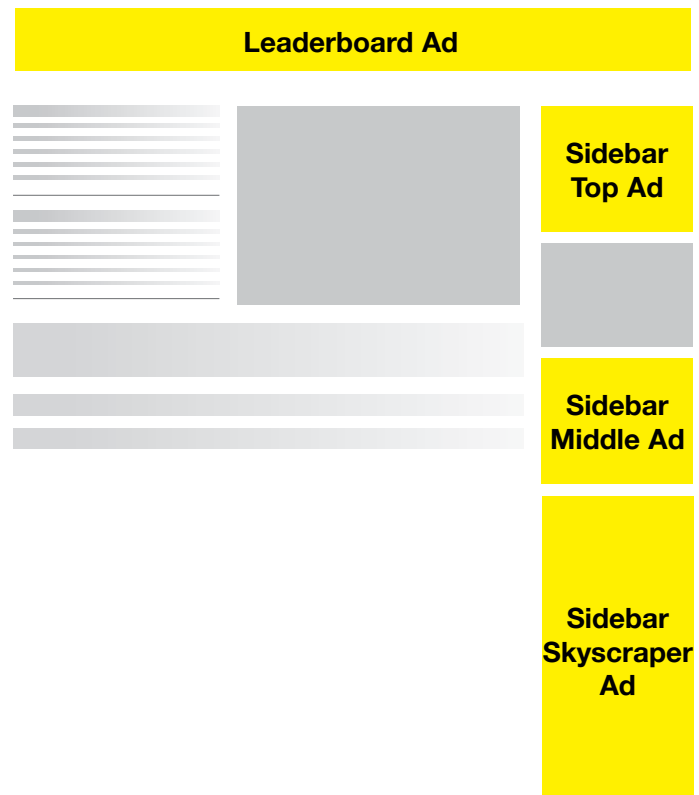
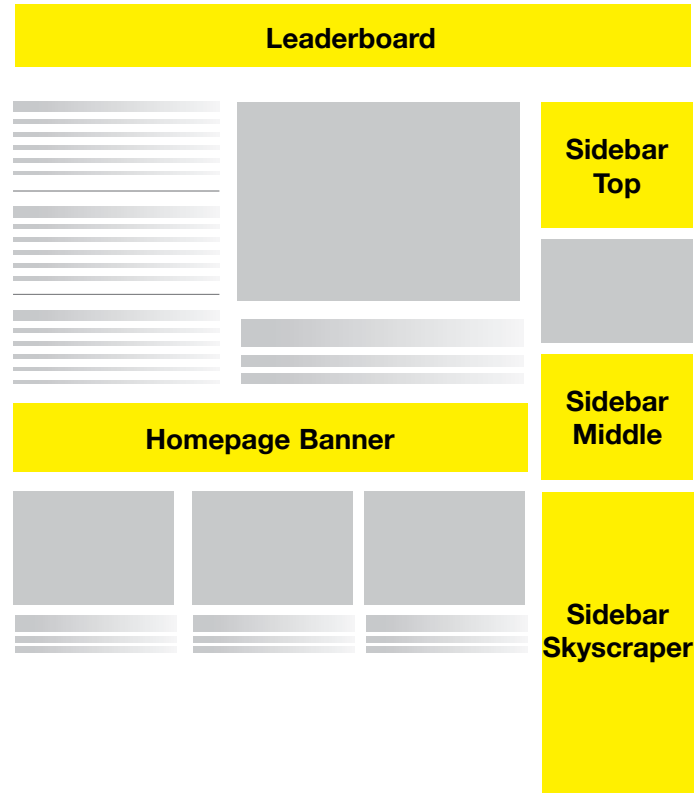
Website address or page link needs to be provided with artwork.

**Additional art is needed for leaderboard sized ads for responsive design.*

For display purposes only, not actual ad sizes.

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


Digital advertising is in addition to normal, contracted advertising.



ADVERTISE IN OUR E-NEWSLETTERS

TOP AD

TRICITIES AREA
JOURNAL of BUSINESS
SERVING BENTON AND FRANKLIN COUNTIES SINCE 2002



Your Morning News

Wednesday, Aug 9, 2023


Richland receives \$500,000 in infrastructure funding
Richland received \$500,000 in pre-construction infrastructure funding from the Washington State Public Works Board. The board approved \$4.4 million in funding for projects in seven counties.

Benton County ranks 10th on Best Places to Retire list
Benton County ranked 10th among counties in Washington for best places to retire, according to a study by Smart Asset. Franklin County was 29th. Another east side county topped the list.

Yakima River vegetation removal project gets boost
The Benton Conservation District received a \$47,000 grant to remove overabundant aquatic vegetation from a number of locations on the lower Yakima River to improve fish passage during low-flow conditions. Funding for the environmental restoration grant program comes from oil spill penalties.

MIDDLE AD

Journal's Choice




Tina and Shanon Park have been busy renovating a Richland storefront to open **Tina's Tasty Treats**, a gluten-free bakery and deli in the Uptown shopping center. Their projected opening date is Sept. 5. They've been offering bread, cookies and other gluten-free foods at farmers markets, pop-up events and by special order for nearly a decade.

Calendar

Tri-Cities Hispanic Chamber of Commerce's State of the Cities: 11:30 a.m. - 1 p.m. Tuesday, Aug. 15, Pasco Hed Lion, 2525 N. 20th Ave., Pasco. Cost for chamber members is \$25, or \$30 for nonmembers.

Submit your event

New Hire



Peterson Holdings has hired **Andrew Perez** as an associate wealth advisor for the Kennewick firm. Perez graduated from Central Washington University in 2021 with a bachelor's in business administration, specializing in personal financial planning. In his new role, he will help to support the development and management of client relationships.

Submit your news

Visit Us

[Advertise](#) • [Submit News](#) • [Subscribe](#) • [Contact](#)

BOTTOM AD

MORNING EDITION

Emailed **Monday, Wednesday** and **Friday** mornings.

Top Ad \$825*/mo.

900px wide x 150px tall

Middle Ad \$550*/mo.

200px wide x 200px tall

Bottom Ad \$440*/mo.

900px wide x 150px tall

MONTHLY

LOCAL NEWS

REAL ESTATE & CONSTRUCTION

Emailed mid-month

Top & Bottom Ads \$850*


900px wide x 150px tall

*Three-month consecutive minimum required.

TOP AD


TRICITIES AREA
JOURNAL of BUSINESS
SERVING BENTON AND FRANKLIN COUNTIES SINCE 2002

JUNE'S TOP STORIES




Historic downtown building poised to change hands
A 100-year-old building in downtown Kennewick and it will change hands after more than two

State confirms Costco is negotiating land lease in Richland
Costco is eyeing 20 acres in Richland for a possible second Tri-Cities location.



Auto home
Sergio Avila & new Kennewick business




TOP HEADLINES

- **as this Richland over, it's about sending routes and**
- **Label maker manufacturer finds its niche in wine co**
- **One of a kind auction features Richland couple's art**
- **OGA with Richard R. Brown's assistant: The Brown**
- **Plastic-based business still manufactures local toy**
- **June business briefs, networking news and outlets**

OPINIONS

- **Our View: Our job industry thrives on robust trade**
- **Kris Johnson: State's bond term ends eminent if**
- **Don Brunell: Want people to recycle? Pay them**
- **Beau Platt: Umbrella insurance provides skills**
- **Patrick Jones: Food and beverage processing**
- **Jessica Cook: Publisher: Let's close the deal!**
- **Heather Straneck: Female CEO sees up to 5%**

New location, new kitchen, same Hot Tamales



New Beginnings to forge new start in old store
New Beginnings owner Chad Leisback plans to open a second store later this summer in the old Basin Department Store building, 111 W. First Ave., in downtown Kennewick.

TOP HEADLINES

- **Kennewick home care services move into biopark building**
- **Local auto and auto body shop moves to Pasco**
- **SEPA roundup: Pasco underway for critical projects in biotech area**
- **Paul Foster & Construction: Best**

PUBLIC RECORDS

- **Top Properties**
- **Business Permits**

TRICITY BUILDING FEATURES

- **Peterson Trust Limited**
- **City of Kennewick: Reservoir & Park Station**
- **See Harbor Brewery Co.**
- **Washington State University: Harbor History Center Storage & Archive Facility**

Looking for more local news stories? Visit our website:
[Advertise](#) • [Submit News](#) • [Subscribe](#) • [Contact](#)

BOTTOM AD



HANFORD EDITION

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

In this special Hanford standalone special section that's inserted into the Tri-Cities Area Journal of Business' April edition, we 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 \$4,725

- 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 - **\$1,945**
- Quarter-page, full-color ad - **\$1,575**
- Sixth-page, full-color ad - **\$1,315**
- Ad in special edition
- 25 extra copies of Hanford specialty publication

DEADLINE: MON., MARCH 18, 2024

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.

HANFORD E-NEWSLETTER

Upper ad \$715

- 900px wide x 150px tall ad location with link.
- Emailed in April.

Lower ad \$605

- 900px wide x 150px tall ad location with link.
- Emailed in April.



17th Annual Young Professionals

In the May issue of the Tri-Cities Area Journal of Business, we highlight the 2024 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. New this year, we will hold an awards ceremony to recognize these young leaders.

SUPPLEMENTAL MARKETING OR ADVERTISING

<p>Full Ad size: 9.75”w x 13.5”h</p>	<p>\$1,575</p>
<p>3/4 Horizontal only Ad size: 9.75”w x 10”h</p>	<p>\$1,330</p>
<p>Quarter Ad sizes: 9.75”w x 3.25”h or 4.75”w x 6.625”h</p>	<p>\$735</p>
<p>Sixth Horizontal only Ad size: 7.25”w x 3.25”h</p>	<p>\$525</p>
<p>Eighth Horizontal only Ad size: 4.75”w x 3.25”h</p>	<p>\$430</p>



AWARDS EVENT

May 15, 2024 | 4 - 6 p.m.
J. Bookwalter Winery
894 Tulip Lane, Richland

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

DEADLINE: THURS., APRIL 18, 2024

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.

EVENT SPONSORSHIP	Major sponsor \$6000	Supporting sponsor \$3000	Sponsor \$1500
Company logo on all Journal of Business printed promotional materials	✓	✓	✓
Company logo on the event landing page on tcjournal.biz	✓	✓	✓
Full-color branding ad in the special supplement	Full Page	Half Page	Third Page
“Word from our Sponsors” ad, including photo, logo and message	1/4 Page, 150 words	1/8 Page, 75 words	Listed in group
Copies of the event supplement	50	25	10
Exclusivity in your industry among sponsors	✓	✓	✓
Company recognized from the podium at the event	✓	✓	✓
Company logo in the event program	✓	✓	✓
Tickets to the event and seating table labeled with company logo	✓	✓	✓
Company logo in post-event “thank you” ad in the Journal of Business	✓	✓	✓
Company logo on cover of special supplement for event	Large	Medium	Small
Opportunity to place retractable banner near event reception area	✓	✓	
Opportunity to place banner inside event venue, where available	✓	✓	
Opportunity to place one item of promotional material at each table at event	✓	✓	
Right of first refusal following year’s event, guaranteed for 90 days after event	✓	✓	
Company representative will have three minutes of podium time at event.	✓		
List of pre-registered guests made available for post-event promotion	✓		

Senior TIMES EXPO

2024 Expos

Spring Expo: Tues., April 16, 2024

Fall Expo: Tues., Oct. 15, 2024

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..... \$575
- 8' space: Fall only \$575
- 8' space: Spring and Fall..... \$950

Actual booth size and venue location are subject to change;
no refunds if there are variances.

**Sponsorship ads must be used in addition to any contractual agreement ads in or before December 2024 issue.*

SENIORTIMES
DELIVERING NEWS TO MID-COLUMBIA SENIORS SINCE 1982



BEST PLACES TO WORK MID-COLUMBIA



SUPPLEMENTAL MARKETING OR ADVERTISING

Full Ad size: 9.75"w x 13.5"h	\$1,840
Half Horizontal only Ad size: 9.75"w x 6.625"h	\$1,320
Quarter Horizontal only Ad size: 9.75"w x 3.25"h	\$950
Sixth Horizontal only Ad size: 7.25"w x 3.25"h	\$765
Eighth Horizontal only Ad size: 4.75"w x 3.25"h	\$550

Learn about the quality employers in our region whose workers have ranked them through anonymous surveys to be the Best Places to Work in the Mid-Columbia.

Best Places to Work seeks to celebrate quality employers in our region by using employer and employee surveys to measure quantifiable metrics, then publishing a list in the Journal of Business that ranks participating employers that meet Best Places to Work thresholds.

AWARDS EVENT

Nov. 7, 2024 | 7:30-9 a.m.

Three Rivers Convention Center

7016 W. Grandview Blvd., Kennewick

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

DEADLINE: FRIDAY, OCT. 11, 2024

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.

EVENT SPONSORSHIP	Major sponsor \$6000	Supporting sponsor \$3000	Sponsor \$1500
Company logo on all Journal of Business printed promotional materials	✓	✓	✓
Company logo on the event landing page on tcjournal.biz	✓	✓	✓
Full-color branding ad in the special supplement	Full Page	Half Page	Third Page
“Word from our Sponsors” ad, including photo, logo and message	1/4 Page, 150 words	1/8 Page, 75 words	Listed in group
Copies of the event supplement	50	25	10
Exclusivity in your industry among sponsors	✓	✓	✓
Company recognized from the podium at the event	✓	✓	✓
Company logo in the event program	✓	✓	✓
Tickets to the event and seating table labeled with company logo	✓	✓	✓
Company logo in post-event “thank you” ad in the Journal of Business	✓	✓	✓
Company logo on cover of special supplement for event	Large	Medium	Small
Opportunity to place retractable banner near event reception area	✓	✓	
Opportunity to place banner inside event venue, where available	✓	✓	
Opportunity to place one item of promotional material at each table at event	✓	✓	
Right of first refusal following year’s event, guaranteed for 90 days after event	✓	✓	
Company representative will have three minutes of podium time at event.	✓		
List of pre-registered guests made available for post-event promotion	✓		



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.

This magazine will be inserted into the Journal of Business' June 2024 issue.

Advertising deadline:
Mon., May 6 2024



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 is inserted into the Journal of Business' October 2024 issue.

Advertising deadline:
Tues., Aug. 29, 2024

Rates

SINGLE MAGAZINE

Center spread	\$2,995
Back full page	\$2,680
Inside front cover full page	\$2,405
Inside back cover full page	\$2,405
Full page	\$1,775
Half	\$1,175
Island	\$945

ADVERTISE IN BOTH MAGAZINES AND SAVE!

Center spread	\$5,390
Back full page	\$4,820
Inside front cover full page	\$4,330
Inside back cover full page	\$4,330
Full page	\$3,200
Half	\$2,120
Island	\$1,700

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

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

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

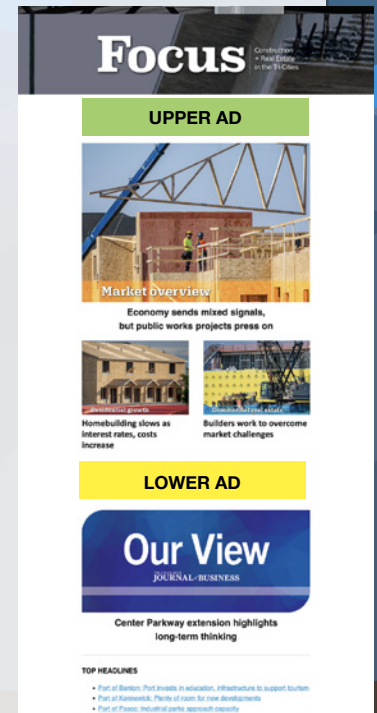
E-Newsletters

Upper ad \$715

- 900px wide by 150px tall ad location with link.
- Agriculture + Viticulture emailed in April. Construction emailed in October.

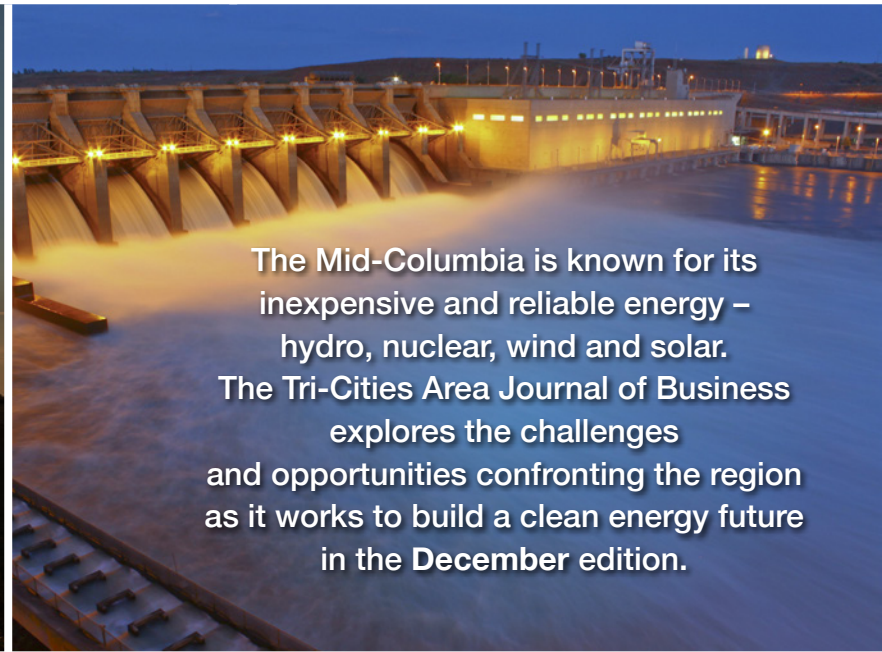
Lower ad \$605

- 900px wide by 150px tall ad location with link.
- Agriculture + Viticulture emailed in April. Construction emailed in October.



TOP HEADLINES

- Part of Benton: Post-traveler in education, infrastructure to support tourism
- Part of Kamezick: Plenty of room for more developments
- Part of Paces: Industrial parks approach capacity



The Mid-Columbia is known for its inexpensive and reliable energy – hydro, nuclear, wind and solar. The Tri-Cities Area Journal of Business explores the challenges and opportunities confronting the region as it works to build a clean energy future in the December edition.

ENERGY

SPONSORSHIP OPPORTUNITIES

PRESENTING \$4,725

- 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 Energy specialty publication.

Limit: 4 presenting sponsors

SECONDARY

- Half-page, full-color ad - **\$1,945**
- Quarter-page, full-color ad - **\$1,575**
- Sixth-page, full-color ad - **\$1,315**
- Ad in special edition
- 25 extra copies of Energy specialty publication

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

DEADLINE: WED., NOV. 6, 2024

Energy 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.



The full-color, glossy **2024 Parade of Homes** magazine is given to Parade of Homes™ ticket buyers and inserted into the **September 2024** edition of the **Tri-Cities Area Journal of Business**.

Rates

Back page*	\$4,150
2-page center spread*	\$4,780
Inside front page*	\$3,625
Page 3*	\$3,625
Inside back page*	\$3,625
Full page	\$3,100
Half page	\$2,050

Space is limited.

Call to reserve your ad today!

Advertising deadline Wed., July 24, 2024 at 3 p.m.

- Construction industry companies must be current members of the Home Builders Association of Tri-Cities to advertise in the Parade of Homes magazine.
- Advertising not guaranteed until paid in full.
- Parade of Homes magazine ads are in addition to normal, contracted advertising in the Journal of Business.
- Rates, deadlines and publication date subject to change.

Special placement 15% premium limited and not guaranteed. *First right of refusal for premium placement and payment deadline is Wed., May 15, 2024.

Specs

Full Page
7.25"w x 10.25"h*

Two-Page Spread
14.25"w x 10.25"h*

Half
6"w x 4.375"h

3.95"w x 4.375"h

Island

*Safe guide for text and images: 0.25" from all sides. Crop marks at 7"w x 10"h for full page. Two-page spread 14"w x 10"h. Allow 1" of center safe space with no text.

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.