

The *Worcester Business Journal* is read by more than 26,000 key business owners and decision makers in the Central Massachusetts/MetroWest region. The mailing list consists of presidents, CEOs and senior managers.

Worcester  
Business  
Journal  
provides access  
to business  
decision  
makers.



**29,000** Print edition readers

**84%** of Worcester Business Journal readers identify as a senior-level decision maker at their business

**47%** **Chief Executive**  
CEO, President, Owner, Partner, COO, CFO

**38%** **Executive**  
VP, Other management, Executive title

**16%** **Other Business Titles**  
Sales Manager, Consultant

**65%**  **35%**  **72%** are between 40-59

 WBJ  
subscribers  
are highly  
affluent and  
well-educated.

**\$181,419** Median household income (All of Worcester County \$77,155)

**81%** are college graduates

 WBJ  
readers are  
loyal and  
engaged.

**80%** spend 15 minutes or more reading each issue

**51%** contacted a company because of an advertisement in WBJ

**77%** share content from WBJ with others

Source: 2016-2021 CVC Audit and Readership Study, 2012-2020 U.S. Census

# 2022 EDITORIAL CALENDAR

Issue Date	Ad Closing	Editorial Focus	Lists	WBJ Events/Special Publications
January 10	December 29	Best of Business Awards	Labor unions	<b>Event:</b> Best of Business Awards
January 24	January 12	Commercial Real Estate Report	Top commercial sales and commercial leases	
February 7	January 26	Women in Leadership	Highest-paid nonprofit executives	
February 21	February 9	Banking & Finance	Top banks	
March 7	February 23	Business Leaders of the Year/ Hall of Fame	Advertising, marketing & communications firms	<b>Event:</b> BLOY Awards/HOF Awards <b>Central MA HEALTH</b> <i>Issue date: March 28; Ad close: March 16</i>
March 21	March 9	Golf & Meetings Guide	Top golf fundraisers; Top meeting facilities	
April 4	March 23	Manufacturing Awards	Top manufacturers	<b>Event:</b> Central Mass Manufacturing Awards
April 18	April 6	Health Care	NIH grant recipients	
May 2	April 20	The Power 50	Central MA top 150 companies	
May 16	May 4	Small Business	Top SBA lenders	
May 30	May 18	Worcester 300	Oldest companies in Worcester	
June 13	June 1	Business of Cannabis	Top marijuana facilities	<b>Event:</b> Business of Cannabis Forum <b>Central MA HEALTH</b> <i>Issue date: June 20; Ad close: June 8</i>
June 27	June 15	Architecture & Construction	Top architectural firms; Top commercial contractors	
July 18	June 22	Book Of Lists	40 plus lists of market leaders	
August 8	July 13	Giving Guide		<b>Event:</b> 40 Under Forty Awards
August 22	August 10	40 Under Forty	Highest-paid CEOs	
September 5	August 24	Diversity, Equity & Inclusion	Top minority-owned businesses	<b>Event:</b> Diversity & Inclusion <b>Central MA HEALTH</b> <i>Issue date: September 12; Ad close: August 31</i>
September 19	September 7	Education & Career Guide	Top incubators & makerspaces	
October 3	September 21	Banking & Finance	Top mergers & acquisitions	<b>A Guide to Career Opportunities</b> <i>Issue Date: September 26; Ad close: August 22</i> <b>Event:</b> Outstanding Women In Business Awards
October 17	October 5	Outstanding Women & Business	Top woman-owned businesses	
October 31	October 19	Fact Book		
November 14	November 2	Health Care	Top hospitals	<b>Event:</b> Health Care Forum <b>Central MA HEALTH Resource Guide</b> <i>Issue date: November 7; Ad close: October 26</i>
November 28	November 15	Law & Accounting	Top law firms; top accounting firms	
December 12	November 30	Cybersecurity	IT services providers	<b>Event:</b> Economic Forecast, February 2023
December 26	December 14	Economic Forecast	List leaders	

# EDITORIAL *submissions*

## Want to see your business featured in the Worcester Business Journal or online at WBJournal.com? Here's how:

### Are you local?

The Worcester Business Journal covers Central Massachusetts, which we define as the communities surrounding Worcester east to Natick, south to the Connecticut border, north to the New Hampshire border and west to Hardwick. We are devoted to providing relevant business news to executives within this region. For this reason, we cannot include news from firms who do not have operations in our coverage area. If you have questions about whether we can cover your company, e-mail [editorial@wbjournal.com](mailto:editorial@wbjournal.com).

### Have a press release?

WBJ is always looking for news and information about businesses and organizations in Central Massachusetts. You can submit press releases directly to [editorial@wbjournal.com](mailto:editorial@wbjournal.com). Please include contact information, which helps us to reach the right person if we have additional questions about your news release. For submissions with photos, please include caption information.

### Got a story idea?

The Worcester Business Journal in general does not do profiles of businesses within our editorial pages without a strong news hook. That means if you want us to write about your business, you need a compelling reason why your story would be of interest to our readers (business leaders throughout Central Massachusetts). Here are some examples of compelling news stories:

- Your business is undertaking a significant expansion.
- Your business is part of a larger economic trend.

The important thing to remember is our readers are from a cross-section of the Central Massachusetts economy. Every story we run in our publication must be of interest to those readers.

If you meet the criteria above, please e-mail [editorial@wbjournal.com](mailto:editorial@wbjournal.com) with your story pitch or call the editor, Brad Kane, directly at 508-755-8004, ext. 256.

### Got an opinion?

The Worcester Business Journal is always looking for opinion pieces and letters to the editor from members of the local business community. Here are some examples of ways to get your name on our opinion pages:

- You have an opinion about a state or federal law/regulation that is impacting your business.
- You have an opinion about a local town or city issue that is impacting your business.
- You have an opinion after reading one of our articles.

You can submit letters or op-eds for publication by e-mailing [editorial@wbjournal.com](mailto:editorial@wbjournal.com). Letters should be no more than 400 words. Op-eds should be no more than 600 words. The WBJ reserves the right to edit letters and op-eds for length, clarity, style and libelous or offensive material.

### Got a business event?

To have your event listed in the paper and at [www.WBJournal.com](http://www.WBJournal.com), please go to [www.wbjournal.com/business-calendar/post-an-event](http://www.wbjournal.com/business-calendar/post-an-event) and submit your event information. All calendar items must be held within Central Massachusetts and must be business-related. Events that meet these qualifications will appear online within three business days.

### Has your company done some good in the local community?

Great! We love to share this news with our readers through our Photo Finish and On The Move pages. If your employees have volunteered at a local nonprofit, or if your company contributed funding to a worthwhile cause, snap a photo and e-mail it to us. All photos must be submitted electronically to [editorial@wbjournal.com](mailto:editorial@wbjournal.com) and must have a resolution of at least 300 dpi. Accepted formats are JPEG, GIF or TIF. Hard copy images will not be used and will not be returned to the sender.

### Got a new job?

We run personnel announcements (new hires and promotions) in our On The Move feature in our print publication, and at [www.WBJournal.com](http://www.WBJournal.com). Personnel announcements should include the following information:

- Name, title and office location
- A brief description of job responsibilities
- Previous work history
- Residence

### Do you belong on a list?

The Worcester Business Journal publishes lists in every print edition and compiles all of our lists in the Book of Lists each July. We run lists based on various industry categories (banks, manufacturers, etc.). You can check out our lists [HERE](#) to see if we have a list for your industry. If you belong on one of our lists, email us at [editorial@wbjournal.com](mailto:editorial@wbjournal.com).

### Do you deserve recognition?

We run a variety of award programs throughout the year, including 40 Under Forty, Women in Business and Business Leader of the Year. Click [HERE](#) for more information.

### Got social media?

You can keep tabs on the Worcester Business Journal by following us on Facebook, Twitter and LinkedIn. Here are the links:

- [www.twitter.com/wbjournal](http://www.twitter.com/wbjournal)
- [www.facebook.com/wbjournal](http://www.facebook.com/wbjournal)
- [www.linkedin.com/company/worcester-business-journal](http://www.linkedin.com/company/worcester-business-journal)

### Got a question?

We want to hear from you. Call WBJ Editor Brad Kane at 508-755-8004, ext. 256.



## Rates

The following rates are effective January 1, 2022. Worcester Business Journal is published 24 times a year. Frequency discounts are based on the total number of insertions run in a 12-month period. All rates are net.

Rates Include Full Process Color	OPEN	8x	12x	15x	18x	22x	24x
<b>AD SIZES</b>							
Full Page	\$4,350	\$3,920	\$3,590	\$3,260	\$2,935	\$2,685	\$2,475
3/4 Page	\$3,820	\$3,440	\$3,150	\$2,870	\$2,580	\$2,375	\$2,175
2/3 Page	\$3,330	\$2,990	\$2,740	\$2,490	\$2,245	\$2,055	\$1,890
1/2 Page	\$2,555	\$2,300	\$2,105	\$1,910	\$1,720	\$1,575	\$1,465
3/8 Page	\$1,985	\$1,785	\$1,635	\$1,495	\$1,340	\$1,230	\$1,120
1/4 Page	\$1,405	\$1,270	\$1,160	\$1,055	\$955	\$870	\$795

### PREMIUM POSITIONS

- Covers 2 & 3 ..... Add 15% to earned rate
- Cover 4 ..... Add 20% to earned rate
- Other Guaranteed Positions
  - The List (Full page opposite the List)..... Add 20%
  - Page 3 (1/4 page, vertical)..... Add 20%
  - Shop Talk (1/4 page, horizontal)..... Add 20%
  - Focus section opposite intro page..... Add 20%  
(1/2 page horizontal or vertical, 1/4 page vertical as available)

### PRINT SPONSORSHIP OPPORTUNITIES

ISSUE	ISSUE DATE
Book of Lists .....	July 18, 2022
Fact Book: Doing Business in Central Mass.....	October 31, 2022
Economic Forecast .....	December 26, 2022

## Closing Dates

The Worcester Business Journal is published every other Monday. **For regular issues, the deadline for reserving advertising space is 12 days prior to issue date. All ads must be received 7 days prior to issue date.** Special issue and supplement deadlines vary — please see the editorial calendar.

#### Contract and Advertising Requirements

A contract year begins with the date of the first insertion. Advertising ordered at a frequency discount must be accompanied by a signed program / contract. If ad frequency is not earned during the contract year, all ads will be billed at the open rate (short rate) or the closest "earned" rate. All verbal orders are considered binding unless cancelled in writing prior to the closing date for the reservation of the advertisement's placement.

Cancellations of signed programs must be made in writing; a thirty-day notice is required for ROP advertising.

Advertising copy from the most recently approved insertion will run if copy is not received by an issue's specified deadline.

If there is not a previous insertion, the client is liable for the cost of the unused contracted space; such space will be reallocated at the discretion of the publisher.

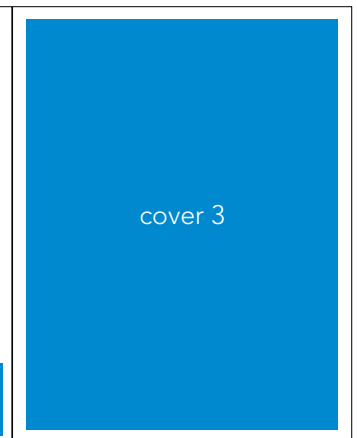
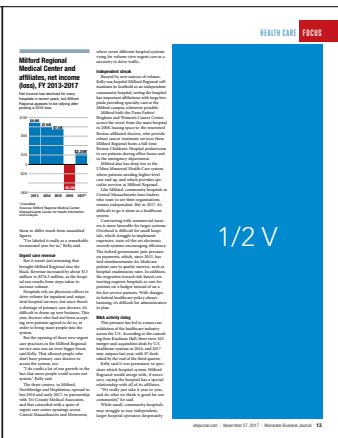
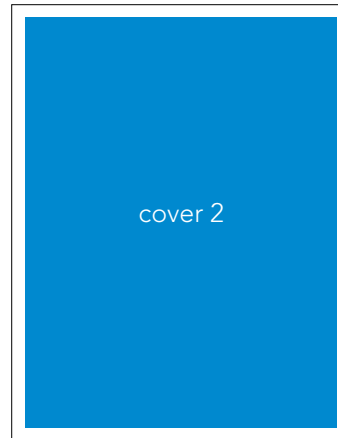
Advertisements are published with complete authorization from the agency or advertiser. The advertiser and/or the agency will indemnify and save the publisher harm from all losses or suits (including libel, plagiarism, copyright infringement, defamation, and violation of privacy rights), resulting from said advertisements and their content.

All advertising accepted is subject to publisher's approval regarding content and appearance.

#### Terms and Conditions

All advertisers/agencies are subject to normal credit approval prior to credit being granted. All first time advertisers/agencies must provide a credit card in addition to a credit application. The credit card will be automatically charged for any invoices that are unpaid after 60 days. All invoices are due and payable within 30 days from date of invoice. Past due accounts are subject to cancellation. All collection costs, including reasonably attorney fees, are the responsibility of the advertiser/agency.

- Accounts not paid within 30 days are subject to a late payment finance charge computed at 1 1/2% per month (18% APR). A \$25.00 fee is charged for any returned check.
- Payment for advertising may be made with Visa™, MasterCard™, Discover™ or American Express™.
- Any collections fees incurred by us to collect on any unpaid amounts are collectible from the advertiser in full.
- The quality of reproduction is contingent upon the quality of materials furnished.
- Worcester Business Journal is not responsible for reproduction or positioning if material is received after closing date.
- Worcester Business Journal is not liable for any errors in typesetting by publisher following proof approval. In the event of any error, the publication shall be liable for only that portion of the ad which may be in error. Written notice of any error must be given within 10 days of publication.
- Materials received after closing date will not be guaranteed a proof prior to press date.



<b>COVER 4</b>	Full	Back cover	20%
<b>COVER 3</b>	Full	Inside back cover	15%
<b>COVER 2</b>	Full	Inside front cover, page two of the issue	15%
<b>PAGE 3</b>	1/4 vertical	At bottom of opening first right hand page of the issue Only ad on page	20%
<b>FOCUS SECTION INTRO</b>	1/2 vertical or horizontal 1/4 vertical as available	Right hand page opposite of the focus section	20%
<b>SHOP TALK</b>	1/4 horizontal	At the bottom of the interview	20%

# 2022 WRAPPER RATES

## Rates and Technical Specifications

Effective January 1, 2022

### COVER WRAP

#### The Power of Ownership

Dominate your chosen issue of Worcester Business Journal with a four-page, four-color advertising message which wraps around the entire newspaper. The cover wrap assures your company huge benefits in branding, awareness and response. Over 26,000 Worcester Business Journal readers will see your message!

Price includes complete ad design, full production and your choice of 24 annual issues.\* While content is initiated by the client, Worcester Business Journal reserves the right to determine the acceptability of the message.

#### Your Message Includes:

- Complete creative
- Four, full page 4-color pages printed on WBJ cover stock or on glossy stock
- 7,000+ Worcester Business Journal distribution
- 500 overruns (wrap only) for company use
- 7,500+ total press run
- Postal delivery

### TOTAL INVESTMENT:

WBJ cover stock:

**\$11,500** (net)

Glossy stock cover:

**\$14,000** (net)

### Technical Specifications

#### Sizes and formats:

The trim size of the wrapper is 10" x 12.5"

The image area on the front cover is 9" x 7.5". The image area on the inside front, inside back and back cover is 9" x 11.5". Please use the templates to the right to design your pages.

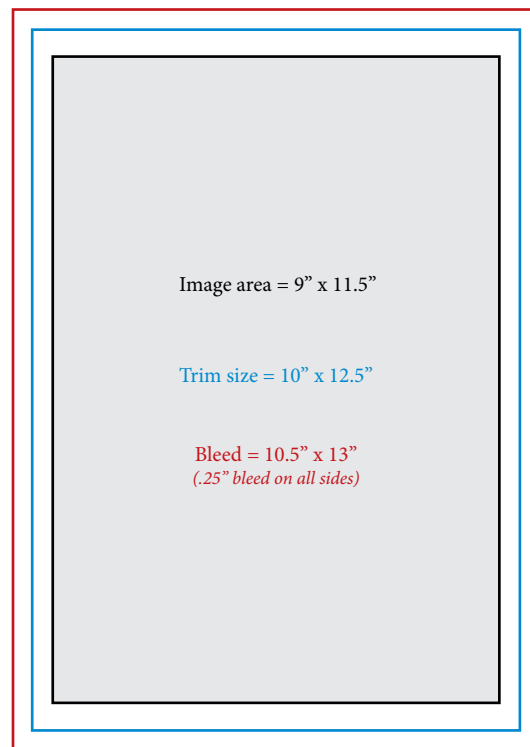
If you want a bleed, please use these measurements:  
10.5" x 13" (.25" bleed on all sides)

#### Deadlines:

Materials deadline is 14 business days prior to publication date.

#### Sending us your files:

Send your files to [ads@wbjournal.com](mailto:ads@wbjournal.com) and copy your account manager.  
**IMPORTANT:** Identify your wrapper in the subject of your email.  
(subject: run date/company name/WBJournal accounts manager)



Please contact Mark Murray at [mmurray@wbjournal.com](mailto:mmurray@wbjournal.com) or 508.755.8004 ext. 227 for more information

\*Excludes the Annual Book of Lists issue. Although content initiated by the client, Worcester Business Journal reserves the right to determine the acceptability of the message. Due to US Postal regulations, the front cover will remain relatively open and uncomplicated in its design. Only one cover wrap can run in any given month.

# WBJ WEBSITE

Designed to give advertisers maximum results, and give users a valuable online experience, wbjournal.com provides advertisers with high-performing digital ad opportunities they can trust:

## 1. To align their brand with credible content

WBJ adds unique local news and informational content multiple times a day that provides immeasurable value to both the user and the advertiser. Advertisers want to be seen as part of a credible, reliable information source online.

## 2. An engaged audience

WBJournal.com attracts a desirable audience for b2b marketers that wants and needs to know about local business news happening in Central Massachusetts. For us and our advertisers, it's not about big numbers of users, it's about the quality of the user: who they are, how often they come back, how engaged and interactive they are.

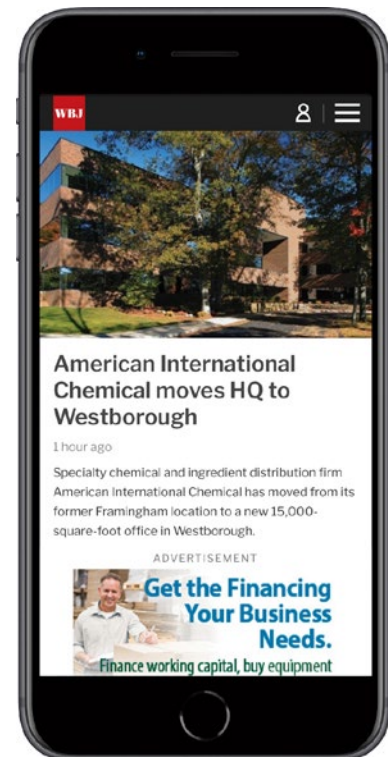
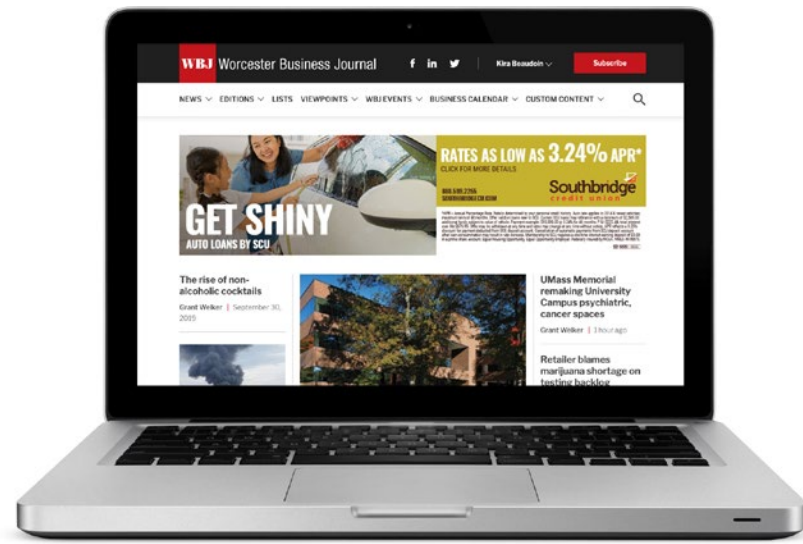
## 3. Regular reports

Advertisers receive quarterly reports on their digital ad campaign performance, and how it compares to other campaigns on the site.

## 4. Unique opportunities

Along with high-performing banner ads, advertisers have other options including

- Premium positions
- Sponsored content
- Print, e-news and online packages



**Average number of users (unique visitors) per month: 100,00**

**Average monthly ad impression inventory: 400,000**

**Percent of viewers on mobile devices: 60%**

**NOTE:** We support rich media ads (animation and videos) and third-party ad servers.



# ONLINE RATES AND TECHNICAL SPECIFICATIONS

Effective January 1, 2022

**Make the most of your campaign on wbjournal.com**  
 Reach business decision-makers with a frequency that ensures impact. We suggest planning your campaign around the *share of voice*\* you want to have on wbjournal.com.

## Here's a sampling of options for online campaigns

Monthly impressions	1-3 months (per month)	4-6 months (per month)	7-12 months (per month)
40,000	\$1,600	\$1,400	\$1,200
60,000	\$2,400	\$2,100	\$1,800
100,000	\$4,000	\$3,500	\$3,000

## Calculate your customized buy using these CPM rates

1-3 months	4-6 months	7-12 months
\$40 per CPM	\$35 per CPM	\$30 per CPM

\* Based on 400,000 impressions. The actual share of voice impressions may vary month to month, but these examples give you an idea of what to expect for impressions, and can help you plan your online strategy. In order to best reach our audience with your message, We recommend running a minimum 40,000 impressions per month, which is 10% share of voice based on an average of 400,000 total impressions per month.

## How is it billed?

You will be billed monthly. The rate is based on the number of impressions you buy each month. The more impressions you buy the lower the rate each month.

## Premium positions

Ask your sales rep about other premium web placements.

## Technical specifications

### Sizes and formats:

**SIZES:** All 4 ad sizes must be supplied

**leaderboard:** 728x90 pixels

**medium rectangle:** 300x250 pixels

**half page:** 300x600 pixels

**super leaderboard:** 970x90 pixels

**FILE SIZE:** 250kb for all ad sizes

**FORMAT:** JPG, GIF, PNG

**RICH MEDIA:** Ads may include animation (maximum of 3 loops or 15 seconds) but may not include audio on load.

### Third-party ad servers:

We support third party ad servers including Atlas and DoubleClick. Please provide the codes to us five business days before the start date to ensure proper implementation.

### Deadlines:

**ADS ARE DUE FIVE BUSINESS DAYS BEFORE THE DATE THEY ARE SCHEDULED TO RUN.** For existing campaigns, creative can be swapped monthly. New creative is due five business days prior to its start.

### Sending us your files:

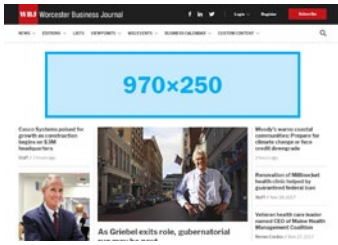
Send your files to [ads@wbjournal.com](mailto:ads@wbjournal.com) and copy your account manager. Please specify a URL for each ad size in your email.

Please contact Kira Beaudoin at [kbeaudoin@wbjournal.com](mailto:kbeaudoin@wbjournal.com) if you have any questions about how to set up your file.

We bill based on our ad server reporting. If your policy is to use your third party ad server reporting, arrangements need to be made in advance of the start of your campaign.

The screenshot shows the Worcester Business Journal website interface. At the top, there's a navigation bar with 'WBJ Worcester Business Journal' and social media icons. Below that, a search bar and a 'leaderboard or super leaderboard' ad slot are visible. The main content area features a news article titled 'As Griebel exits role, gubernatorial run may be next' with a photo of R. Nelson 'Oz' Griebel. To the right of the article, there are several ad placement options: a 'medium rectangle', a 'half page', another 'medium rectangle', and a 'medium rectangle' at the bottom. A 'Most Popular' section is also visible on the right side.

## Billboard



**DESCRIPTION:** A 970x250 pixel ad between the top navigation bar and editorial content on the page.

**PLACEMENT:** The billboard appears on all section fronts in the main navigation bar, as well as the home page, industry and regional section fronts.

**PREMIUM FEATURES:** **Strategic placement:** Placed on primary wbjournal.com navigation pages; **Page dominant:** High visibility. Ad inserted between navigation bar and editorial content; **Exclusive:** Only one billboard advertiser during a given time period.

**ESTIMATED\* MONTHLY VIEWS:** 12,000 impressions per month

**DURATION OF VIEWS/ USER LIMITS:** Remains on page—cannot be closed. No user based limits. Appears on all pageviews.

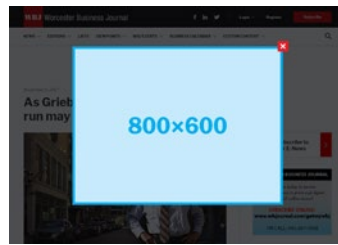
**VIEWED ON:** Desktop and tablet (not mobile)

**ANIMATION OPTION:** Yes, maximum of 3 loops or 15 seconds

**SIZE:** 970x250

**INVESTMENT:** \$750/wk. or \$2,675/mo.

## Lightbox



**DESCRIPTION:** An 800x600 pixel ad appears when the viewer opens the page. The background content and other banner ads are grayed out, so that the viewer sees only the Lightbox ad.

**PLACEMENT:** Editorial article pages on page load.

**PREMIUM FEATURES:** **Strategic placement:** Placed to reach the full wbjournal.com audience. (Includes all devices except smartphones); **Page dominant:** High visibility. Page content is dimmed until ad closes.; **Exclusive:** Only one lightbox advertiser during a given time period.

**ESTIMATED\* MONTHLY VIEWS:** 25,000 (Will reach approximately 90% of the site's non-mobile monthly users)

**DURATION OF VIEWS/ USER LIMITS:** Can be clicked off with the "X" and/or will go away after a few seconds. Targets all unique visitors (users) on wbjournal.com. Limited to one view per user every 7 days.

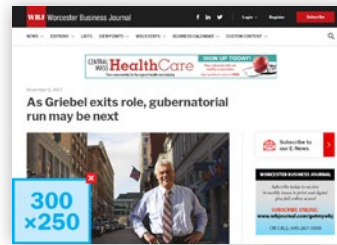
**VIEWED ON:** Desktop and tablet (not mobile)

**ANIMATION OPTION:** Yes, maximum of 3 loops or 15 seconds

**SIZE:** 800x600

**INVESTMENT:** \$1,075/wk. or \$3,750/mo.

## Shoutbox



**DESCRIPTION:** A 300x250 ad slides into view at the bottom of the browser window from the left side.

**PLACEMENT:** Appears on all editorial article pages (will appear upon page load, after Lightbox closes if Lightbox is scheduled to run on same page).

**PREMIUM FEATURES:** **Strategic placement:** Placed to reach the full wbjournal.com audience. (Includes all devices except smartphones); **Page dominant:** High visibility. Remains visible until reader opts to close the ad. Retains position when page is scrolled; **Exclusive:** Only one shoutbox advertiser during a given time period.

**ESTIMATED\* MONTHLY VIEWS:** 25,000 (Will reach approximately 90% of the site's non-mobile monthly users)

**DURATION OF VIEWS/ USER LIMITS:** Can be clicked off with the "X" otherwise, it will remain open on the page and remains as viewer scrolls down the page. Targets all unique visitors (users) on wbjournal.com. Limited to one view per user every 7 days.

**VIEWED ON:** Desktop and tablet (not mobile)

**ANIMATION OPTION:** Yes, maximum of 3 loops or 15 seconds

**SIZE:** 300x250

**INVESTMENT:** \$860/wk. or \$3,100/mo.

## Mobile Crawler



**DESCRIPTION:** A 320x100 pixel ad locked to the bottom of mobile pages.

**PLACEMENT:** The crawler appears on the first page of a user's visit (entry page) and remains until they close the ad or go to another page.

**PREMIUM FEATURES:** **Strategic placement:** Placed to reach the full wbjournal.com mobile audience; **Page dominant:** High visibility. Remains visible until reader opts to close the ad. Retains position when page is scrolled; **Exclusive:** Only one crawler advertiser during a given time period.

**ESTIMATED\* MONTHLY VIEWS:** 85,000 impressions per month (exclusive placement)

**DURATION OF VIEWS/ USER LIMITS:** Remains on first page of visit until user closes the ad or goes to another page.

**VIEWED ON:** Mobile only

**ANIMATION OPTION:** Yes, maximum of 3 loops or 15 seconds

**SIZE:** 320x100

**INVESTMENT:** \$3,240/mo. - exclusive placement

\$1,725/mo. - not exclusive (limit 2 per month)

\*Estimated views are based on current traffic trends, pricing is based on exclusive positioning rather than CPM

# ENEWS PRODUCTS

## DAILY REPORT

**leaderboard**

**WBJ** Worcester Business Journal  
**DAILY REPORT**

**PHOTO** **half page**

**Reliant Medical Group appoints new CEO**  
 The Reliant Medical Group has named Dr. Tarek Elsaywy as the organization's new president and CEO, the medical group announced Monday.

**medium billboard**

**Worcester tax debate continues**  
 The annual debate over the city's tax classification is set to be taken back up Tuesday, with the Worcester Regional Chamber of Commerce and some city councilors continuing to push Worcester towards a single tax rate.

**medium billboard**

### EVERY DAY

#### CONTENT FORMAT

Originally reported and aggregated business news items, data and information on local business events.

#### AUDIENCE

6,100 subscribers

#### AUDIENCE ENGAGEMENT

• 25% average open rate

#### ADVERTISING OPTIONS

Choose one of 4 ad positions per day, one day a week, category exclusive

## CENTRAL MASS HEALTH CARE

**leaderboard**

**WBJ** Worcester Business Journal  
**HEALTH CARE Enews**

**PHOTO** **half page**

**Reliant Medical Group appoints new CEO**  
 The Reliant Medical Group has named Dr. Tarek Elsaywy as the organization's new president and CEO, the medical group announced Monday.

**rectangle 1** **rectangle 2**

**Worcester tax debate continues**  
 The annual debate over the city's tax classification is set to be taken back up Tuesday, with the Worcester Regional Chamber of Commerce and some city councilors continuing to push Worcester towards a single tax rate.

**medium billboard**

### EVERY WEDNESDAY

#### CONTENT FORMAT

Timely health care news including Q&A interviews with local health care leaders, stories and stats on trends across our region's healthcare landscape and links to top statewide and national health care stories.

#### AUDIENCE

4,900 subscribers

#### AUDIENCE ENGAGEMENT

• 23.5% average open rate

#### ADVERTISING OPTIONS

Total of 6 advertising positions available. Limited to 5 advertisers with advertisers rotating their position each week. 6 & 12 month ad programs available.

## METROWEST 495BIZ

**leaderboard**

**WBJ** Worcester Business Journal  
**METROWEST495 Enews**

**PHOTO** **half page**

**Reliant Medical Group appoints new CEO**  
 The Reliant Medical Group has named Dr. Tarek Elsaywy as the organization's new president and CEO, the medical group announced Monday.

**rectangle 1** **rectangle 2**

**Worcester tax debate continues**  
 The annual debate over the city's tax classification is set to be taken back up Tuesday, with the Worcester Regional Chamber of Commerce and some city councilors continuing to push Worcester towards a single tax rate.

**medium billboard**

### EVERY THURSDAY

#### CONTENT FORMAT

A recap of the week's top business stories from the busy Metrowest market along with a calendar of upcoming business events

#### AUDIENCE

4,900 subscribers

#### AUDIENCE ENGAGEMENT

• 22% average open rate

#### ADVERTISING OPTIONS

Total of 5 advertising positions available. Limited to 5 advertisers with advertisers rotating their position each week. 6 & 12 month ad programs available.

## CENTRAL MASS MANUFACTURING

**leaderboard**

**WBJ** Worcester Business Journal  
**MANUFACTURING Enews**

**PHOTO** **half page**

**Reliant Medical Group appoints new CEO**  
 The Reliant Medical Group has named Dr. Tarek Elsaywy as the organization's new president and CEO, the medical group announced Monday.

**rectangle 1** **rectangle 2**

**Worcester tax debate continues**  
 The annual debate over the city's tax classification is set to be taken back up Tuesday, with the Worcester Regional Chamber of Commerce and some city councilors continuing to push Worcester towards a single tax rate.

**medium billboard**

### EVERY OTHER FRIDAY

#### CONTENT FORMAT

A recap of timely industry news, interviews with local manufacturing leaders plus industry trends, statistics and important calendar items

#### AUDIENCE

4,800 subscribers

#### AUDIENCE ENGAGEMENT

• 23% average open rate

#### ADVERTISING OPTIONS

Total of 5 advertising positions available. Limited to 5 advertisers with advertisers rotating their position every other email send. 6 & 12 month ad programs available.

**MOBILE VERSION** Uses responsive design and custom ad size better suited for smaller screens

**BILLING** Billed by the month, frequency discount available

# WBJ DAILY REPORT

## Rates and Technical Specifications

Effective January 1, 2022

Each weekday our award winning reporting and news staff canvases the market for important regional business stories and breaking news and delivers it to you at noon with the DAILY REPORT. Whether it's market trends, the latest merger news, a new leadership position filled, or an update on state government, the DAILY REPORT has become the must read business source for over 6,100 leading executives throughout Central Massachusetts.

Plus, the Daily Report is created using responsive design, making them easier to read and increasing advertiser visibility on tablets or smartphones.

### Daily Report Rates

	3 months (per month)	6 months (per month)	12 months (per month)
<b>Leaderboard</b>	\$1,285	\$890	\$670
<b>Half Page</b>	\$1,335	\$935	\$795
<b>Billboard A</b>	\$1,050	\$785	\$680
<b>Billboard B</b> Every Day per Month	\$3,500	\$2,045	\$1,675

### Technical Specifications

#### Sizes and formats:

- SIZES:**  
**leaderboard:** 728x90 pixels  
**half page:** 300x600 pixels  
**billboard:** 600x150 pixels  
**mobile:** 320x100 pixels

**FILE SIZE:** under 250kb for all ad sizes

**FORMAT:** JPG, GIF, or PNG

**RICH MEDIA:** Ads may include animation but may not include audio on load. Be aware that not all email browsers support animation and may only display the first frame.

#### Deadlines:

**ADS ARE DUE FIVE BUSINESS DAYS BEFORE THE DATE THEY ARE SCHEDULED TO RUN.** For existing campaigns, creative can be swapped monthly. New creative is due five business days prior to its start.

#### Sending us your files:

Send your files to [ads@wbjournal.com](mailto:ads@wbjournal.com) and copy your account manager. Please specify a URL for each ad size in your email.

Please contact Kira Beaudoin at [kbeaudoin@wbjournal.com](mailto:kbeaudoin@wbjournal.com) or **508.755.8004 ext. 271** if you have any questions about how to set up your file.

APPROXIMATE TEMPLATES

The desktop template shows a layout with a blue header containing the WBJ logo and 'Worcester Business Journal'. Below the header is the 'DAILY REPORT' title in large red letters. To the left is a 'PHOTO' placeholder, and to the right is a 'half page' placeholder. Below these is a 'billboard A' placeholder. Further down is another 'billboard B' placeholder. The text content includes a headline 'Reliant Medical Group appoints new CEO' and a sub-headline 'Worcester tax debate continues'.

The mobile template shows a vertical layout with a blue header containing the WBJ logo and 'Worcester Business Journal'. Below the header is the 'DAILY REPORT' title in large red letters. Below the title is the 'Reliant Medical Group appoints new CEO' headline and sub-headline. Below that is the 'Worcester tax debate continues' headline and sub-headline. At the bottom is a 'billboard B' placeholder.

↑  
**Large screens**  
 (desktop, laptop, tablet)

←  
**Small screens**  
 (smartphones)



# Central Mass MANUFACTURING

## E-NEWSLETTER

### Rates and Technical Specifications

Effective January 1, 2022

The **Central Mass MANUFACTURING** e-newsletter is sent every other Friday morning to 4,800 executive subscribers. This targeted bi-weekly email newsletter delivers timely industry news, interviews with local manufacturing leaders plus industry trends, statistics, important calendar items and more.

If you're a top executive in the manufacturing sector or a business owner or senior manager that needs to keep your finger on the pulse of the region's manufacturing scene, then our bi-weekly Manufacturing e-newsletter is meant for you!

Modeled on our popular WBJ e-news and the weekly HEALTH Care e-newsletter, **Central Mass MANUFACTURING** covers the important industry stories and serves to inform and educate readers, over time, about hundreds of area manufacturers they may not be following. This increased bi-weekly coverage by the area's top business reporters will surely make this a must read for industry leaders and regional executives. Plus, the Central Mass MANUFACTURING e-newsletter is created using responsive design, making it easier to read and increasing advertiser visibility on tablets or smartphones.

**Make plans now to advertise - space is limited.**

#### Ad Rates

- **12 month program:** \$475/month
- **6 month program:** \$565/month

Advertisers will rotate ad positions within the e-newsletter.

#### Technical Specifications

##### Sizes and formats:

**SIZES:** There are a total of 5 ad positions – (1) Leaderboard banner, (1) Half Page position, (2) Medium Rectangle positions and (1) Medium Billboard. Please provide creative for the four different sizes. A 320 x 100 pixel banner must be sent with all ad sizes for use in the mobile version of the Central Mass. MANUFACTURING e-Newsletter.

**leaderboard:** 728x90 pixels

**half page:** 300x600 pixels

**rectangle:** 300x250 pixels

**medium billboard:** 600x150 pixels

**mobile banner:** 320x100 pixels

**FILE SIZE:** under 250kb for all ad sizes

**FORMAT:** JPG, GIF, PNG, or a static or animated GIF (no flash). Resolution must be at 72 pixels/inch.

**RICH MEDIA:** Ads may include animation but may not include audio on load. Be aware that not all email browsers support animation and may only display the first frame.

##### Deadlines:

**ADS ARE DUE A WEEK BEFORE THEY ARE SCHEDULED TO RUN.**

##### Sending us your files:

Send your files to [ads@wbjournal.com](mailto:ads@wbjournal.com) and copy your account manager.

Please specify a URL for each ad size in your email.

**IMPORTANT:** Identify your ad in the subject of your email.

(subject: daily/run date/company name/WBJournal accounts manager)

Please contact Kira Beaudoin at [kbeaudoin@wbjournal.com](mailto:kbeaudoin@wbjournal.com) or 508.755.8004 ext. 271 if you have any questions about how to set up your file.

APPROXIMATE TEMPLATES, DESIGN IS NOT FINAL

The diagram illustrates the layout of the e-newsletter with the following components:

- leaderboard:** Located at the top, containing the text "Worcester Business Journal Central Mass MANUFACTURING".
- half page:** A large rectangular area on the right side.
- rectangle 1:** A rectangular area on the left side, containing a "PHOTO" placeholder and the text "Reliant Medical Group appoints new CEO".
- rectangle 2:** A rectangular area on the right side, below the half page.
- medium billboard:** A wide rectangular area at the bottom, containing the text "Worcester tax debate continues".

The diagram shows the e-newsletter layout adapted for a mobile device (smartphone). The components are:

- leaderboard:** A small banner at the top.
- half page:** A large area on the right side.
- rectangle 1:** A rectangular area on the left side.
- rectangle 2:** A rectangular area on the right side.
- medium billboard:** A wide rectangular area at the bottom.

↑ **Large screens**  
(desktop, laptop, tablet)

← **Small screens**  
(smartphones)



# HEALTH CARE

## E-NEWSLETTER

### Rates and Technical Specifications

Effective January 1, 2022

The Central Mass. HEALTH CARE e-Newsletter is sent out every Wednesday afternoon to 4,900 targeted subscribers. The newsletter delivers a combination of timely news, a Q & A interview with a local health care leader, plus stories and stats on trends across our region's health care landscape. We'll also provide links to top statewide and national health care stories of interest to our business audience.

If you're a top executive in the region, a health care leader or a business owner/senior manager and you're in charge of keeping up with the latest changes affecting your company and its employees, then our Health Care e-newsweekly will be a must read for you.

Plus, the Central Mass. HEALTH CARE e-Newsletter is created using responsive design, making it easier to read and increasing advertiser visibility on tablets or smartphones.

**Make plans now to advertise - space is limited.**

### Ad Rates

■ **12 month program:** \$915/month

■ **6 month program:** \$1,075/month

Advertisers will rotate ad positions each week within the e-newsletter.

### Technical Specifications

#### Sizes and formats:

**SIZES:** There are a total of 5 ad positions – (1) Leaderboard banner, (1) Half Page position, (2) Medium Rectangle positions and (1) Medium Billboard. Please provide creative for the four different sizes. A 320 x 100 pixel banner must be sent with all ad sizes for use in the mobile version of the Central Mass. HEALTH CARE e-Newsletter.

**leaderboard:** 728x90 pixels

**half page:** 300x600 pixels

**rectangle:** 300x250 pixels

**medium billboard:** 600x150 pixels

**mobile banner:** 320x100 pixels

**FILE SIZE:** under 250kb for all ad sizes

**FORMAT:** JPG, GIF, PNG, or a static or animated GIF (no flash). Resolution must be at 72 pixels/inch.

**RICH MEDIA:** Ads may include animation but may not include audio on load. Be aware that not all email browsers support animation and may only display the first frame.

#### Deadlines:

**ADS ARE DUE A WEEK BEFORE THEY ARE SCHEDULED TO RUN.**

#### Sending us your files:

Send your files to [ads@wbjournal.com](mailto:ads@wbjournal.com) and copy your account manager.

Please specify a URL for each ad size in your email.

**IMPORTANT:** Identify your ad in the subject of your email.

(subject: daily/run date/company name/WBJournal accounts manager)

Please contact Kira Beaudoin at [kbeaudoin@wbjournal.com](mailto:kbeaudoin@wbjournal.com) or 508.755.8004 ext. 271 if you have any questions about how to set up your file.

APPROXIMATE TEMPLATES

The diagram illustrates five ad templates within a newsletter layout. At the top is a 'leaderboard' banner. Below it is a 'half page' section containing a photo of Dr. Tarek Elsawy and text about his appointment as CEO of Reliant Medical Group. To the right of the photo is a 'half page' label. Below the photo and text are two 'rectangle' ad positions, labeled 'rectangle 1' and 'rectangle 2'. At the bottom is a 'medium billboard' ad position. Text on the right side of the diagram indicates 'Large screens (desktop, laptop, tablet)' and 'Small screens (smartphones)'.

This diagram shows how the ad templates adapt to a mobile device. The 'leaderboard' banner is scaled down to fit the top of the screen. The 'half page' section is also scaled down. The 'rectangle 1' and 'rectangle 2' ads are scaled down to fit side-by-side. The 'medium billboard' ad is scaled down to fit at the bottom of the screen. A smartphone is shown on the right, displaying the mobile version of the newsletter with the ads.

Large screens  
(desktop, laptop,  
tablet)

Small screens  
(smartphones)

Effective January 1, 2022

The **Metrowest 495BIZ e-Newsletter** is sent out every Thursday afternoon to nearly 4,900 subscribers recapping of the week's top business stories from the busy Metrowest market as well as listing a calendar of upcoming business events of interest.

The e-newsletter gives marketers the opportunity to access these highly sought after business-to-business decision makers with the focus on a tight, geographical area that is bustling with business activity and innovation. Plus, the Metrowest 495BIZ e-newsletter is created using responsive design, making it easier to read and increasing advertiser visibility on tablets or smartphones.

**Make plans now to advertise - space is limited.**

## Ad Rates

■ **12 month program: \$915/month**

■ **6 month program: \$1,075/month**

Advertisers will rotate ad positions each week within the e-newsletter.

## Technical Specifications

### Sizes and formats:

**SIZES:** There are a total of 5 ad positions – (1) Leaderboard banner, (1) Half Page position, (2) Medium Rectangle positions and (1) Medium Billboard. Please provide creative for the four different sizes. A 320 x 100 pixel banner must be sent with all ad sizes for use in the mobile version of the Metrowest 495BIZ e-Newsletter.

**leaderboard:** 728x90 pixels

**half page:** 300x600 pixels

**rectangle:** 300x250 pixels

**medium billboard:** 600x150 pixels

**mobile banner:** 320x100 pixels

**FILE SIZE:** under 250kb for all ad sizes

**FORMAT:** JPG, GIF, PNG, or a static or animated GIF (no flash). Resolution must be at 72 pixels/inch.

**RICH MEDIA:** Ads may include animation but may not include audio on load. Be aware that not all email browsers support animation and may only display the first frame.

### Deadlines:

**ADS ARE DUE A WEEK BEFORE THEY ARE SCHEDULED TO RUN.**

### Sending us your files:

Send your files to [ads@wbjournal.com](mailto:ads@wbjournal.com) and copy your account manager. Please specify a URL for each ad size in your email.

**IMPORTANT:** Identify your ad in the subject of your email.


(subject: daily/run date/company name/WBJournal accounts manager)

Please contact Kira Beaudoin at [kbeaudoin@wbjournal.com](mailto:kbeaudoin@wbjournal.com) or **508.755.8004 ext. 271** if you have any questions about how to set up your file.

APPROXIMATE TEMPLATES

**leaderboard**

METROWEST  
**495BIZ**



**Reliant Medical Group appoints new CEO**  
The Reliant Medical Group has named Dr. Tarek Elsayw as the organization's new president and CEO, the medical group announced Monday.

**half page**

**Worcester tax debate continues**  
The annual debate over the city's tax classification is set to be taken back up Tuesday, with the Worcester Regional Chamber of Commerce and some city councilors continuing to push Worcester towards a single tax rate.

**rectangle 1**

**rectangle 2**

**Natick company brings secure texting to hospitals**  
Interbit Data, of Natick, has created a program that it says will allow for speedier interactions through secure texting while still protecting patient information.

**medium billboard**

**leaderboard**

METROWEST  
**495BIZ**

**Reliant Medical Group appoints new CEO**  
The Reliant Medical Group has named Dr. Tarek Elsayw as the organization's new president and CEO, the medical group announced Monday.

**half page**

**Natick company brings secure texting to hospitals**  
Interbit Data, of Natick, has created a program that it says will allow for speedier interactions through secure texting while still protecting patient information.

**rectangle 1**

**rectangle 2**

**Take WBJ's Economic Forecast survey**  
Help Worcester Business Journal discover the upcoming trends for the respondents will

**medium billboard**

↑  
**Large screens**  
(desktop, laptop, tablet)

←  
**Small screens**  
(smartphones)



# WBJ Giving Guide

# NONPROFIT Enews



Central Massachusetts' nonprofit organizations are making a difference in our community and play a huge role in the region. This special monthly e-newsletter provides these organizations the opportunity to promote their missions, goals and initiatives. It is provided at no charge to the nonprofit organizations that have signed up for a profile in the WBJ Giving Guide 2021/22 or 2022/2023 edition.

The monthly e-newsletter is sent to our targeted audience of 5,800 plus Sr. executives and community leaders, and includes direct links to the nonprofit organization's news stories, CEO messages, virtual events, announcements of new programs, etc.

Don't miss this opportunity to align your brand with the great work that these nonprofits are doing for our community.

There is a limited number of ad positions available as well as a "newsletter sponsorship" opportunity.

## Sponsorship rates:

### Newsletter Sponsor:

- Receive name in the banner/title space
- Receive the top banner, half page or rectangle ad space

Monthly	6 months	12 months
\$1,000 per mo	\$750 per mo	\$675 per mo

## Ad rates:

	Monthly	6 months	12 months
Top banner	\$500 per mo	\$400 per mo	\$350 per mo
Half page	\$500 per mo	\$400 per mo	\$350 per mo
Medium rectangle	\$300 per mo	\$250 per mo	\$225 per mo
Medium billboard	\$300 per mo	\$250 per mo	\$225 per mo

\*If a nonprofit organization wants to run its message in an issue of the e-newsletter but it is not a profile company in the WBJ Giving Guide, the fee per message is \$250. Note - that fee can be deducted for any company that signs up early for the 2022/23 edition.

**WBJ Giving Guide**  
**NONPROFIT Enews**

Brought to you by IC Federal Credit Union, Harvard Pilgrim Health Care and Esler Family Foundation

*It's always time to give with* **IC's Charitable Giving Program**

LEARN MORE >

OCTOBER 8, 2020

**NEWS FROM AREA NONPROFITS**

**2020 Bishop's Holiday Dinner Volunteers Needed!**  
(Catholic Charities Worcester County)

**Kennedy Community Health Voter Registration** (Edward M. Kennedy Community Health Center Inc.)

**Explore the New Exhibition The BIG Picture: Giant Photographs and Powerful Portfolios at Fitchburg Art Museum.** (Fitchburg Art Museum)

**Newly Completed Saint-Gobain Technology Center Aims to Combat the Growing "Digital Divide"** (Girls Inc. of Worcester)

**Keeping our communities healthy when it matters most.**

Innovative nonprofits are helping those in need during these uncertain times.

LEARN HOW

Harvard Pilgrim Health Care

TO LEARN HOW TO CONTRIBUTE, CONTACT JOHN@EFORALL.COM

Access the DIGITAL EDITION of the Worcester Business Journal Giving Guide here!

CLICK HERE >>

**Harpwell's Nonprofit Outlook - Valuable Insights Into Best Practices and Opportunities** (Harpwell Capital Advisors, LLC)

**Free Lunch Services and Online Self-Defense Classes** (JoyGuru Humanitarian Services)

**Contact Mark Murray, Associate Publisher for more information at  
508.755.8004 ext. 227 or mmurray@wbjournal.com**



Effective January 1, 2022

## Custom Email Blasts

Take advantage of the WBJ E-newsletter list with a custom eblast. You customize the art, the message, even the subject line and we deliver it to the inboxes of 6,000 plus WBJ E-newsletter subscribers. Custom eblasts are a great way to deliver your message straight to your best prospects. Creative and message must be approved by WBJ.

**RATES** (Frequency discounts are based on the total number of insertions run in a 180 day period.)

**1x = \$3,950 2x = \$3,150 3x = \$2,825**

**AVAILABILITY: Limit three per month (Weekdays only - Tuesday is not available).**

Camera ready creative must be provided 2 weeks in advance to allow for proofing and testing. All Eblasts are scheduled to run early mornings - anytime between 8:00 - 9:00AM.

## Please provide the following

- Image
  - JPG (camera ready image containing your message and images)
  - Max width 800px
  - Images must not exceed 350kb
- URL to hyperlink image
- Subject line
- Sender name
- Address in footer
- Plain text email (for email clients that don't render HTML)
  - copy provided in Word document (no images, colors or decorative fonts)
- Preferred send date

### EBLAST PROOF:


- Name and email to send proof email

All materials listed above are due two weeks prior to your scheduled send date to allow for proofing and approval.

Emails are sent from WBJ Marketing, info@wbjournal.com on behalf of the sender name provided above.

**Questions call Mark Murray at 508-277-5029**

This sponsored message is brought to you by Worcester Business Journal on behalf of Rockland Trust.



Webinar:  
**Cyber Security – What Every Small Business Owner Should Know**  
Minimizing Your Business's Exposure to Fraud  
Wednesday, December 4th  
10:30 AM EST  
[Register Here](#)

Co-Hosted by: **CINCH I.T.**

**ROCKLAND TRUST BANK**  
Where Each Relationship Matters®  
Member FDIC

According to the Federal Bureau of Investigations 2018 Internet and Crime report, there was over \$2.71 billion in victim losses in 2018 alone. A daunting 43% of cyberattack victims are small business owners.\*

With that knowledge, there is no denying that your business could be the next target. Make sure that you and your employees are prepared.

**Tune in to our webinar to hear Rick Porter of the Worcester-based I.T. Firm, Cinch I.T., and Karen Niro of Rockland Trust discussing in depth:**

- The Latest Cyber Security Threats
- Best Practices for Reducing Cyber Security Exposure
- Payment Fraud – Statistics, Solutions and Strategies for Protecting Your Business
- Technology – Get Equipped for the Future

[REGISTER HERE](#)

**Can't make it for the live event? Feel free to register and you'll receive details for watching it on demand.**

\*Verizon 2019 Data Breach Investigations Report  
Rockland Trust Company does not endorse, does not guarantee, and disclaims liability for the views expressed, and the products and services offered, by the guest speakers at this program.  
Member FDIC

You are receiving this email because you are subscribed to the Daily Report at WBJournal.com.  
[Click here to unsubscribe from all WBJ Daily Report emails](#)

Worcester Business Journal  
172 Shrewsbury Street  
Worcester, MA 01604  
United States

# WBJ FLASH POLL SPONSORSHIP

Effective January 1, 2022

The WBJ Flash Poll is a weekly web-based survey of our Daily Report readers.

The **WBJ Flash Poll** is conducted by the *Worcester Business Journal* editorial department on a timely topic relevant to our readership. Each new Flash Poll is posted online with an email sent early Tuesday morning to an audience of 6,100 plus readers to solicit responses to the poll. Results are reported online and in each print edition of the *Worcester Business Journal*.

While allowing WBJ readers an opportunity to weigh in on timely issues, the WBJ Flash Poll Sponsorship will provide exclusive visibility for an advertiser's marketing message.

As a WBJ Flash Poll Sponsor, you will receive an exclusive leaderboard position (728 pixels x 90 pixels, file size: under 250kb and format: JPG, GIF, or PNG) with a hyperlink to your website or desired landing page.

In addition, your company's logo (Flash Poll brought to you by \_\_\_\_\_) will appear in the Flash Poll results section in each print edition of the *Worcester Business Journal*.

This integrated media campaign will reach both *Worcester Business Journal's* print and online subscribers, presenting a highly visible engagement opportunity with Worcester's top business executives with total exclusivity and ownership of each venue.

## WBJ Flash Poll Sponsorship Rates:

(includes company's logo on Flash Poll results section in each print issue)

### As the Exclusive Flash Poll Sponsor you receive:

Leaderboard ad (728 x 90 pixels) on WBJ weekly Flash Poll e-mail  
Leaderboard ad on WBJ website page for weekly Flash Poll  
Logo sponsoring WBJ Flash Poll chart/Recap appearing in each WBJ print edition

**3 month Rate:** \$1,875 per month

**6 month Rate:** \$1,670 per month

**12 month Rate:** \$1,495 per month

### Deadlines:

**ADS ARE DUE FIVE BUSINESS DAYS BEFORE THE DATE THEY ARE SCHEDULED TO RUN.**

### Sending us your files:

Send your files to [ads@wbjournal.com](mailto:ads@wbjournal.com) and copy your account manager. Please specify a URL for the ad in your email.

Please contact Kira Beaudoin at [kbeaudoin@wbjournal.com](mailto:kbeaudoin@wbjournal.com) or **508.755.8004 ext. 271** if you have any questions about how to set up your file.

**WBJ** Worcester Business Journal **FLASH POLL**

**YOUR AD HERE**

JULY 15, 2019

**GIVE US YOUR OPINION**

The WBJ Daily Report Flash Poll seeks the votes and viewpoints of Central Massachusetts business leaders each week on a topic of importance. Please take a minute or two to read the question below and the details behind it, then cast your vote and add your opinion. The results will be announced in Thursday's edition of the WBJ Daily Report.

**THIS WEEK'S QUESTION**

Worcester Magazine will take the place of the Telegram & Gazette's GO! section, and the publications will begin sharing content. This comes more than a year after the all weekly magazine was acquired by T&G parent Gatehouse Media and just weeks after a round of layoffs of eight staffers at the two publications. While WoMag has covered arts and entertainment in the past, previously it reported on a broader range of topics as an alternative to the Telegram. Now, the T&G envisions the magazine as the go-to publication for arts and entertainment.

Does Worcester Magazine's consolidation into the Telegram leave a hole in Worcester's media landscape?

[View Poll to Vote and Comment](#)

This week's Flash Poll seeks your vote and opinion on this topic. Voice your opinion now!

We appreciate all comments and opinions. To print any comments in the WBJ, we ask that you provide your first and last name, and prefer you also list the company you work for or the town where you work or reside. However, all comments posted in good taste will appear on our website.

You are receiving this email from the Worcester Business Journal because you are subscribed to the Daily Report at WBJournal.com.

[Click here to unsubscribe](#)

Worcester Business Journal  
172 Shrewsbury Street  
Worcester, MA 01604  
United States

**FLASH POLL** Brought to you by **YOUR LOGO HERE**

**All companies should be invested locally**

On Sept. 30, Mitsubishi Heavy Industries of Japan said it planned to obtain 100% ownership of Worcester steel mill manufacturer Primetals in early 2020, by buying out 49% of the company from German industrial manufacturer Siemens, which co-founded the company. In a move announced last year, Primetals is consolidating its Worcester operations into a \$28-million building in Sutton. Of the 10 largest employers in Central Massachusetts, five are headquartered in the region.

Is it better for local companies like Primetals to have local ownership?

61% It doesn't matter as long as the owners are invested in the community.

32% Yes, the people making employment and financial decisions should be local.

7%

No, having outside investment helps boost the region's economy.

Design may vary slightly

## Ad Creation/Ideas

Our experienced staff of designers will be happy to create and develop ads for your business to run in our publications free of charge. We will work closely with you to create attractive, eye-catching ads that will complement your business, and help you get the most out of your advertising program with the Worcester Business Journal.

*Note: Ads built by the Worcester Business Journal that clients would like to run in other publications will have an additional charge of \$50 for our time to recreate the file to the exact size, save as a .pdf file and email to you or other publications.*

## Camera Ready Ads

We will be glad to accept your camera-ready ad via email. "High Quality" or "Press Quality" PDFs are preferred. If we have to manipulate the file in any way (re-sizing, replacing fonts or graphics, linking files, color correction, re-copying, fixing knock-outs, CMYK conversion, type changes, etc.), a \$50 an hour fee will be charged (minimum charge: \$25).

Ads sent via email must be smaller than 10MB. Please email ads to [ads@wbjournal.com](mailto:ads@wbjournal.com).

- Identify your ad in the subject of your email. (Subject: company name/publication/issue date)

### LARGE PDF FILE?

If your high resolution PDF is too large to email please send it through a file transfer service (Dropbox, Hightail, etc.)

### FILE CREATION SPECS

1. Size: see on right
2. File type: PDF is preferred
3. Resolution:
  - grayscale halftones (ie. photographs) = 200 dpi
  - linescreen = 100 bitmap images/line art = 1200 dpi;
  - color halftones = 200 dpi

- ALL COLOR ADS: Must be sent as a CMYK mix. (not RGB or spot)
- B&W ADS: Make sure ALL images are grayscale.
- EMBED ALL FONTS.

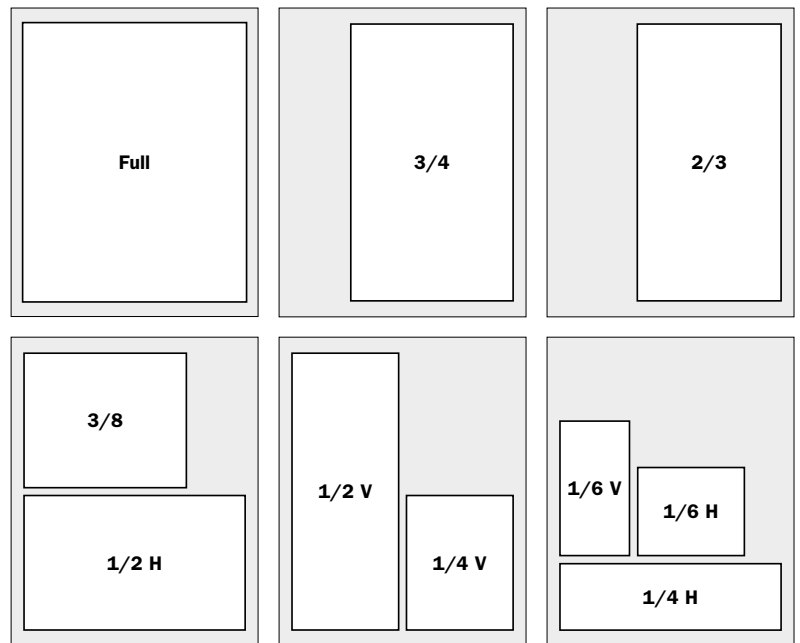
**Printing Process:** Web Offset. Expect 10-20% press gain.

**Line Screen:** Black & white halftones should be 100 line screen. Four color should be no higher than 110. Glossy, four color covers (special issues) should be 133.

**Dimensions:** Image area: 9" x 11.25" (Trim size: 10" x 12.5")

### ISSUE AD SIZES

Full page	9" x 11.25"
3/4 page	6.625" x 11.25"
2/3 page	5.875" x 11.25"
1/2 page horizontal	9" x 5.5"
1/2 page vertical	4.3" x 11.25"
3/8 page	6.625" x 5.5"
1/4 page horizontal	9" x 2.75"
1/4 page vertical	4.3" x 5.5"
1/6 page horizontal	4.3" x 3.625"
1/6 page vertical	2.875" x 5.5"



### SPECIAL PUBLICATION AD SIZES (8" x 10.5" format)\*

Full page	7" x 10"
2/3 page	4 5/8" x 10"
1/2 page vert.	4 5/8" x 7 3/8"
1/2 page horiz.	7" x 4 7/8"
1/3 page vert.	2 1/4" x 10"
1/3 page horiz.	4 5/8" x 4 7/8"

\* Special rates apply for 8" x 10.5" publications.

Contact your Account Manager for details.

