

Description

The Navigator is the Area Development Partnership's quarterly newsletter used to inform current members and potential members, Economic Development allies and prospects about the current status of the organization including programs, events, past and future projects.

The Navigator is a 20-page, full color, magazine-style publication. *The Navigator* is mailed to over 2,500 individuals and an additional 500 copies are printed and distributed throughout the three-month shelf life. Archived and current issues are also available in PDF form via the ADP's website, totalling an estimated readership of over 20,000.

Pricing & Specifications

Back Cover (7 ½" X 4 ½ ") – \$600

Back Inside Cover (8 ½" x 11") – \$650

Inside Full Page (8 ½" x 11") - \$600

Inside Half Page (4 1/4" x 5 ½ ") - \$525

Schedule

January-March 2015

Space Reservation Deadline: Nov 25th

Copy Deadline: Dec 5th

April-June 2015

Space Reservation Deadline: Feb 27th

Copy Deadline: March 6th

July-Sept 2015

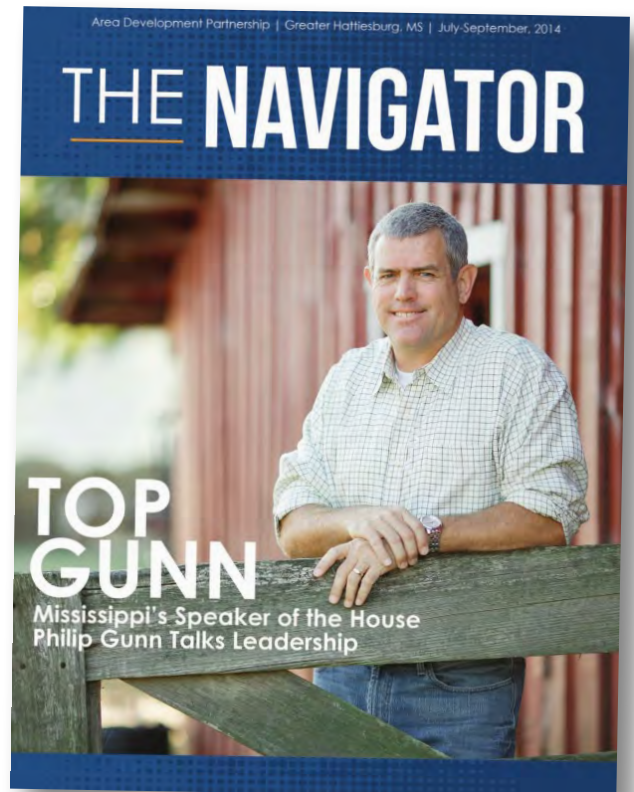
Space Reservation Deadline: May 29th

Copy Deadline: June 5th

October-December 2015

Space Reservation Deadline: Aug 28th

Copy Deadline: Sept 4th



Description

The Rundown is the Area Development Partnership's weekly e-newsletter used to inform current members about upcoming ADP events, new members, "hot deals," and job openings at member businesses. The Rundown is sent to over 2,500 individuals and has an average open rate of about 30%. The Rundown is typically emailed each Tuesday morning.

Pricing & Specifications

All ads include a direct link to a website of the purchaser's choosing. Exact placement of the ad will depend upon the number of ADP events being advertised. However, Footer ads will always be at the bottom of the email, and side banners will be placed after the new member listing (toward the top).

Side Banner (100 x 200 px)

1 Month: \$300
 6 Months: \$1,200
 1 Year: \$2,500

Footer (500 x 200 px)

1 Month: \$400
 6 Months: \$2,000
 1 Year: \$3,200

Copy is due the Friday prior to the first run of your ad.



The screenshot shows the layout of 'The Rundown' newsletter. At the top is the ADP logo and the title 'THE RUNDOWN'. Below that is a navigation bar with links: 'About The ADP', 'Greater Hattiesburg at a Glance', 'Chamber of Commerce', and 'Economic Development'. The main content area features a '2015 Leadership Pinebelt' advertisement with the headline 'Last Chance To Apply!' and an application deadline of Monday, February 2, 2015. To the right of this ad is a 'Membership' sidebar listing various local businesses and their contact information. Below the leadership ad is a 'FIRST FRIDAY' advertisement for Southern Oaks House & Gardens, featuring a photo of a baseball player and the head coach. At the bottom of the newsletter is a 'Footer Ad' section with a red background. A 'Side Banner Ad' is also indicated on the right side of the page.

*not to scale