

### 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 (8 1/2" x 5 ½") - \$525

### Schedule

#### January-March 2019

- Space Reservation Deadline: Nov 24th
- Copy Deadline: Dec 4th

#### April-June 2019

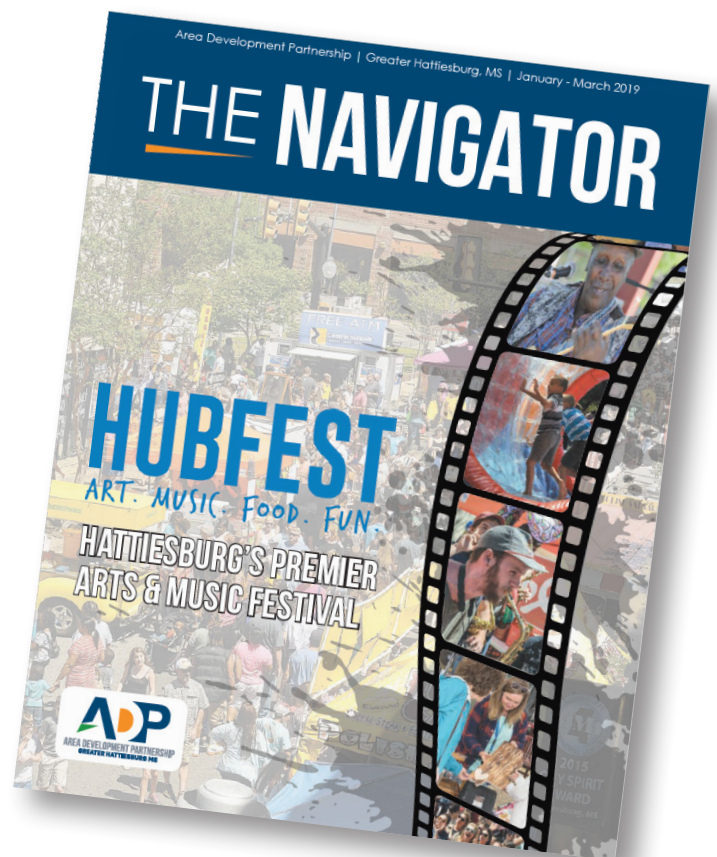
- Space Reservation Deadline: Feb 26th
- Copy Deadline: March 5th

#### July-Sept 2019

- Space Reservation Deadline: May 28th
- Copy Deadline: June 4th

#### October-December 2019

- Space Reservation Deadline: Aug 27th
- Copy Deadline: Sept 3rd



### 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 displays the newsletter layout with several ad placements:

- Header:** ADP logo and "THE RUNDOWN" title.
- Sub-header:** "A MEMBER NEWSLETTER FROM THE AREA DEVELOPMENT PARTNERSHIP" and navigation links: "About The ADP | Greater Hattiesburg at a Glance | Chamber of Commerce | Economic Development".
- Event Ad:** "Accelerate Breakfast NEXT Friday!" featuring speaker John Cox, "THE VOICE OF SOUTHERN MISS", on Friday, January 11, 2019, from 7:00 a.m. to 8:00 a.m. at Southern Oaks House & Gardens. Sponsors include Southern Miss and PriorityOne.
- Membership List:** A list of new members including INTERVEST Development and EveryTHING PINEBELT.
- Side Banner Ad:** A vertical red banner on the right side.
- Legislative Forum Ad:** "LEGISLATIVE Forum" for Session 1 featuring Senator Juan Barnett.
- Footer Ad:** A horizontal red banner at the bottom.
- Footer List:** A list of member businesses at the bottom right, including American Red Cross, E-Kwik #15, Minski Boutique and Salon, Petal School District, Ford Engineering Services, and Portable Services.

\*not to scale