



**The Gazette** has been a trusted brand in the Cedar Rapids and Iowa City communities for 137 years. Though our flagship print product is still strong and at the core of our business, we have proudly expanded into a robust media company. Throughout our growth, we have maintained a large, loyal, local audience. As a long-standing Greater Iowa City Area HBA member ourselves, we would like to extend exclusive advertising rates to all other members to connect your brand with our audience in a meaningful way.

## Print advertising

### Traditional ROP Advertising (30% discount)

Ad Size	Weekday HBA Rates	Sunday HBA Rates
1/12 Page Color	\$300	\$420
1/8 Page Color	\$450	\$625
3/16 Page Color	\$650	\$900
1/4 Page Color	\$875	\$1,200
1/2 Page Color	\$1,650	\$2,275
Full Page Color	\$2,950	\$4,000

Ad Size	Weekday HBA Rates	Sunday HBA Rates
1/12 Page B&W	\$250	\$325
1/8 Page B&W	\$350	\$500
3/16 Page B&W	\$525	\$725
1/4 Page B&W	\$700	\$950
1/2 Page B&W	\$1,325	\$1,825
Full Page B&W	\$2,350	\$3,225

\*ROP rates above exclude special sections

## BOGO Daily Strip Ads

Purchase one premium strip ad on the front page of The Gazette (Monday-Saturday) and receive a second one **FREE**.

\*Both ads must run within a 30-day period.

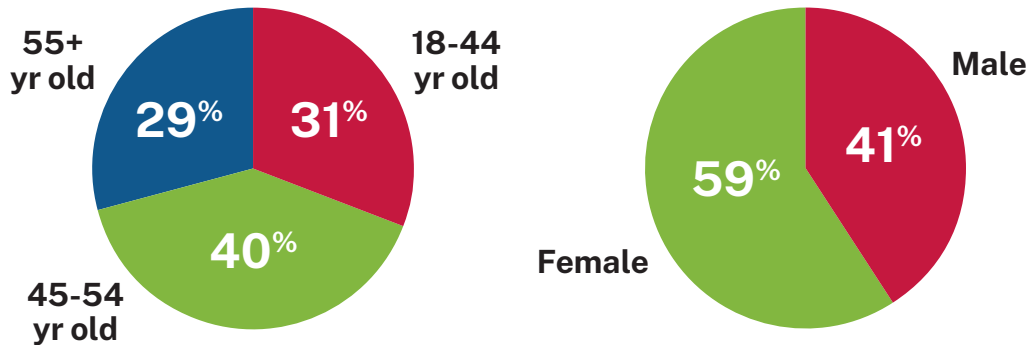


# Digital advertising

## Digital advertising on thegazette.com

Reach the full Gazette audience where they receive their news, in print AND online. Thegazette.com has a loyal digital audience who average more than 4.2 million page views monthly.

### Who is thegazette.com's audience?



### Pricing for HBA Members: \$6 per 1,000 impressions (25% discount)

*\*Pricing includes run of site ads targeting basic geo, age, and gender. Additional target segments available for +\$1 CPM*

## Extended digital available

Deliver ads based on your ideal customer's habits. Talk with one of our media specialists today to develop a comprehensive digital plan tailored to meet your goals.

### Services include:

Directory Services	OTT (video streaming platforms)	SMS (text messaging)
Email Marketing	Targeted Display	Social
Google Search	Programmatic Audio	YouTube
Lead Generation Pages	SEO	

# Recruitment advertising

## Employment Advertising with Corridor Careers

You may not be hiring right now, but when it comes time to hire, we want you to think of Corridor Careers as your local, one-stop employment option. We can extend your reach beyond our local jobs platform to nation-wide sites like ZipRecruiter, Glassdoor, Jobs2Careers, Career-Buildr and many more. We also are powered by The Gazette and can assist in a print advertising to get your employment brand in front of a large, local and dedicated audience.

**Receive \$100 off any job listing on Corridor Careers using promo code: IowaCity**