

CNY C-Suite | 2024 RATE CARD



ADDITIONAL SERVICES

Photography, Ad Design, Reprints, Digital Rights

4-COLOR AD RATES

Full Page	\$875
Half Page	\$675

PREMIUM PLACEMENTS

Back Cover	\$1,175
Inside Front Cover	\$1,075
Inside Back Cover	\$975

SPONSORED CONTENT

Cover Feature	4p	\$2,700
Special Feature	2p	\$1,700
Professional Profile	1p	\$1,100
Columns	1p	\$1,100

Pricing Available Upon Request

Circulation: 3,000

Counties: Broome, Cayuga, Chemung, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, St. Lawrence, Seneca, Tioga, and Tompkins.

Target Audience: Executives and key decision-makers in the central New York area.

ABOUT CNY C-Suite

CNY C-Suite is the premier local market, business-to-business, custom publication for executives in the central New York area. CNY C-Suite will provide strategically

focused, locally relevant, and deeply engaging content to its target audience. CNY C-Suite seeks to provide its readers with executive profiles, informative & educational columns, and up to date news as it relates to the Central New York business community.

CUSTOM PUBLISHING / CONTENT MARKETING

Custom publishing is a form of marketing that involves an editorial product. The content of that editorial supports the marketing and communication objectives of the underwriter. Content marketing is one of the fastest growing forms of marketing and is one of the most significant growth sectors of publishing today. It's a preferred method for more sophisticated marketers to reach a desired and defined target audience.

Custom publishing / Content marketing differs from advertorial in that the content is not a one-sided, ad-based message. Rather, a sponsored article that delivers the unique opportunity to deliver a relevant, engaging message to executives in a manner that will deliver credible information to the reader and accountability to your marketing investment.

FOR MORE INFORMATION CONTACT

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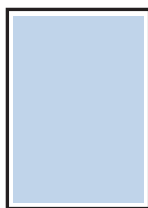
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Ad Spacing & Dimensions:



Full Page
8.375"x11"
(W X H)



1/2 Page
8.375"x5.375"
Horizontal
(W X H)

Files Accepted:

- 300 dpi or better
- CMYK
- PDF, TIFF, EPS, PSD, JPEG file format.

CNY PUBLICATIONS