


# Special Section

The Mercury News EAST BAY TIMES

# OPEN FOR BUSINESS

## Sunday, July 19

### AN INFORMATIVE SPECIAL SECTION AIMED TO REVITALIZE YOUR BUSINESS

As the Bay Area opens up, networks blossom. Announce that you are open for business.

As your community newspaper, where better to boost revitalization of your shop or service? The Bay Area knows how to adapt, support each other and thrive.

This is your chance to get your message out to more than **1 million local readers** of The Mercury News and East Bay Times to let them know you are back in business. Together, let's encourage them to support you in the physical and virtual worlds. Our audience is paying attention!

Reserve your space in **Open for Business** at the **very special rate of 50% off** which includes a print ad, digital ad and complimentary ad design.

| | | |
|---|---|---|
| **Premium Position** • Back Cover, Inside Cover or Inside Back Cover | ~~$3,000~~ | 50% Discount **$1,500** |
| **Full Page** • 6 col. (10") x 9.65" | ~~$2,316~~ | 50% Discount **$1,158** |
| **Half Page** • 6 col. (10") x 4.75" Horizontal • 3 col. (4.937") x 9.65" Vertical | ~~$1,197~~ | 50% Discount **$599** |
| **Quarter Page** • 3 col. (4.937") x 4.75" | ~~$627~~ | 50% Discount **$314** |
| **Eighth Page** • 3 col. (4.937") x 2.25" | ~~$311~~ | 50% Discount **$155** |

SPACE RESERVATION:
**Friday, June 26 at noon**
CAMERA-READY AD DEADLINE:
**Thursday, July 2 at 2 p.m.**

Add Digital Impressions to your buy for the same 50% Discount

| Impressions* | Normal Rate | 50% Discount |
|---|---|---|
| 25,000 | ~~$300~~ | **$150** |
| 40,000 | ~~$480~~ | **$240** |
| 60,000 | ~~$720~~ | **$360** |
| 100,000 | ~~$1,200~~ | **$600** |

*Digital Banner Impressions on MercuryNews.com or EastBayTimes.com

BayArea NewsGroup

Name:
Contact info: