

***Iowa Workforce Development -- SIDES***  
**2018-19 CBJ STRATEGIC MARKETING PROPOSAL**

**Digital:**

**Weekly Enewsletter – Banner Ad**

Focus driven afternoon eNewsletters that publish Mon-Thurs.

**CBJ Website – Top Leader Board**

**Print:**

**Weekly CBJ**

Promoting in editions that are focused on Workforce.

Third page, full color ad - suggested

**Newsmakers Special Section**

Oversized glossy section highlighting top news stories of the year with updates. Publishes Dec 31 instead of the regular CBJ. Highly read with long shelf life.

Full page, full color ad

**Option 3:**

CBJ Website – Top leader board -- \$276/month x 12 months	\$3,312
Weekly Enews ad – 12 months @ \$527.85/month	\$6,334.20
Third page, full color ad -- \$765 x 6 insertions	\$4,590
CBJ Newsmakers full page ad	\$1,000

**Total investment: \$15,236.20**

**Dimensions:**

Top leader board – 728 pixels wide x 90 pixels tall

Enews banner ad – 600 pixels wide x 150 pixels tall, can be animated up to 3 screens

Third page print ad – Vertical – 5.062” wide x 9.138” tall OR Horizontal – 7.72” wide x 6” tall

Newsmakers ad – 10” wide x 10.5” tall, with bleed can be 11.25” wide by 11.75” tall