



# iHeart Hudson Valley 2020

## Sponsorship Opportunities

[www.ihearthudsonvalley.com](http://www.ihearthudsonvalley.com)  
Ph. 845-293-3104  
[sales@ihearthudsonvalley.com](mailto:sales@ihearthudsonvalley.com)





# Live.Laugh.Love

iHeart Hudson Valley is a lifestyle site that focuses on the Hudson Valley Region and all it has to offer. In 2020 we have expanded the site to include a brand new artisan marketplace in addition to all the great local businesses, places, events, and experiences we have always had. The marketplace showcases local artists, crafters, makers, and producers and is our way of encouraging people to “Shop Local” in the wake of tough times this year. Won't you join us?

## Website Sponsorships

### Article sponsorships - \$175

Sponsor one of our article topics and receive:

- Run of site (interior) side banner (300x250px) ad for 2 weeks
- Your business promoted in our article. Articles are on the site indefinitely.
- Instagram post promoting your coupon, business, or event

### Upgrade to article sponsorship - \$200

- Add a 1x email blast that includes your banner ad or native advertising along with the article (75 words or less) in our eNewsletter.

### Home Page Sponsorship - \$100

Banner ad on the home page for 2 weeks with your listing as a featured listing on the home page.





## Website Sponsorships Continued...

### Home Page Takeover - \$300

Do you have a special event/promotion you need to spread the word on? Try our Home Page Takeover! For 5 days, your image or short loop video will takeover the iHeart Hudson Valley hero image on the homepage. You will also receive:

- A short message and link to your specialized event or product offering
- 2 social media posts about your event/promotion (instagram/Facebook)

### Upgrade to Home Page Hero Takeover Sponsorship - \$325

- Add a 1x custom email blast that includes your banner ad or native advertising (75 words or less) in our newsletter.

### Run of Site Banner Ad - \$50

Banner ad on the interior blog, search, and any other interior page with banner ad slots for 2 weeks with your listing as a featured listing on the home page.

### Custom Giveaway - \$625\*

Partner with us in creating a custom giveaway with lead generation for your business! Do you have tickets, products, or coupons you would like to call attention to? We can create a custom giveaway with:

- Complete setup of landing page collection form
- Run of site (interior) banner ad announcing the giveaway
- Social media advertising / posting about the giveaway
- Email blast promoting the giveaway
- You receive the info of all people who signed up and agreed to be shared with the sponsor for your future use.

\* Total value of prize should be less than \$5000



## Email Sponsorships

### Standard Email Blast - \$35

- 1x email blast that includes your banner ad or native advertising (75 words or less) in our monthly eNewsletter.

### Custom Email Blast -\$60

- 1x custom built email blast that is sent to our list with your specific messaging only. Not shared with any other content.

## Website Ad Sizes

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	Interior banner sizes	
Home page banner size	728px x 90px	300px x 250px
Hero takeover size 1200px X 500px		300px x 600px

## Email Ad Sizes

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Email banner size	300px x 250px
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## Ad Specs

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- Ads must be in .jpg, .png or .gif format
- Ads must be less than 150k in size





## Contact Us

Robbie O'Quinn

Phone: 845-293-3104

[sales@ihearthudsonvalley.com](mailto:sales@ihearthudsonvalley.com)

