

PHOENIX BUSINESS JOURNAL

An engaging and gentle reminder for businesses and individuals to support the organizations working to make Arizona a better place to live

Valley Nonprofits work tirelessly to address a variety of social issues that strengthen our community.

The Phoenix Business Journal wants to help your organization communicate the importance of supporting initiatives via the direction of Arizona tax liability before the April 17th deadline.

Contact: Christine Lorello
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In support of your anticipated communication strategy for Arizona Gives Day and the April 17th tax deadline, Phoenix Business Journal will offer nonprofit organizations three modestly priced advertising opportunities.

- Specially Priced Insertion Rate: **\$1,000*** for a one page insert. Maximum size is 10x12.5". Minimum is 4x6" on 70# card stock. (approximately 10,000 inserts must be provided to Phoenix Business Journal a minimum of 7 business days prior to the inserts date. Space must be reserved 10 business days in advance of the Friday Publish date) **Value: \$1,500**
- 1/8 page color ad in Phoenix Business Journal any Friday from March 2nd to Friday April 13th. **\$650*** (Space must be reserved a minimum of 10 business days prior to the Friday publish date. Artwork must be provided camera ready as a high resolution PDF file the Monday prior to the Friday pub date. Specs are 5" wide by 3.25" tall) **Value: \$1,637**

*applicable taxes will apply per the Phoenix City Advertising tax of 0.5%

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Additional Opportunity:

Sponsored Content hub on
phoenixbusinessjournal.com

This engaging solution is
searchable and evergreen. It
will mirror the “Phoenix Gives”
content hub that we executed
in December 2017.

Link to that project:

<https://www.bizjournals.com/phoenix/feature/phoenix-gives/2017>

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The Concept:

Phoenix Business Journal will support communication for Valley nonprofits in a collective, branded digital content “hub”. A business Journals content hub has homepage

Each nonprofit organization will provide one article to be included in the “hub.” The article should communicate needs within our community that are served. A specific story/example has proven to be very impactful with our audience.

The content hub will be promoted to business journal users via 250,000 ROS impressions throughout phoenixbusinessjournal.com as well as via a fixed text box position on the afternoon edition newsletter for one week to drive viewership over the 30 day campaign. Each article will be supported with one PBJ Twitter and one PBJ Facebook post.

Branded Nonprofit Giving Content Hub Package:

- One native article (up to 500 words) from each participating nonprofit group
- The article is included in a content hub on bizjournals.com/phoenix for 30 days (March 12-April 11. A content hub is positioned on the navigation bar on the homepage under “sponsored content”)
- Your organization will have 100% SOV on your article page (organization must provide 728x90 and 300x250 ad units that can drive traffic directly to your website)
- 100,000 headline impressions dedicated to your article over the 30 days
- The author of your article will receive a profile (50 words) and name/title on the published article
- The nonprofit group receives Inclusion in a half page ad in the Phoenix Business on Friday March 23rd and Friday March 30th promoting “Arizona Gives” day on April 3rd and the April 17th tax deadline.

Investment: \$1,500 plus applicable tax

Deadline to agree to participation is Thursday, March 1st. The 500 word article and all elements would need to be provided to PBJ by Friday March 9th to launch on time.