

2008 Display Advertising **Rate Card**

The *Laurel Mountain Post* is a bimonthly publication designed to focus on the people, places and events at the heart of Westmoreland County. We print stories about real people and their daily lives; feature local merchants, craftsmen and professionals; present short pieces of art & literature; and never lose sight of what makes this area a great place to call home. Most of our writers are not professional reporters, but accomplished local practitioners with years of experience in their respective fields who bring credibility and personality to every article. In October 2006, the BBC News quoted us as "the voice of Pennsylvania."



Together, we are active members of the Latrobe, Ligonier and StrongLand Chambers of Commerce, the Pennsylvania Newspaper Association, and the Pittsburgh Advertising Federation. Our team works with the leaders in the regional business community to produce the area's most popular local features magazine. Over the past three years, our distribution of 15,000 has reached into the neighboring counties of Allegheny, Armstrong, Indiana, Somerset, Bedford, Cambria, Washington, and Fayette. Our 2007 web traffic increased by over 45%. Every day, more and more readers and advertisers across Western Pennsylvania are discovering the innovation and charm of the *Laurel Mountain Post*.

Design Studio

Our sales team can help you develop a custom advertising campaign and print ad layout as a **FREE*** part of your simple display ad price. We can take your existing logo or help you punch up your identity with a new one. Talk to us about your market needs, and we'll suggest targets, frequency, concepts and other ideas to get you noticed and make this year's promotion efforts a success!

*All designs are for exclusive use in the Laurel Mountain Post unless an external advertising agreement is developed and signed.

Ad Contracts

We require a signed ad contract for each issue as a record of our agreement and approval on final design proofs. Consider a flexible annual advertising agreement to keep your brand in front of our audience and to qualify for special pricing! And as an annual advertiser, we'll add your website link as a Featured Business listing on our Links page. Our sales department offers 30-day billing (electronic or paper) on all advertising, but will assess a \$10 late fee for each month an account remains past due.

Shapes & Sizes

We offer a variety of advertising opportunities for any budget and accept most file formats (PDF preferred):

Business Card

Keep it simple and use your existing business card as a 3.5" wide x 2" tall advertisement, priced at \$100 for BW. Please provide us with a digital file or a crisp, clean card to scan. All business cards are as-is: no free design services are available.

Custom Display Ads

Use your own design (or let us create a fresh layout for you) in one of our standard sizes:

SIZE	MEASUREMENTS	BW	COLOR
1/8 page	2.75" H x 4.75" W (horizontal) 5.75" H x 2.25" W (vertical)	\$250.00	\$500.00
1/4 page	5.75" H x 4.75" W (vertical)	\$350.00	\$700.00
1/2 page	5.75" H x 9.75" W (horizontal) 11.75" H x 4.75" W (vertical)	\$500.00	\$1000.00
Whole Page	11.75" H x 9.75" W (vertical)	\$900.00	\$1800.00
Inside Covers	Up to 12.75" H x 10.5 " W (vertical) full bleed available	not available	\$2200.00
Back Cover	Up to 12.75" H x 10.5 " W (vertical) full bleed available	not available	\$2500.00



"From the ads to the articles, each issue restores my faith that there are like-minded people who believe in the power of the local community and are willing to celebrate our home."

"Every time I see the Laurel Mountain Post I pick it up and read it . . . thanks for such a great publication!"

"I read the paper front to back!"

