

LAUREL MOUNTAIN POST

A Magazine for the Heart of Westmoreland County

Every Story Begins At Home.

www.LaurelMountainPost.com



2005 Advertiser Information Kit

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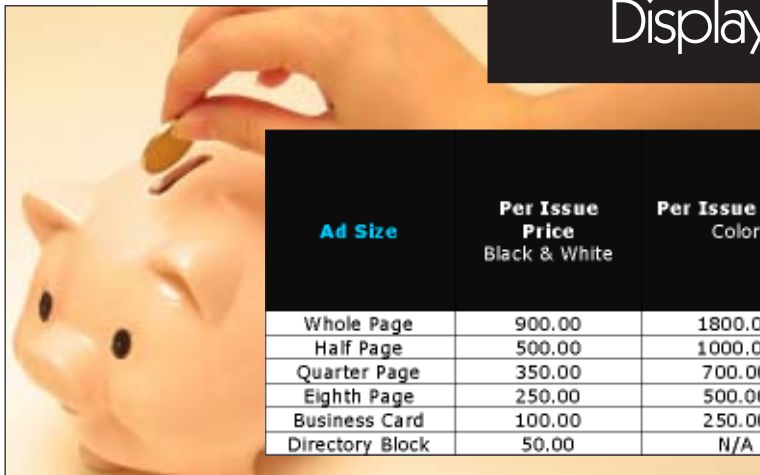
Every Story Begins **At Home**

The Laurel Mountain Post is a quarterly publication designed to focus on the people, places and events at the heart of Westmoreland County and surrounding communities in western Pennsylvania.

We reach 15,000 readers in print and an unlimited number of online viewers in both HTML and PDF formats via our website:

www.LaurelMountainPost.com

Display Advertising **Rate Card**



Ad Size	Per Issue Price Black & White	Per Issue Price Color	Per Issue Price 10% Discount		Per Issue Price 20% Discount		Per Issue Price 30% Discount	
			For Renewal BW	Color	Annual Contract or Non-Profit Renewal Rate BW	Color	Non-Profit Annual Contract BW	Color
Whole Page	900.00	1800.00	810.00	1620.00	720.00	1440.00	630.00	1260.00
Half Page	500.00	1000.00	450.00	900.00	400.00	800.00	350.00	700.00
Quarter Page	350.00	700.00	315.00	630.00	280.00	560.00	245.00	490.00
Eighth Page	250.00	500.00	225.00	450.00	200.00	400.00	175.00	350.00
Business Card	100.00	250.00	90.00	225.00	80.00	200.00	70.00	175.00
Directory Block	50.00	N/A	45.00	N/A	40.00	N/A	35.00	N/A

Print Ad **Specifications**



Business Card	2" H x 3.5" W	
1/8 Page	2.75" H x 5" W 5.5" H x 2.5" W	(Wide Orientation) (Tall Orientation)
1/4 Page	5.5" H x 5" W	
1/2 Page	5.5" H x 10.5 W 11.5" H x 5" W	(Wide Orientation) (Tall Orientation)
Whole Page	11.5" H x 10.5" W	

Preferred file format is PDF or PC versions of Microsoft Word, WordPerfect, PageMaker, Photoshop, and Adobe Illustrator. We cannot accept Microsoft Publisher files.

Internet Advertising **Opportunities**



Internet Options	Annual Price	50% Discount Price for One Year with Annual Print Contract
Hot Web Link on Distribution Page	50.00	25.00
WebPage (1) Design & Hosting	200.00 (plus \$35 annual domain fee)	100.00 (plus \$35 annual domain fee)
Website Design (up to 5 pages)	500.00	250.00
Website Design (6-10 pages)	1000.00	500.00



Try Our Custom **Design Studio**

Ad Design For LMP Advertisers

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in the Laurel Mountain Post!**

Print & Web Ads
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300.00

FREE

Keep In **Touch**

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Publisher information is located at www.biffBOO.com.

