

Good Neighbor Marketing

Targeted Community Engagement
Hyper-Local Publications



Inspired by our Neighbor Mr. Rogers

THE TIMES
15,500 Homes & Business in the Greater Latrobe area
Fall/Winter and Spring/Summer editions

HEADLINING HEMPFIELD
24,000 Homes & Business in Hempfield Township
Winter, Summer, and Fall Editions

COMMUNITY NEWS
11,000 Homes & Business in Unity Township

DO YOU WANT TO REACH LOCAL HOMES & BUSINESSES?

DELIVERED INTO EVERY HOME FOR PENNIES PER ADDRESS!

A valuable community resource since 2014.
Shine a light on your business by advertising in local publications!
If you want to communicate with every single home and business in your area, there is no more cost-effective way.

They contain activity schedules, local news and events, and important township information. People like to keep it around!

- > **Business Card - 1 Unit** (3.75" x 2") for \$300
- > **Quarter Page - 2 Unit** (3.75" x 4") for \$600
- > **Half Page - 4 Unit** (7.875" x 5") for \$800
- > **Back Cover Half Page - 4 Unit** for \$900
- > **Full Page - 8 Unit** (7.875" x 10") for \$1,000
- > **Cover Banner & Full Page Sponsor** (*Headlining Hempfield*) (7.25" x 1.875" banner & 7.875" x 10" ad) for \$1,500
- > **Cover Logo & Full Page Sponsor** (*The Times*) (1.35" x 1.175" Logo & 7.875" x 10" ad) for \$1,250



NEW

YEAR-ROUND CAMPAIGNS

10% Off!

What's more convenient than your ads running automatically to consistently reach a targeted, local audience?

Pick a publication or publications to advertise in. Change your upcoming ad at any time. No bill until it ships!

Ask about year-round advertising with West Media Group today!



We can't wait to hear from you!

www.WestMediaGroup.com

911 Ligonier Street, Suite 103, Latrobe, PA 15650

724-532-3300

hello@westmediagroup.com



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WEST MEDIA GROUP

MORE THAN PRINT

YOUR AD, ONLINE & IN-HAND... DOUBLE THE EXPOSURE

Every publication is available online and linked prominently on the township's website.



Ads right next to local programs and events!

WHY ADVERTISING IN OUR PUBLICATIONS WORKS

- > **Long shelf life:** kept in homes for months
- > **Content-rich:** event schedules, community updates
- > **Local relevance:** trusted by families
- > **Dual-format:** printed & digital
- > **Affordable pricing:** Pennies per address
- > **Placement:** Ads placed beside highly viewed content

YOU HAVE A GREAT STORY

We Help You Share It

with

Multi-Channel Marketing

By combining the best of traditional advertising and digital marketing, we make it more convenient and more affordable to reach your audiences with tailored messages wherever they are and on whatever device or media they prefer.



BRANDING



PRINT



DIGITAL



WEBSITE



SOCIAL MEDIA



EMAILS



BILLBOARD



RADIO



DIRECT MAIL