

ENHANCED  
ADVERTISING  
OPPORTUNITIES TO  
**Capture  
Attention**

**LET'S WORK  
TOGETHER**

*in developing an  
advertising package  
that **exceeds your  
expectations.***

*Bundle various  
advertising opportunities  
for increased exposure  
and maximum  
discounts.*



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## 1 Editorial & Ad Combo

Have more to share about your business than what may fit in an ad? Consider a combo package that includes a 1/2 page of editorial along with a 1/4 page ad.

Cost: \$800

## 2 Sponsorship

### Issue Sponsorship

Sponsor an issue of NEPA Family Magazine that aligns with your marketing strategy.

#### ISSUE Sponsorship includes:

Cover photo (featuring your business and taken at your locale or staged within the photographer's studio), 1/2 page ad, 1/2 page editorial, Facebook mentions and web coverage.

Cost: \$1,750

### Directory Sponsorship

Select either our Summer Camps & Activities Directory (March/April) or our Birthday Party Directory (May/June). We also offer seasonal listings that you are welcome to sponsor.

#### DIRECTORY Sponsorship includes:

1/2 page ad, 1/2 page editorial, logo recognition on cover and on the designated Directory page, Facebook mentions and web coverage.

Cost: \$1,500

## 3 Cyber Coverage

A tremendous complement to our print Magazine, our website (nepafamily.com) averages nearly 15,500 monthly page views with our web traffic continuing to grow. Place an ad on our website and receive bonus Facebook coverage where your business will reach an additional 7,000 followers.

Location	Rate
<b>Home page</b>	\$95 open rate \$90/month for 6-month contract \$85/month for 12-month contract
Size - <b>728px x 90px</b> or <b>300px x 250px</b>	

All online ads link to your webpage.

## 4 '5 Things to Do' E-blast

NEPA Family's *5 Things To Do This Weekend* e-blast highlights our staff-selected 'top picks' of the week.

	Open Rate	6x Rate	12x Rate
<b>Skyscraper 300px x 500px</b>	\$95 ea.	\$90 ea.	\$85 ea.
<b>Large banner ad 300px x 250px</b>	\$80 ea.	\$75 ea.	\$70 ea.
<b>Small banner ad 300px x 125px</b>	\$60 ea.	\$55 ea.	\$50 ea.

*5 Things To Do This Weekend* is distributed every Thursday to 9,500 active subscribers (who have requested to receive this mailing) and promotes events for that Friday through Sunday (occasional weekday events may be promoted). Artwork is due the Monday prior to distribution.