

ADVERTISING MEDIA KIT



Advertising, Marketing,
and Promotional Solutions
For Your Business!

South Hills - Mon Valley
Messenger
"We're the Neighborly Newspaper"

www.messengerpaper.com



A Trusted and Valued Community Resource



Community News...Local Merchant and Business News...Local People News...Youth Sports News...School News... Advertising and Coupons...Area Church News...Events and Happenings...Library Programs and Events...Senior News... Local Real Estate Transactions...Kids and Family News...Classified Ads...Health and Wellness ... and much much more!

Welcome to the South Hills-Mon Valley Messenger



Since our premier issue hit the streets in June 2004, the *South Hills - Mon Valley Messenger* has become one of the largest circulated community newspapers in the region. With an audited circulation of over 20,000 copies and readership approaching 50,000, the Messenger has become a “must buy” for any advertising campaign targeting customers in the south hills and Mon valley areas of Pittsburgh.

Free community newspapers have traditionally been one of the most highly received and highly read print mediums available, and the Messenger lives up to this standard. Our loyal readership is engaged in their community, and enjoys reading about what’s happening in their neighborhoods.

The Messenger has served as a community resource by providing content that is relevant to our readers such as neighborhood news, local real estate transactions, local sports and school news, as well as comprehensive event calendars and local restaurant ads and coupons. The Messenger is a true reflection of the market we serve.

Our publication has won numerous awards and has received regional and national recognition from newspaper trade associations such as the Mid-Atlantic Community Papers Association, Independent Free Papers of America, and the Association of Free Community Papers.

**The South Hills - Mon Valley Messenger
is truly “The Neighborly Newspaper!”**



CIRCULATION AND COVERAGE AREAS:

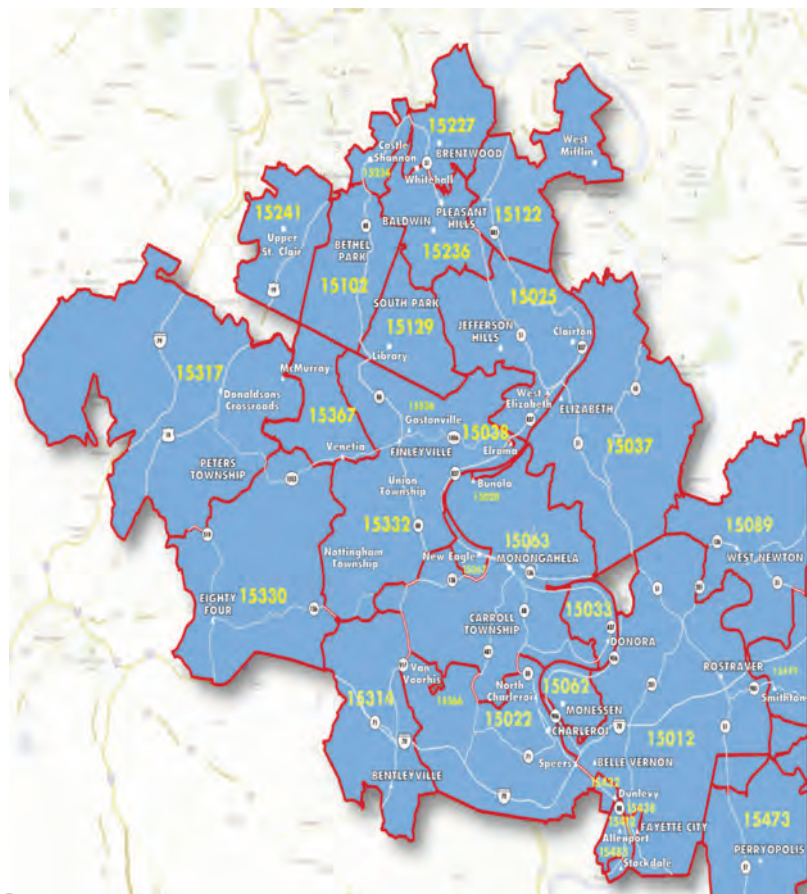
The South Hills – Mon Valley Messenger
has an audited circulation of over **20,000 copies**
and readership approaching **50,000 every month.**

CHOSEN BY CONSUMERS

Our advertisers reap the benefits of our “demand distribution” readership base. Copies of the *South Hills – Mon Valley Messenger* are picked up “on demand” by consumers who are eager to grab their free copy every month! We do not bulk mail our newspapers into homes unrequested, or toss them onto driveways in a plastic bag. Readers of the Messenger make a conscious decision to walk over to our racks and choose to pick up a copy of the paper.

AUDITED FOR PEACE OF MIND

Our distribution is audited by the CVC (Circulation Verification Council) to assure our advertisers that we deliver the audience that we promise. Our readers are loyal and consistent with over 97% of all copies being picked up every month. Localized content and a monthly publish cycle assures a long shelf life and repeat readership and visibility for our advertisers.



Baldwin
Belle Vernon
Bentleyville
Bethel Park
Brentwood
Bunola
Canonsburg
Carroll Township
Castle Shannon
Charleroi
Clairton
Donora
Eighty Four
Elizabeth
Elrama
Fayette City
Finleyville
Forward Township
Gastonville
Jefferson Hills
Library
McMurray
Monessen
Monongahela
New Eagle
Nottingham
Perryopolis
Peters Township
Pleasant Hills
South Park
Southpointe
Speers
Union Township
Upper St. Clair
Van Voorhis
Venetia
West Elizabeth
West Mifflin
West Newton
Whitehall

...and growing!

Why You Should Advertise With the South Hills – Mon Valley Messenger!

✓ Multiple Ad Exposures and Repeat Visibility

One of the benefits of advertising in the Messenger is that we can provide month-long exposure to your advertising message, which means a single ad can be seen over and over again! The Messenger is a monthly publication, which means it has a longer "shelf-life" than daily or weekly publications that are often discarded after one day of exposure.

Monthly publications tend to be saved and referred to multiple times throughout the month. Readers will pick it up time and again from their coffee table at home to the waiting room in the beauty salon or doctors office. Your advertisement will receive multiple exposures all month long!

✓ Affluent Readership with Buying Power

Based on the latest CVC Audit and Reader Survey, 67% of Messenger readers have an annual household income (HHI) greater than \$50,000! And nearly half of our readers (46%) have an HHI greater than \$75,000! Readers of the Messenger are active shoppers with money to spend!

✓ We Own The Market

The South Hills - Mon Valley Messenger coverage area is unique. No other publication can reach as many south hills communities as we do. The size and scope of our distribution is unmatched.

✓ Award Winning Design

Our graphic designers and layout artists have received accolades from regional and national newspaper associations. The Messenger is published in vivid full color, and with meticulously laid out articles and photos. Our easy to read tabloid style and targeted sections provide community news in a user friendly format that readers appreciate.

✓ Affordable Ad Prices

Compared to our competitors, the South Hills – Mon Valley Messenger provides advertisers with some of the best value in the market! Don't believe us? Ask your sales representative for a competitive comparison. Let us show you the numbers on how we stack up with other media.

✓ Our Readers Look for Advertisements

Our loyal readers love the localized content, information and advertising contained in the Messenger, and they actively seek it out each time they pick up a copy. People read our newspaper from "cover to cover", and they take their time. Almost 80% of Messenger readers frequently purchase products and services from advertisements seen in our paper.

South Hills - Mon Valley
Messenger
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Newspaper Advertising Has Unique Advantages!

NEWSPAPER ADVERTISING IS A "DESTINATION" WHILE ADVERTISING IN ALL OTHER MEDIA IS AN INTERRUPTION!

✓ Newspapers Provide a More Focused and Engaged Target Audience

Consumers are constantly inundated by distractions while consuming media. It is so difficult to command a consumer's focused attention, let alone break through the noise of other advertisers. However, the nature of how consumers engage with a newspaper allows for more focused attention and better communication of your advertising message. Newspaper is an "active" medium. One of the key differences between newspaper advertising and all other media is that consumers actually seek out print publications for the advertising,..... while in virtually all other types of media consumers try to avoid the advertising.

✓ Engagement Is Far More Important Than Exposure

Newspaper provides "reader engagement." Our readers pick up our newspaper by choice, and they do so to read the articles and look at the ads. People use newspapers as a resource to help them find the products and services they need. Consumers want the access to sales and coupons for local businesses. Free and community papers in particular are seen as "news that you can use." Newspaper readers are involved and participatory with the medium. The other media formats tend to be passive and are often just background noise. Our brains can easily filter them out. Reading however, is inherently an active pursuit. Reading even a single word requires the reader to use numerous areas of the brain to process the information. This engagement is why newspaper ads are very effective.

Newspaper Readers Control their Own Degree of Engagement

✓ Newspapers allow consumers to interact with the advertising on their own terms and on their own schedule. People can choose to read the paper whenever and wherever they want. Consumers don't feel that the advertiser's message is being "shoved down their throat." The fact that the reader is in control of the interaction gives print its' powerful impact. Newspapers also allow readers to go back and look at an ad multiple times, read more details or cut it out to hang on their refrigerator. Whereas, with a TV or radio commercial, if the target audience is not paying close attention at the very moment your commercial airs, then the opportunity to reach that customer is gone.

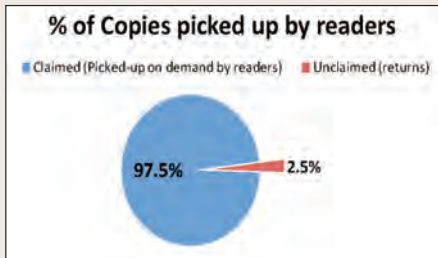
South Hills - Mon Valley
Messenger
"We're the Neighborly Newspaper"

FACTS AND FIGURES:

The *South Hills – Mon Valley Messenger* is audited by the Circulation Verification Council (CVC), an independent, third-party reporting audit company serving the free publication industry. CVC is one of the nation's most respected independent media auditing companies. They audit thousands of newspapers nationwide and covers printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies to give an accurate picture of a publication's reach and market penetration.



Reader Demand!

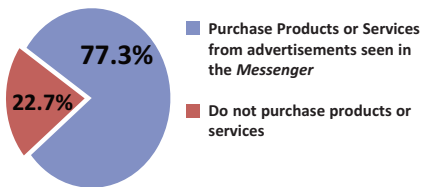


Circulation Verification Council (CVC) Audit, 6/2013

97.5% of all copies of the Messenger are picked up on demand by readers every month. (Less than 2.5% of Messenger copies are unclaimed). Our readers are actively engaged with our newspaper!

Effective!

Purchase Products or Services From Advertisements seen in the *Messenger*.

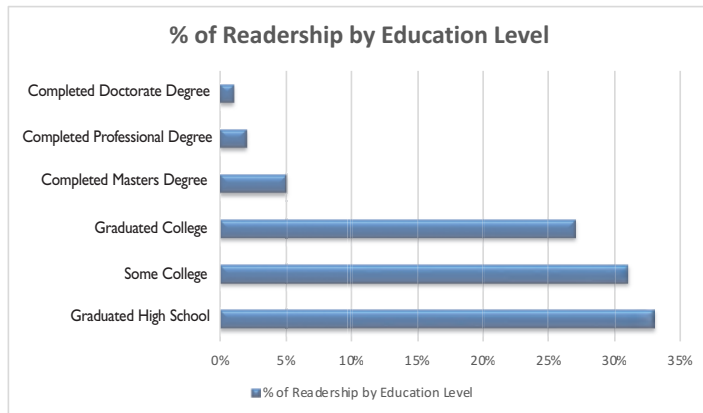


Circulation Verification Council (CVC) Audit, 3/2018

Almost 80% of readers (77.3%) frequently purchase products or services from advertisements seen in the Messenger. Advertisements in the Messenger influence purchase behavior!

Messenger Readers Are Educated

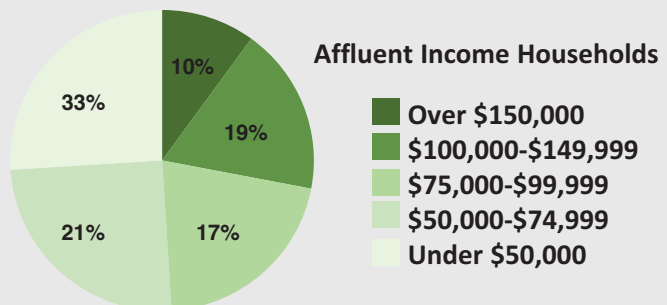
Based on the latest CVC Audit and Reader Survey 66% of Messenger readers have a post-secondary education.



Messenger Readers Have Money to Spend!

Based on the latest CVC Audit and Reader Survey, 67% of Messenger readers have an annual household income (HHI) greater than \$50,000! And nearly half of our readers (46%) have an HHI greater than \$75,000! Readers of the Messenger are active shoppers with money to spend!

What category best describes your combined annual household income for last year?



Circulation Verification Council (CVC) Audit, 3/2018

ADVERTISING AND EDITORIAL RATE CARD

DISPLAY ADVERTISING

1.) **DISPLAY ADVERTISING RATES** (Effective January 1, 2019)

CONTACT US FOR AD PRICING!
**(Special Discounts Available
 for New Customers)**

412-249-8177

Info@messengerpaper.com

2.) **COLOR RATES**

Additional 15% for SPOT COLOR. Additional 25% for FULL COLOR

3.) **PREMIUM AND/OR FIXED POSITION**

Additional 20% for fixed or premium position requests

4.) **AGENCY COMMISSIONS**

Advertising rates are NET. Agency commissions are to be added to above rates.

5.) **ARTWORK SUBMISSION**

Artwork can be emailed to artwork@messengerpaper.com

6.) **ARTWORK REQUIREMENTS**

Camera Ready Specs

The *Messenger* accepts camera-ready artwork, or you can request that our designers create an advertisement for your company.

- E-mail files should be saved as .EPS, .TIF or .PDF
- All color ads should be CMYK
- Photos and line art must be 300 dpi

The *Messenger* assumes no liability for the reproduction quality or content of client-provided advertisements that do not adhere to the *Messenger's* mechanical or production requirements.

7.) **ADVERTISING DEADLINES**

Space and Camera Ready Artwork Reservation:

All space reservations and editorial is due by the 18th of every month for the following months issue. *Messenger* is published on or about the last day of each preceeding month for the next months issue.

PRE-PRINTED INSERTS

The *Messenger* will accept pre-printed pieces (flyers, menus, inserts, etc.)

Circulation cannot be broken out. Advertisers must provide enough inserts for full circulation.

- \$20 fee for delivery
- Single Sheet (1 or 2 sided) \$45.00 per thousand
- 4-Page Tab \$50.00 per thousand
- 8-Page Tab \$55.00 per thousand

DISPLAY AD SPECS Size (Width x Height)	Full Page 9.5 x 9.64		1/8 Page 4.66 x 2.29	1/2 Vertical 4.66 x 9.64	3/4 Vertical 7.08 x 9.64	1/4 Page strip 2.25 x 9.64
Full Page	9.50" x 9.64"					
3/4 Page (Vertical)	7.08" x 9.64"					
3/4 Page (Horizontal)	9.50" x 7.34"					
1/2 Page (Vertical)	4.66" x 9.64"					
1/2 Page (Horizontal)	9.50" x 4.74"					
1/3 Page (Vertical)	4.66" x 7.18"					
1/3 Page (Horizontal)	9.50" x 3.11"					
1/4 Page (Square)	4.66" x 4.74"					
1/4 Page (Horizontal)	9.50" x 2.29"					
1/4 Page (Strip)	2.25" x 9.64"					
Banner	9.50" x 1.09"					
1/8 Page (Vertical)	2.25" x 4.74"					
1/8 Page (Horizontal)	4.66" x 2.29"					
1/16 Page	2.25" x 2.29"					
	3/4 Horizontal 9.5 x 7.34		1/4 Page Square 4.66 x 4.74	1/8 Page 2.25 x 4.74	1/16 2.25 x 2.29	1/4 Horizontal 9.5 x 2.29
			1/2 Horizontal 9.5 x 4.74		1/3 Horizontal 9.5 x 3.11	

E-mail ad material to artwork@messengerpaper.com

Make the call today and let us show you how the Messenger can work for you!
(412) 249-8177 • info@messengerpaper.com • P.O.Box 13363, Pittsburgh, PA 15243

8.) TERMS AND CONDITIONS

- All advertising is subject to publishers approval. The Messenger reserves the right to reject or revise any advertising, at any time, for any reason.
- All advertising which simulates “news-style” (or advertorial) is required to carry the word “advertisement” in the ad.
- Cancellation of any advertising must be received in writing prior to the space reservation deadline. Any cancellation after the space reservation deadline will be billed at 100%.
- Advertisers requesting extensive changes to ad copy after original copy has been set will be charged for required makeover time at a rate of \$30.00 per hour.

Payment Terms

- All advertisements are to be paid at time of order.
- All “Going out of Business” advertisements will be accepted on a pre-pay basis only.
- All political advertisements will be accepted on a pre-pay basis only.
- Monthly automatic ACH and Credit Card Debits are available.
- The *Messenger* reserves the right to hold an advertisers insertion for delinquent account balances or non-payment.

9.) LIABILITY

- Advertiser shall assume responsibility and liability for all content (including pictorial representations and graphic artwork) of advertisements placed by advertiser in the The Messenger, and shall assume full responsibility for any claims arising there from made against the The Messenger, its owners, agents, and employees.
- Advertiser agrees to indemnify and hold The Messenger harmless from any and all expenses or losses, including, but not limited to attorneys fees and legal judgments incurred by The Messenger by reason of any and all claims arising out of publication of any advertisement placed by the advertiser.
- The Messenger shall not be liable for any reproduction or typographical errors which does not lessen the value of the advertisement, and will not be subject to allowance. The publishers liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or therefund of any monies paid for the advertisement.



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P.O.Box 13363, Pittsburgh, PA 15243

WEBSITE/DIGITAL ADVERTISING RATE CARD

Digital Display Banner Ads

Display Banner Size	Size (pixels)	3-month campaign	6-month campaign	12-month campaign
Skyscraper	180 x 520	\$200 per month	\$175 per month	\$150 per month
Horizontal Banner	698 x 98	\$150 per month	\$125 per month	\$100 per month
Large Box	270 x 195	\$200 per month	\$175 per month	\$150 per month
Small Box	270 x 98	\$100 per month	\$80 per month	\$70 per month

*Display Ad Banners will be placed ROS (Run Of Site): the display ad banner can appear on any page within the website.

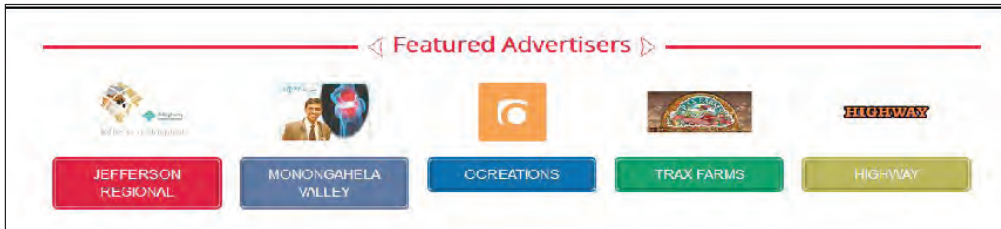
Run Of Site (ROS) (Prices listed are PER MONTH)

Target Section / Channel – Additional \$15 per month

Home Page Postion Request – Additional \$25 per month

“Featured Advertisers” Scrolling Bar

Company Name and Logo that scrolls across the bottom of EVERY page on the MessengerPaper.com website. Includes a direct link back to the advertisers website.



3-month campaign

\$95 per month

6-month campaign

\$80 per month

12-month campaign

\$70 per month

“Shop Local Ads” Scrolling Bar

PDF or JPEG "thumbnail" of print edition display advertisement. (When clicked, will open in a separate window and be printable).



MONONGAHELA

FINLEYVILLE

FINLEYVILLE

NEW EAGLE

CANONSBURG

Contract Print Advertisers

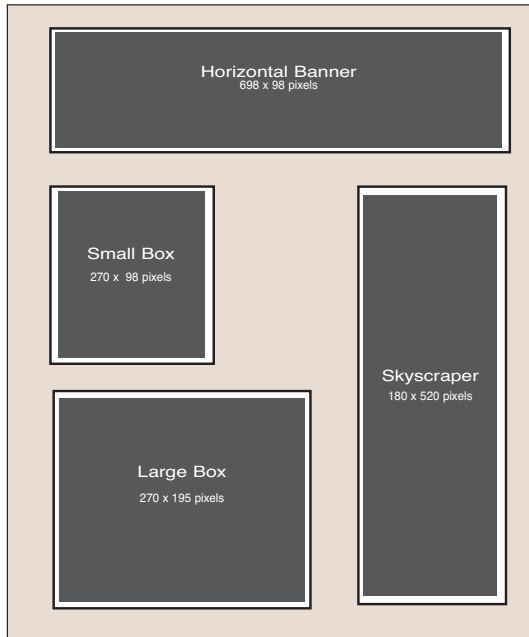
Additional \$20 month

Non-Contract Print Advertisers

Additional \$30 month

WEBSITE/DIGITAL ADVERTISING RATE CARD

Specifications



Banner Sizes – All dimensions are listed in pixels as width x height

Formats – JPG, GIF, PNG and SWF formats are accepted. A click thru URL link should be included with each ad submission.

Resolution – All files should be 72 dpi and in RGB mode

E-mail ad material to
artwork@messengerpaper.com



Call (412) 249-8177 or email info@messengerpaper.com today and let us show you how the Messenger can work for you!

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P.O.Box 13363, Pittsburgh, PA 15243

Local Dining Spotlight

We will create a 500 word “Spotlight” article about your restaurant, bar, pizzeria or dining establishment that will create exposure to over 50,000 readers and potential customers! Promote your signature menu items, your happy hour specials, or your convenient hours and location. Educate readers about your commitment to using quality ingredients, your experienced cooks, and show off the interior and exterior of your business. Tell our readers what makes your dining establishment worth trying!

- Up to 500 word “spotlight” article written about your bar, restaurant, pizzeria or dining establishment.
- Up to three (3) full color photos.
- Company logo, sign, or graphic at the top of article.
- (8.5 x 11 color reprints available for an additional fee).

China Express Offers Chinese Cuisine at Reasonable Prices

By J.R. Brown
Daily Messenger writer, jrbrown@daily.com

Among the six businesses to open recently in the new McMurray Town Center at the corner of East McMurray Road and Valley Brook Road is China Express. The mostly take-out restaurant offers a wide variety of Chinese food including appetizers, soups, house specialties, combination platters, family specials, special diet dishes and lunch specials.

The manager of China Express is Hong Yan, who is also the owner along with his wife. The couple are first-time restaurant owners originally from New York City who reside in Bethel Park. The restaurant currently has five employees.

China Express in McMurray Town Center is a great location for McMurray and Veroia residents yearning for some great Chinese food. Mrs. Yan said that business is picking up everyday. It's no wonder with excellent dishes at very reasonable prices.

One Saturday evening in late December, my wife and I ordered two combination platters of General Tso's Chicken and Szechuan Style Shrimp at \$7.99 apiece, which were both quite delicious, and we still had enough leftover for lunch the next day. The restaurant offers 22 dishes in their combination platters, all at \$7.99.

Larger portions are included in their house specialties at varying prices. Mrs. Yan said that their most popular dishes in this category are General Tso's Chicken at \$9.99, followed by Dragon de Phoenix (Two Chicken & Hot and Spicy Shrimp) at \$12.95 and their Triple Delight (shrimp, beef and chicken with vegetables in special sauce) at \$12.95. A total of 17 dishes are offered in their house specials category.

Customer Lorcia Christ of Peters Township recommended the wonton soup, shrimp rolls and dumplings, which come both steamed or fried.

China Express is open Monday through Saturday 11:00 am to 10:00 pm and on Sunday from 12:00 noon to 9:30 pm. Their phone number is 724-969-6934.



Captions: *Coverage Mrs. Hong Yan is happy with their bright new sign at China Express, 463 Valley Brook Road in Peters Township.*

Donte's Pizzeria Celebrates Two-Year Anniversary While Helping Others

By ANDREA EARNEST

Donte's Pizzeria in South Park will celebrate its second anniversary from May 15 through May 18 with a Customer Appreciation Event, culminating in a pizza-eating contest to help raise funds for the Advisory Board on Autism and Related Disorders (ABOARD).

Dwaine and Denise Marasco opened Donte's in May 2006 with a vast menu that features hand-tossed dough, homemade sauces, and meatballs made with fresh ingredients. Their menu includes pasta, salad, calzones, hoagies, kids' meals, and party trays. The pizzeria offers a cozy dine-in area, and customers can enjoy pizza by the slice or whole. They offer a party room with arcade games and televisions that can hold up to 30 people for meetings and private parties.

Dwaine Marasco has 20 years experience in the pizza industry and it certainly shows in the quality of the food. Their South Park pizzeria was recently voted the "2nd Best Pizza in Pittsburgh" by readers of the City Paper.

For the Customer Appreciation Event, Steely McReem will be featured as one of the mascots magician, clowns, miniature ponies, and face painting. The pizza-eating contest will be held on May 18. There will be a \$30 entry fee, and the winner will receive free pizza for one year. They are hoping for 250 contestants. All proceeds will go to ABOARD. A jar will be available for anyone who would like to contribute but who cannot take part in the contest. An EMS will also be on hand for the pizza-eating contest.

So, if you're looking for a good meal and lots of fun, visit Donte's Pizzeria, at 6409 Brownsville Road, in South Park, from Thursday, May 15, through Sunday, May 18. And of course, stop by anytime for good Italian food. If you have any questions, you can reach them at 412-655-2004.



Donte's Pizzeria offers a huge party room with arcade games, televisions and enough seating for private parties and meetings.



PRICING:

\$485 - Will run in the **Printed edition** and **Digital edition** of the *South Hills - Mon Valley Messenger*.



Add a Facebook post for an additional \$99!

\$575 - Includes a Facebook post of your Business Spotlight to the South Hills - Messenger Facebook page (reaching over 7,000 followers!)

ASK the EXPERTS

Let our readers know that you are the “Local Expert” in your profession. Formatted as a “Q and A” article, you will be able to educate readers about the latest trends, answer frequently asked questions, and share your knowledge. A great tool for generating a positive image for your business and creating goodwill. Your “Ask the Expert” feature is guaranteed category exclusivity during the month it runs. Subject or topic is selected by the client, and content is written by or provided by the client.

Includes

- 200 words about any topic within your industry that you wish to promote, or that your customers want to know about.
- Category exclusivity - only one “Ask the Expert” feature per month per business category.
- Layout of article and artwork design included.
- Article can be submitted via Word document.
- Company photo (of expert or storefront) included.
- Company logo included.
- Runs in the **Printed edition** and **Digital edition** of the *South Hills - Mon Valley Messenger*

PRICING:

- \$399 / month (3-month commitment);
- \$349 / month (6-month commitment);
- \$299 / month (12-month commitment)

EYE CARE

Q: What is ptosis? (“too-sis”)
A: Ptosis is when one or both of the eyelids are drooping too low over the pupil, which can cause significant visual impairment, especially in the superior visual field. This is usually caused by a stretching or slipping of an eye muscle from its insertion point. Fortunately, this can usually be repaired very simply with either an external levator advancement or an internal muellerectomy. These outpatient operations take less than 30 minutes and have a very simple recovery period.

Q: What is dermatochalasis? (“dermato-ka-laxis”)
A: Dermatochalasis is when extra skin over the eyelids begins to sag; this can also cause impairment of vision in the superior visual axis. A small resection of this extra skin (sometimes along with resection of the nasal fat pad and underlying orbicularis muscle) not only corrects this problem very easily but also provides significant cosmetic improvement as well. This procedure is called a bilateral upper lid blepharoplasty.



Dr. Dennis Dardano

Glasgow & Cataract Consultants
 17 Alentzen Boulevard, Vista One Bldg., Suite 201
 Clarks Summit, PA 18027
 724-463-7038 (Office) • 724-463-8800 (Fax)

Spartan Health Surgecenter
 100 Stouffer Drive, Monroeville, PA 15106
 724-463-0790 (Office) • 724-463-0792 (Fax)

SPARTAN HEALTH SURGICENTER

FURNITURE

Q: What is it about the Flexsteel brand furniture that makes it such high quality?

A: Crafting furniture is like cooking: the better ingredients you use, the better the finished result. That's why Flexsteel takes such great care in selecting the materials used in building sofas, sleepers, recliners, and motion furniture. Our exclusive blue steel seat spring design has been delivering unmatched comfort and durability since 1927. And unlike eight way hand-tied springs, it never needs retying or replacing to keep you from getting that sinking feeling years from now.

State-of-the-art cross-grain laminated hardwoods let us create frames so strong you can count on them for a lifetime - we guarantee it. Flexsteel fabrics have passed demanding tests for fading, piling and wearability. Our leathers are available in your choice of finishes, from practical, easy-care choices to luxuriously soft aniline dyes. Over 1,000 different fabrics and leathers to choose from.

Visit Highway Appliance and experience the Flexsteel quality for yourself.



2214 Rt. 98, Dunbury
 (Exit 42 off Interstate 77, and just minutes off Rt. 42)
 724-429-6100
 www.highwayappliance.com

HIGHWAY

South Hills - Mon Valley Messenger

"We're the Neighborly Newspaper"

The GENUINE, REAL DEAL Newspaper!

The Messenger is recognized as a legitimate, reputable newspaper with credentials that no other area community publication can match....

Membership in Local Business Organizations and Chambers of Commerce



Membership in Media and Newspaper Organizations and Associations



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Providing community news and
information for the South Hills
and Mon Valley areas since 2004.

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