

# Media Kit

# 2021



**The Home News** Your Local News  
 JUNE 11-17, 2020 50 cents

**Hundreds gather for peaceful Protest in Nazareth**

Photo by Gregory Morgan Photography

By KERR LINDENMUTH  
 Hundreds of residents from across the Lehigh Valley came together in Nazareth to honor the memory of George Floyd, protest against police brutality, and demand change during a peaceful protest on Saturday, June 6.

The march started outside the Nazareth Borough Police Department and worked its way up Main Street to the Circle. There, marchers held in silence for eight minutes and 46 seconds, the amount of time former Mississippi police officer Derek Chauvin held on Floyd's neck, ultimately killing him.

Caleb Rowley, a 2020 Nazareth Area High School graduate, organized the march in a matter of days with friends and family by his side.

He acknowledged that Nazareth "is not the best" when it comes to diversity and wanted his youngest sibling to experience a "better environment."

was a statement echoed by many marchers from in and around Nazareth.

Rowley hoped that the march would promote "like-minded and open people" to come together and inspire change. He expected maybe a hundred or so people to join him. Instead, several hundred did. Surrounding streets were closed as the marchers peacefully joined together, the crowd stretching for blocks.

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**Blue Mountain Drive-in Car Show**

Blue Mountain Drive-In and Family Restaurant held their first car show of the season on Sunday, June 7. They next one is tentatively scheduled for Sunday, June 21.

**Moore Township passes Four land easements**

By JASON KAMERY  
 The Moore Township Board of Supervisors met virtually for their monthly meeting on Monday, June 1, discussing open space preservation, the Emergency Operations Plan and extending their Disaster Declarations.

The Board of Supervisors approved the purchase price for the easement of the Cabelly property and the Oleg property, both part of the Open Space Land preservation program.

The board also voted to approve the approval of Whittall Deer property easement and to enter into an agreement of sale.

Township Solicitor David Backstrom discussed some plans the Zoning Hearing Board has in regard to nonconformances.

The Zoning Hearing Board has taken a look at one zoning ordinance with regard to nonconformances, expansion of nonconformances because they felt they had a number of cases where the ordinance was drafted with a little less clear," said Backstrom.

"The township has been consistent in enforcing it. Jason has always been consistent and always explained it to people. But they thought that perhaps a number of certain portions of it would be helpful. Their objective did not prepare a draft, which I saw and it's pretty good. I think it's helpful. I think it does clarify. You don't have that in front of you because they are waiting until their next Zoning Hearing Board meeting where they will formally ask us to consider it."

Resolution 2020-09, the Emergency Operations Plan, was last updated in 2013, so a new plan was prepared and the Board of

**Continued on page 5**

**CONGRATS**  
 Class of 2020  
 GRADUATES

The Home News  
 Graduation Issue -  
 Special section on  
 Pages 6 and 7

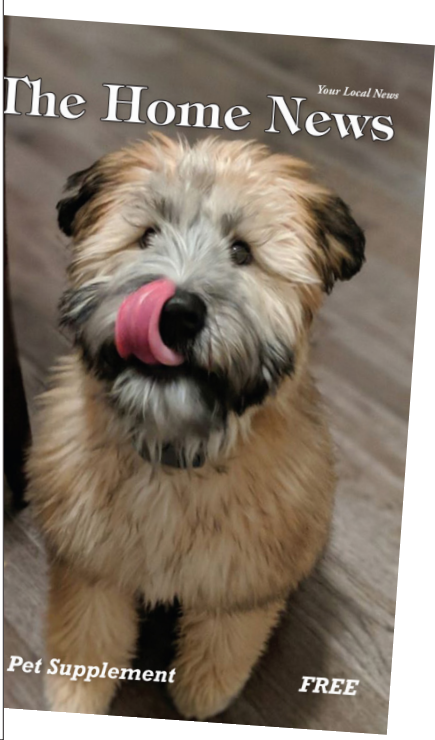
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**B&W**

**Color**

**Full Page**

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**1/10 Page**

\$59

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**3/4 Page**

\$355

\$410

**1/12 Page**

\$50

\$57

**1/2 Page**

\$248

\$278

**Bus. Card**

\$48

\$51

**1/4 Page**

\$129

\$146

**1/24 Page**

\$39

\$40

**1/6 Page**

\$89

\$103

**Front Page Strip**

\$120

**1/8 Page**

\$70

\$80

## Ad Sizes



Full Page  
5 Column

10 x 14



3/4 Page  
5 Column

10 x 10.5



1/2 Page  
5 Column

10 x 7



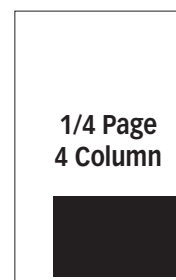
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4 Column

7.9 x 8.75



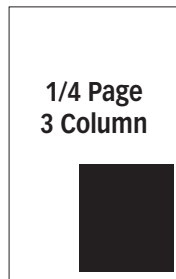
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3 Column

5.9 x 11.6



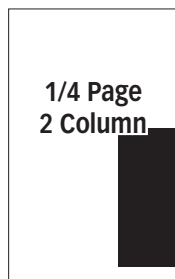
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7.9 x 4.4



1/4 Page  
3 Column

5.9 x 5.88



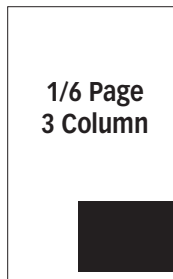
1/4 Page  
2 Column

3.88 x 8.75



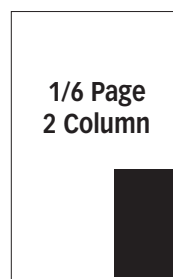
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4 Column

7.9 x 2.9



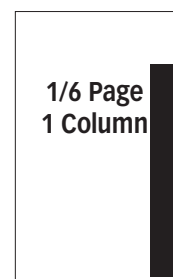
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1/6 Page  
2 Column

3.88 x 5.88



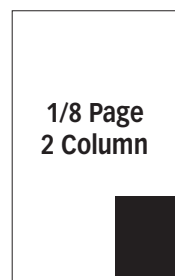
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1 Column

1.88 x 11.6



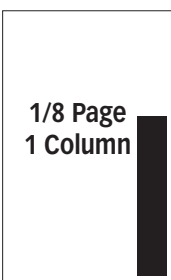
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5.9 x 2.9



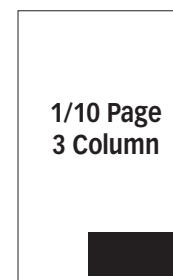
1/8 Page  
2 Column

3.88 x 4.4



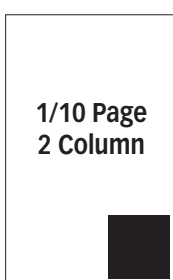
1/8 Page  
1 Column

1.88 x 8.75



1/10 Page  
3 Column

5.9 x 2.4



1/10 Page  
2 Column

3.88 x 3.5



1/10 Page  
1 Column

1.88 x 7



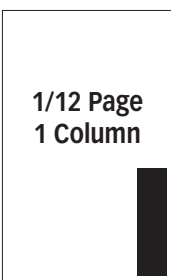
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5.9 x 1.9



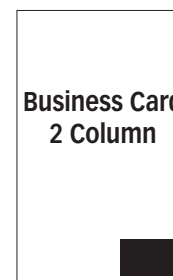
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3.88 x 2.9



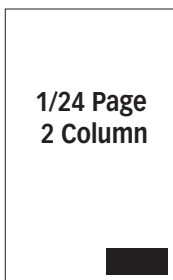
1/12 Page  
1 Column

1.88 x 5.88



Business Card  
2 Column

3.88 x 2



1/24 Page  
2 Column

3.88 x 1.44



Front Page  
Strip ad

6 x 1.5

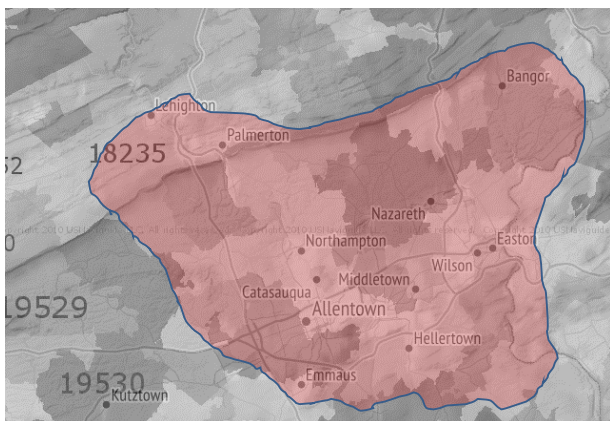
You don't need to reach every person, just THE RIGHT ONES

# The Home News

## Publication Schedule

Issue #	Publication	Deadline	Issue #	Publication	Deadline
1	Jan 7	12/30/20	27	Jul 8	7/2/2021
2	Jan 14	1/8/2021	28	Jul 15	7/9/2021
3	Jan 21	1/15/2021	29	Jul 22	7/16/2021
4	Jan 28	1/22/2021	30	Jul 29	7/23/2021
5	Feb 4	1/29/2021	31	Aug 5	7/30/2021
6	Feb 11	2/5/2021	32	Aug 12	8/6/2021
7	Feb 18	2/12/2021	33	Aug 19	8/13/2021
8	Feb 25	2/19/2021	34	Aug 26	8/20/2021
9	Mar 4	2/26/2021	35	Sep 2	8/27/2021
10	Mar 11	3/5/2021	36	Sep 9	9/3/2021
11	Mar 18	3/12/2021	37	Sep 16	9/10/2021
12	Mar 25	3/19/2021	38	Sep 23	9/17/2021
13	Apr 1	3/26/2021	39	Sep 30	9/24/2021
14	Apr 8	4/2/2021	40	Oct 7	10/1/2021
15	Apr 15	4/9/2021	41	Oct 14	10/8/2021
16	Apr 22	4/16/2021	42	Oct 21	10/15/2021
17	Apr 29	4/23/2021	43	Oct 28	10/22/2021
18	May 6	4/30/2021	44	Nov 4	10/29/2021
19	May 13	5/7/2021	45	Nov 11	11/5/2021
20	May 20	5/14/2021	46	Nov 18	11/12/2021
21	May 27	5/21/2021	47	Nov 25	11/19/2021
22	Jun 3	5/28/2021	48	Dec 2	11/26/2021
23	Jun 10	6/4/2021	49	Dec 9	12/3/2021
24	Jun 17	6/11/2021	50	Dec 16	12/10/2021
25	Jun 24	6/18/2021	51	Dec 23	12/17/2021
26	Jul 1	6/25/2021	52	Dec 30	12/23/2021

## Distribution Area



- 3,000 copies published weekly; mailed to paid subscribers and sold at various locations.
- Print distribution includes areas within Northampton County
- Digital distribution includes Northampton County and surrounding areas
- Shared for free on [www.homenewspa.com](http://www.homenewspa.com)
- Shared on our Social Media (Facebook, Twitter, Linked-In, Instagram) with our followers. Over 5000 and growing!
- Emailed to over 4000 business and personal digital subscribers.
- Up to 12,000 impressions with Print and Digital combined

## Plus Every Month

Week 3- Home Improvement

## Supplements

Health & Wellness- Feb. 11

Home & Garden- March 25

The Dish- June 10

Pets- Aug. 26

Automotive- Oct. 28

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## Advertising Deadlines

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Fridays at 4 p.m.

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Public Notices  
\$2.20/line (5 words per line)  
+ \$5 Affidavit Fee  
Mondays at Noon

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to submit your classified online,  
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\$10	First 25 words
\$15	26-45 words
\$22	46-65 words
\$28	66-85 words
\$35	86-105 words
.45¢/word	106 or more words

Bold face per line \$2  
Special Formatting \$2  
Boxed in \$5

## Digital Advertising

(specs: 72 Dpi, RGB)  
Small: 1.736" x 1736"  
(125 x 125 pixels) \$25/month  
Medium: 4.167" x 5.278"  
(300 x 380 pixels) \$45/month  
Large: 4.167" x 5.833"  
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Phone: 610-923-0382 Fax: 610-923-0383  
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Email: [kobrien@homenewspa.com](mailto:kobrien@homenewspa.com)  
Phone: 484-546-0422 Fax: 610-923-0383

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