# The Home News

Providing trustworthy, hometown journalism for 83 years



The Home News is a weekly community newspaper, serving readers in Northampton County since 1942. With around 50% ads and 50% editorial, your advertising stands out alongside quality, hyperlocal content. In addition to having a loyal, subscriber-based audience, The Home News is available at the newsstand and online for reader convenience.

www.homenewspa.com | cstroh@homenewspa.com 255E S. Best Ave., Walnutport, PA 18088 | 610-923-0382

	B&W	Co	lor		<b>B</b> 8	<b>W</b>	Color
Full Page	<b>e</b> \$470	\$5	526	1/10 Pag	<b>e</b> \$6	31	\$68
3/4 Page	\$370	\$4	115	1/12 Pag	<b>e</b> \$5	53	\$59
1/2 Page	\$259	\$2	290	Bus. Card	<b>d</b> \$5	50	\$56
1/4 Page	\$135	\$1	151	1/24 Pag	<b>e</b> \$3	39	\$44
1/6 Page	\$94	\$1	105	Make a S	Statemen	t on our Fro	ont Page
1/8 Page	<b>1/8 Page</b> \$73		82	Front Pg. Strip			\$125
				Small Ba			\$299
				Large Ba	nner		\$349
1/4 Pag 3 Colum 5.9 x 5.6	5 Col	1/2 P 5 Column 1/2 P 5 Column 1/6 Page 4 Column	age mn	1/2 Page 4 Column 7.9 x 8.75 1/6 Page 3 Column	1/2 Pc 3 Colum 5.9 x 1 1/6 Pag 2 Colum 3.88 x 5.	age amn 1.6 7	1/4 Page 4 Column 7.9 x 4.4 5 Page olumn
1/8 Page 3 Column	1/8 Page 2 Column	1/8 Page 1 Column	1/10 Pa 3 Colun		) Page olumn	1/10 Page 1 Column	1/12 Page 3 Column
5.9 x 2.9	3.88 x 4.4	1.88 x 8.75	5.9 x 2	.4 3.88	x 3.5	1.88 x 7	5.9 x 1.9
1/12 Page 2 Column	1/12 Page 1 Column	Business Card 2 Column	1/24 Page 2 Columi	n Stri	t Page p ad	Small Banner 10 x 1.75	Large Banner 10 x 2.375
3.88 x 2.9	1.88 x 5.88	3.88 x 2	3.88 x 1.4	14			

Ask us about long-term contract discounts

## **Publication Schedule**

Issue #	Publication	Deadline
1	Jan 4	12/29/23
2	Jan 11	1/5/2024
3	Jan 18	1/12/2024
4	Jan 25	1/19/2024
5	Feb 1	1/26/2024
6	Feb 8	2/2/2024
7	Feb 15	2/9/2024
8	Feb 22	2/16/2024
9	Feb 29	2/23/2024
10	Mar 7	3/1/2024
11	Mar 14	3/8/2024
12	Mar 21	3/15/2024
13	Mar 28	3/22/2024
14	Apr 4	3/29/2024
15	Apr 11	4/5/2024
16	Apr 18	4/12/2024
17	Apr 25	4/19/2024
18	May 2	4/26/2024
19	May 9	5/3/2024
20	May 16	5/10/2024
21	May 23	5/17/2024
22	May 30	5/24/2024
23	Jun 6	5/31/2024
23 24		6/7/2024
24 25	Jun 13 Jun 20	6/14/2024
26	Jun 27	6/21/2024
20 27	Jul 4	6/28/2024
28	Jul 11	7/5/2024
28 29	Jul 18	7/3/2024
30	Jul 25	7/19/2024
31	Aug 1	7/19/2024
32	Aug 8	8/2/2024
33	Aug 15	8/9/2024
34	Aug 13 Aug 22	8/16/2024
35	Aug 22 Aug 29	8/23/2024
36	Sep 5	8/30/2024
37	Sep 3	9/6/2024
	Sep 12 Sep 19	9/13/2024
38 39	Sep 19 Sep 26	9/20/2024
40	Oct 3	9/27/2024
41	Oct 10	10/4/2024
42	Oct 10	10/4/2024
42	Oct 17	10/11/2024
43	Oct 31	10/25/2024
45	Nov 7	11/1/2024
46	Nov 14	11/8/2024
40 47	Nov 14 Nov 21	11/15/2024
48	Nov 28	11/22/2024
49	Dec 5	11/29/2024
50	Dec 12	12/6/2024
51	Dec 12	12/0/2024
52	Dec 26	12/20/2024
1	Jan 2, 2025	12/27/2024

# **The Home News**

### **Annual Supplements**

Inserted into every copy of The Home News

Health & Wellness- Feb. 8 **Home & Garden- March 28** The Dish-June 27 Pets- Aug. 29 Auto-Oct. 31



#### **How much?**

Inside Front & Back Cover 6.5" x 9.5" \$275/ea

Full page 6.5" x 9.5" **\$230** Half page 6.5" x 4.625" **\$155** Quarter page 3.125" x 4.625" \$80 Business card 3.125" x 2" \$60



#### **PRINT**

- 3,000 print copies published weekly
- Home delivery to subscribers
- Available at the newsstand throughout **Northampton County**

#### **DIGITAL**

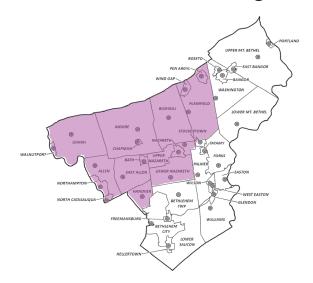
- Digital subscribers
- Every issue is available online at www.HomeNewsPA.com
- Shared with social media followers 🕝 🧿 in 🔀







#### The Home News is most heavily concentrated in the following areas



# The Home News

# **Legal/Public Notices**

\$2.20/line (around 5 words per line) + \$5 Affidavit fee Due Mondays at noon May be submitted via email, fax or mail

#### **Obituaries**

\$40 with photo \$35 without photo Due Mondays at noon Must be submitted via email

#### Classified Ad Rates

Visit www.HomeNewsPA.com to submit your classified online, or email your copy to classified@homenewspa.com Due Mondays at noon

\$10	First 25 words
\$15	26-45 words
\$22	46-65 words
\$28	66-85 words
\$35	86-105 words
45 cents/word	106 or more words

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

# Digital (The Home News website)

Average of 16,000 monthly impressions

and 10,000 unique visitors 4x3 \$30/week \$100/month

#### **Social Media**

Sponsored post on 🕝 💿
Over 5,000 followers combined \$50



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