

# BLUE MOUNTAIN TOWN & COUNTRY GAZETTE

*The Blue Mountain Town & Country Gazette* is a bi-monthly community-oriented publication that has been serving readers and businesses across Carbon, Lehigh, and Northampton Counties since 1985. Over 11,000 copies are published on the first and third Thursday of every month and distributed throughout the area. Every issue is also available on our website and our Facebook page. Direct mail subscriptions are available for \$50/year.

*The Gazette* is intended to be a resource for readers, full of hyperlocal news.



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**[www.townandcountrygazette.com](http://www.townandcountrygazette.com) | [news@townandcountrygazette.com](mailto:news@townandcountrygazette.com)**

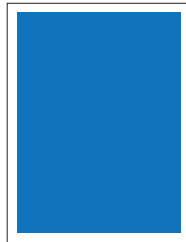
# ADVERTISING RATES

Over  
11,000 Copies  
Distributed  
Bimonthly.  
Bonus distribution  
at special events  
throughout  
the year.

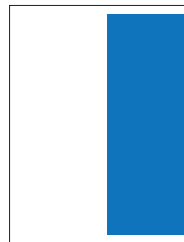
Ask About  
Long-Term  
Contract  
Discounts

AD SIZE	1x B & W	1x Color	6 x B & W	6 x Color	12 x B & W	12 x Color
Full Page V	\$256	\$305	\$250	\$298	\$243	\$292
1/2 Page	\$161	\$177	\$156	\$173	\$153	\$169
1/4 Page	\$93	\$106	\$90	\$103	\$87	\$100
1/8 Page	\$51	\$65	\$49	\$61	\$46	\$57
Business Card	\$41	\$46	\$39	\$44	\$37	\$42

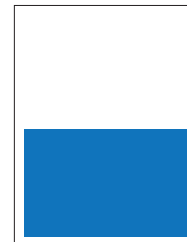
AD SIZE	18x B & W	18x Color	24 x B & W	24 x Color
Full Page V	\$237	\$285	\$215	\$263
1/2 Page	\$149	\$166	\$143	\$160
1/4 Page	\$83	\$94	\$77	\$88
1/8 Page	\$43	\$53	\$37	\$46
Business Card	\$35	\$40	\$30	\$36



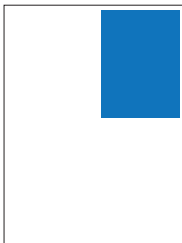
Full Page Vertical  
6.5 x 9.5



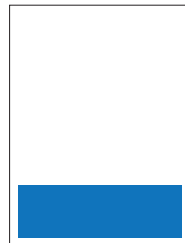
1/2 Page Vertical  
3.125 x 9.5



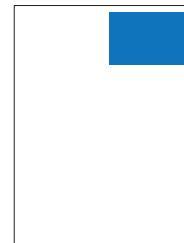
1/2 Page Horizontal  
6.5 x 4.625



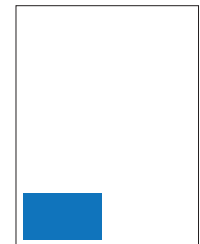
1/4 Page Vertical  
3.125 x 4.625



1/4 Page Horizontal  
6.5 x 2.25



1/8 Page  
3.125 x 2.25



Business Card  
3.125 x 2

## CLASSIFIED RATES

<b>\$10</b>	<b>0-25 words</b>
<b>\$15</b>	<b>26-45 words</b>
<b>\$20</b>	<b>46-65 words</b>
<b>\$25</b>	<b>66-85 words</b>
<b>\$30</b>	<b>86-105 words</b>
<b>\$35</b>	<b>106-125 words</b>

### Town & Country Gazette 2023 Classified Ad Policy

Classifieds must be pre-paid. There will be NO REFUNDS after a classified ad has been printed. If an ad runs incorrectly at the fault of the paper, we will offer a complimentary ad in the next edition or on our Facebook page depending on timeliness of the content.



**Digital Advertising** (specs: 72 Dpi, RGB) Small: 1.736" x 1.736" (125 x 125 pixels) \$25/month  
Medium: 4.167" x 5.278" (300 x 380 pixels) \$45/month Large: 4.167" x 5.833" (300 x 420 pixels) \$70/month

# PRODUCTION SCHEDULE

## Jan. A

Publication Date  
January 5, 2023  
*ISSUE FOCUS*  
New Year's/New You  
Advertising Deadline  
December 28, 2022

## Jan. B

Publication Date  
January 19, 2023  
*ISSUE FOCUS*  
Taxes/Thyroid/Trafficking  
Advertising Deadline  
January 11, 2023

## Feb. A

Publication Date  
February 2, 2023  
*ISSUE FOCUS*  
Bridal/American Heart Month  
Advertising Deadline  
January 25, 2023

## Feb. B

Publication Date  
February 16, 2023  
*ISSUE FOCUS*  
Senior Care  
Advertising Deadline  
February 8, 2023

## Mar. A

Publication Date  
March 2, 2023  
*ISSUE FOCUS*  
Community/Brain Tumor/Colon  
Advertising Deadline  
February 22, 2023

## Mar. B

Publication Date  
March 16, 2023  
*ISSUE FOCUS*  
Gardening/Get Ready for Spring  
Advertising Deadline  
March 8, 2023

## Apr. A

Publication Date  
April 6, 2023  
*ISSUE FOCUS*  
Easter/Beauty/Autism  
Advertising Deadline  
March 29, 2023

## Apr. B

Publication Date  
April 20, 2023  
*ISSUE FOCUS*  
Real Estate/Home Improvement  
Advertising Deadline  
April 12, 2023

## May A

Publication Date  
May 4, 2023  
*ISSUE FOCUS*  
Mother's Day/Camping/Fitness  
Advertising Deadline  
April 26, 2023

## May B

Publication Date  
May 18, 2023  
*ISSUE FOCUS*  
Memorial Day/Healthy Vision  
Advertising Deadline  
May 12, 2023

## June A

Publication Date  
June 1, 2023  
*ISSUE FOCUS*  
Farmers Market  
Advertising Deadline  
May 26, 2023

## June B

Publication Date  
June 15, 2023  
*ISSUE FOCUS*  
Summer Fun/Father's Day  
Advertising Deadline  
June 7, 2023

## July A

Publication Date  
July 6, 2023  
*ISSUE FOCUS*  
Automotive  
Advertising Deadline  
June 28, 2023

## July B

Publication Date  
July 20, 2023  
*ISSUE FOCUS*  
Pet Issue  
Advertising Deadline  
July 12, 2023

## Aug. A

Publication Date  
August 3, 2023  
*ISSUE FOCUS*  
Health & Wellness  
Advertising Deadline  
July 26, 2023

## Aug. B

Publication Date  
August 17, 2023  
*ISSUE FOCUS*  
Back to School/Eye Exam  
Advertising Deadline  
August 9, 2023

## Sept. A

Publication Date  
September 7, 2023  
*ISSUE FOCUS*  
Restaurant  
Advertising Deadline  
August 29, 2023

## Sept. B

Publication Date  
September 21, 2023  
*ISSUE FOCUS*  
Getting Ready for Fall  
Advertising Deadline  
September 13, 2023

## Oct. A

Publication Date  
October 5, 2023  
*ISSUE FOCUS*  
Plumbing & Heating  
Advertising Deadline  
September 27, 2023

## Oct. B

Publication Date  
October 19, 2023  
*ISSUE FOCUS*  
Halloween/Sweet Treats/Phys. Ther.  
Advertising Deadline  
October 11, 2023

## Nov. A

Publication Date  
November 2, 2023  
*ISSUE FOCUS*  
Veterans Day/Getting Ready for Winter/Diabetes  
Advertising Deadline  
October 25, 2023

## Nov. B

Publication Date  
November 16, 2023  
*ISSUE FOCUS*  
Thanksgiving/Small Business Saturday  
Advertising Deadline  
November 8, 2023

## Dec. A

Publication Date  
December 7, 2023  
*ISSUE FOCUS*  
Winter  
Advertising Deadline  
November 29, 2023

## Dec. B

Publication Date  
December 21, 2023  
*ISSUE FOCUS*  
Christmas  
Advertising Deadline  
December 13, 2023



**And don't forget about our  
January A issue in 2024!  
Publication Date: Jan. 4  
Deadline: Dec. 27**

**PLUS**  
Showcase your  
business on our  
website ...



... OR  
Facebook  
page.  
Ask us how!





**BLUE MOUNTAIN  
TOWN & COUNTRY  
GAZETTE  
COVERAGE AREA**

