

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 Lehigh and Northampton Counties since 1985. Over 11,000 copies are published on the 1st and 3rd Thursday of every month and distributed throughout the area.

*Shining a Light on our
Community for 39 Years*



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ABOUT THE BLUE MOUNTAIN TOWN & COUNTRY GAZETTE

- **Our Mission**

We Shine a Light in our Community to Inspire a Life Full of Experiences, Passion, Purpose and Pride in our Community.

- **We Connect You to Our Community**

With a Long-Term Multi-Media Brand Strategy that Aligns You with Positive Content.

- **Building a Legacy**

Our Clients have been part of the Town & Country Gazette for many years and we would like to thank them for all of our years together.

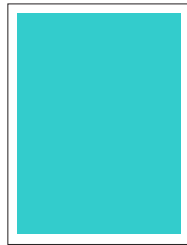


Over
11,000 Copies
 Distributed
Bimonthly.
 Bonus distribution
 at special events
 throughout
 the year.

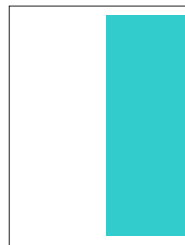
Ask About
 Long-Term
 Contract Discounts

AD SIZE	1x B & W	1x Color	6 x B & W	6 x Color	12 x B & W	12 x Color
Full Page V	\$266	\$315	\$260	\$308	\$253	\$302
1/2 Page	\$169	\$185	\$164	\$181	\$161	\$177
1/4 Page	\$99	\$112	\$96	\$109	\$93	\$106
1/8 Page	\$55	\$69	\$53	\$65	\$50	\$61
Business Card	\$43	\$48	\$41	\$46	\$39	\$44

AD SIZE	18x B & W	18x Color	24 x B & W	24 x Color
Full Page V	\$247	\$295	\$225	\$273
1/2 Page	\$157	\$174	\$151	\$168
1/4 Page	\$89	\$100	\$83	\$94
1/8 Page	\$47	\$57	\$41	\$50
Business Card	\$37	\$42	\$32	\$38



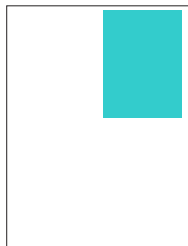
Full Page Vertical
 6.5 x 9.5



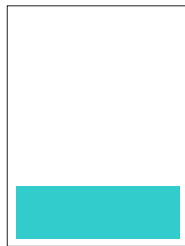
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 3.125 x 9.5



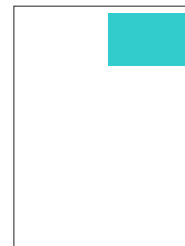
1/2 Page Horizontal
 6.5 x 4.625



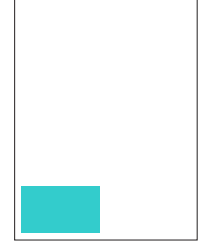
1/4 Page Vertical
 3.125 x 4.625



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

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

Town & Country Gazette 2024 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

ISSUE SCHEDULE

Jan. A

Publication Date
January 4, 2024
ISSUE FOCUS
New Year's/New You
Advertising Deadline
December 27, 2023

Jan. B

Publication Date
January 18, 2024
ISSUE FOCUS
Taxes
Advertising Deadline
January 10, 2024

Feb. A

Publication Date
February 1, 2024
ISSUE FOCUS
Bridal/American Heart Month
Advertising Deadline
January 24, 2024

Feb. B

Publication Date
February 15, 2024
ISSUE FOCUS
Senior Care
Advertising Deadline
February 7, 2024

Mar. A

Publication Date
March 7, 2024
ISSUE FOCUS
Community/
Advertising Deadline
February 28, 2024

Mar. B

Publication Date
March 21, 2024
ISSUE FOCUS
Gardening/Get Ready for Spring
Advertising Deadline
March 13, 2024

Apr. A

Publication Date
April 4, 2024
ISSUE FOCUS
Easter/Beauty
Advertising Deadline
March 27, 2024

Apr. B

Publication Date
April 18, 2024
ISSUE FOCUS
Real Estate/Home Improvement
Advertising Deadline
April 10, 2024

May A

Publication Date
May 2, 2024
ISSUE FOCUS
Mother's Day/Camping/Fitness
Advertising Deadline
April 24, 2024

May B

Publication Date
May 16, 2024
ISSUE FOCUS
Memorial Day
Advertising Deadline
May 8, 2024

June A

Publication Date
June 6, 2024
ISSUE FOCUS
Farmers Market
Advertising Deadline
May 29, 2024

June B

Publication Date
June 20, 2024
ISSUE FOCUS
Summer Fun/Father's Day
Advertising Deadline
June 12, 2024

July A

Publication Date
July 4, 2024
ISSUE FOCUS
Automotive
Advertising Deadline
June 26, 2024

July B

Publication Date
July 18, 2024
ISSUE FOCUS
Pet Issue
Advertising Deadline
July 10, 2024

Aug. A

Publication Date
August 1, 2024
ISSUE FOCUS
Health & Wellness
Advertising Deadline
July 24, 2024

Aug. B

Publication Date
August 15, 2024
ISSUE FOCUS
Back to School
Advertising Deadline
August 7, 2024

Sept. A

Publication Date
September 5, 2024
ISSUE FOCUS
Restaurant
Advertising Deadline
August 28, 2024

Sept. B

Publication Date
September 19, 2024
ISSUE FOCUS
Getting Ready for Fall
Advertising Deadline
September 11, 2024

Oct. A

Publication Date
October 3, 2024
ISSUE FOCUS
Plumbing & Heating
Advertising Deadline
September 25, 2024

Oct. B

Publication Date
October 17, 2024
ISSUE FOCUS
Halloween/Sweet Treats
Advertising Deadline
October 9, 2024

Nov. A

Publication Date
November 7, 2024
ISSUE FOCUS
Veterans Day/Getting Ready for Winter
Advertising Deadline
October 30, 2024

Nov. B

Publication Date
November 21, 2024
ISSUE FOCUS
Thanksgiving/Small Business Saturday
Advertising Deadline
November 13, 2024

Dec. A

Publication Date
December 5, 2024
ISSUE FOCUS
Winter
Advertising Deadline
November 27, 2024

Dec. B

Publication Date
December 19, 2024
ISSUE FOCUS
Christmas
Advertising Deadline
December 11, 2024

