

ADVERTISE WITH

THESE EXCLUSIVE PLACEMENTS GIVE YOUR COMPANY THE ATTENTION IT DESERVES IN FRONT OF OVER 300 NEWS PUBLICATIONS ALONG WITH THEIR PROFESSIONAL STAFF.



The screenshot shows the homepage of the Pennsylvania NewsMedia Association website. At the top, there is a search bar and a navigation menu with links for About Us, Services, News & Publications, Events & Contests, Why Newspapers, Legal & Legislative, and Members Only. The main content area is divided into several sections:

- News:** A vertical sidebar on the left lists several news items, including "PNA Statement on the Office of Open Records", "Pennsylvania's Shield Law Protects Democracy, Ensures Freedom of the Press", "Legal Hotline: Newspaper Delivery During Snowstorms", "Accepting entries for the 2015 America East Digital Media Contest", and "Legal Hotline: Advertising Alcohol Delivery".
- Texting & Driving... it can wait:** A central graphic featuring a hand holding a phone with the text "TEXTING & DRIVING... it can wait" and a globe icon. Below it, a small text box states: "PNA is joining with AT&T to host an 'It Can Wait' editorial contest. The contest, which begins January 20, is open to high school students across Pennsylvania and provides students with the opportunity to win a \$500 prize for a column or editorial." A "Full story" link is provided.
- Events & Training:** A vertical sidebar on the right lists events such as "Noontime Update - Open Meetings" (February 06, 2015), "Noontime Update - Open Records" (February 13, 2015), "Sales Leadership Training: Managing, Motivating, Coaching and More" (February 17, 2015), "Writing Workshop: Write Like Your Hair Is on Fire" (March 18, 2015), and "2015 America East - March 30- April 1" (March 30, 2015).
- Contests & Awards:** A vertical sidebar on the right lists the "2015 America East Digital Media Contest" (February 13, 2015).
- Advertisements:**
 - A box ad for "Randy Bish's Statewide Editorial Cartoon Service" is located in the lower left, featuring a cartoon of a man talking on a phone and a sign that says "UNUSUAL CONDITIONS".
 - A "Golf Outing" advertisement is located in the lower right, featuring a golf ball and the text "WEDNESDAY, JULY 15, 2015" and "learn more at panewsmedia.org".

At the bottom of the page, there is a contact information bar: "Contact Us | 3899 North Front Street, Harrisburg PA 17110 | Phone: (717) 703-3000 | Fax: (717) 703-3001". Below this, there is a "PNA Poll" section with the question "Is the communication you receive from PNA pertinent to your work?" and radio button options for "Yes", "No", and "Occasionally", along with a "Submit" button.

A BOX AD

This campaign consists of a box format ad on the right side of the page and is run of site on www.panewsmedia.org. Availability is limited - only 10 offered per year.

Space 300p x 250p

\$2,950

TO LEARN MORE ABOUT THESE LIMITED OPPORTUNITIES, CONTACT OUR PUBLISHING PARTNER MULTIVIEW AT

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