

SECONDLOOK

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This week, take a second look at...

Big Book of Industry Promotion

Pennsylvania news media organizations promote their products, services and brand messages through a variety of platforms including advertising, marketing partnerships, events, community engagement initiatives and more. From community improvement programs, to holiday fundraisers, concert sponsorships, and social media contests, learn more about how Pennsylvania newspapers are actively engaging with readers, advertisers and the general public.

Download the Big Book of Industry Promotion



For more tips like this, call the Sales & Marketing Hotline at (717) 703-3041 or contact Jane Hungarter at JaneH@pa-news.org.