



TIMES NEWS
— MEDIA GROUP —

Multi-Media Advertising

Campaign Builder

Full, comprehensive catalog of
promotional opportunities to
highlight your business!

TIMES NEWS

1-800-443-0377

tnadvertising@tnonline.com

tnonline.com/advertising



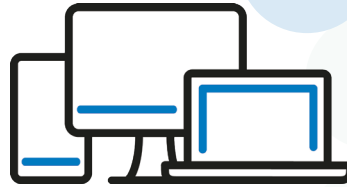
Why Advertise with Us?

Times News Media Group is dedicated to providing tailored campaigns that align with the business goals and target audiences of our local advertisers. Our company provides a wide variety of multi-media opportunities, including: print, digital advertising, content marketing, out-of-home, sweepstakes and contests, event sponsorships, and mailings.

With our engaged readers of the Times News and Lehigh Valley Press our business has provided trusted news to local citizens of Carbon, Schuylkill, Lehigh, Monroe, Northampton counties and the Lehigh Valley for over **50 years**. With over...



21,064 Daily TN Readers
30,452 Weekly LVP Readers



28,000 Daily TN Page Views
3,200 Daily LVP Page Views



63,600 Social Media Followers



2,600+ Weekly Newsletter Subscribers



10,000+ Contest/Promo Participants



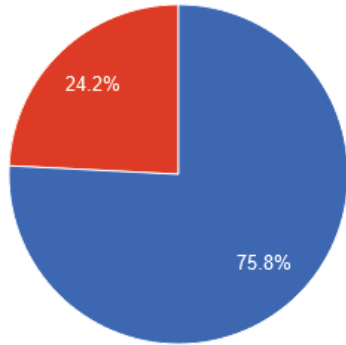
320+ Vending Machine and Store Locations

With so many ways to connect with unique, sought-after audiences that no other medium has access to, make sure you don't overlook your next opportunity to grab **your** audience. Schedule a consultation to build your next advertising campaign.

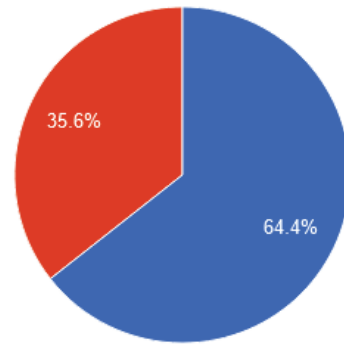
Your Audience

HOUSING

Carbon County Homeowners Vs Renters



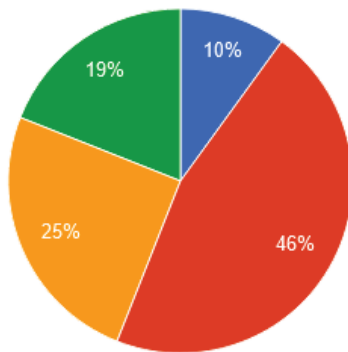
Lehigh County Homeowners Vs Renters



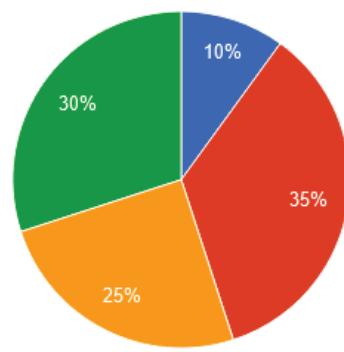
- Home Owners
- Renters

EDUCATION

Carbon County Education



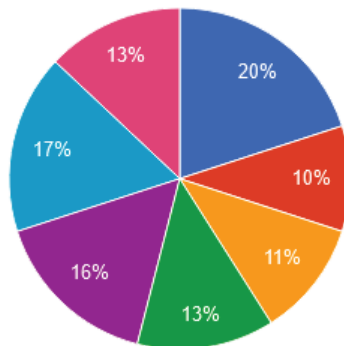
Lehigh County Education



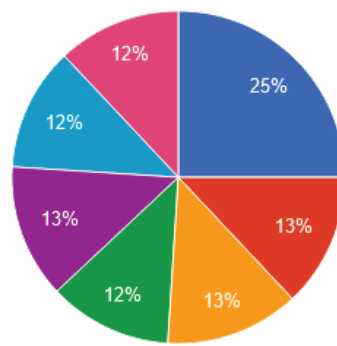
- Less than High School
- High School Grad
- Some College
- Bachelor's Degree or Higher

AGE

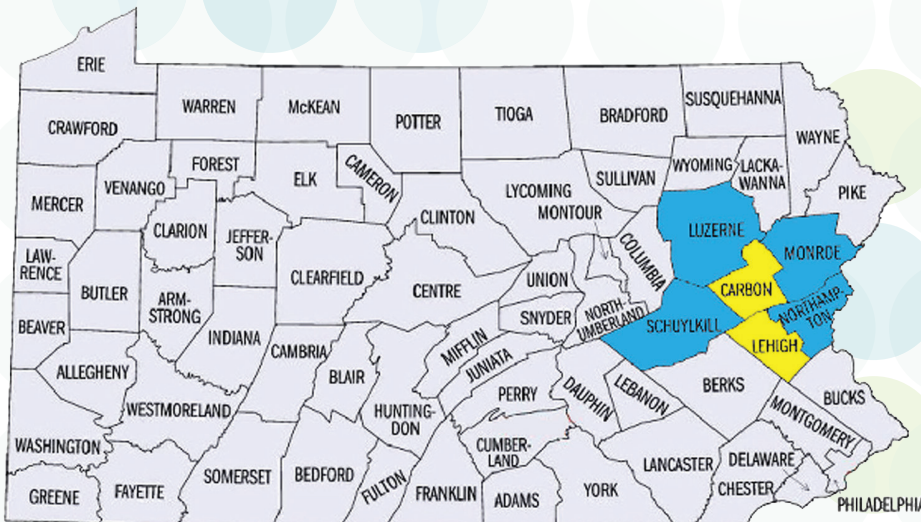
Carbon County Age



Lehigh County Age



- Under 20 Years
- Ages 20-29
- Ages 30-39
- Ages 40-49
- Ages 50-59
- Ages 60-69
- Ages 70+



TOTAL POPULATION

433,500
Carbon - 64,182
Lehigh - 369,318

HOUSING UNITS

Carbon - 34,883
Lehigh - 147,112

MEDIAN HOME VALUE

Carbon - \$146,400
Lehigh - \$208,200

INCOME

Carbon
\$57,006

Lehigh
\$63,897

Print Advertising

Reach over **50,000 engaged readers** with print publication advertising. This local audience is not commonly found online and can be difficult to target by other means. Know that, when you place a print ad with Times News or Lehigh Valley Press, readers see your advertising as content on local businesses. According to the 2023 Pulse of America shopping survey, **6 out of 10 Americans** use newspaper ads to make purchasing decisions and it remains to be the **number one** medium in traditional advertising (in front of television, email, radio, and billboards).

Included in this section is information on our:

- Times News Rates and Ad Sizes
- Front Page Advertising and Noteables
- Content Marketing
- Print and Insert Rates
- Monthly Special Pages
- Special Edition Schedule
- News and Views

Traditional Media Includes:

- Television
- Radio
- Newspapers
- Billboards
- Direct Mail
- Magazines

While it is commonly believed that most advertising lives digitally or on television, the most successful business strategies take on a multimedia approach: hitting different platforms at the same time. In fact, businesses who have used both traditional and digital advertising when promoting their products or services have shown **61 percent positive results** including increased recognition and customers.

When advertising in our newspaper, you will be paired with our design team to craft eye catching ads that fit your needs or are welcome to provide an ad of your own. Print estimations of ads can be provided upon request.

What do readers look for when reading their local paper?

- Announcements • Events • Business News • Job Postings
- School News • Live Entertainment • Community News
- Restaurants and Bar Specials • High School and College Sports
- Religious Services and Churches • Things to do in their local area

TIMES NEWS 2025 RATE SHEET

EFFECTIVE JANUARY 1, 2025. Ask your TIMES NEWS advertising sales rep. about the savings with TIMES NEWS Contract Rates

1x1 \$19.75
TUES \$14.81
Add Full Color
+ \$67.60

1x2
\$39.50
TUES \$29.62
Add Full Color
+ \$67.60

1x3
\$59.25
TUES \$44.44
Add Full Color
+ \$67.60

1x5
\$98.75
TUES \$74.06
Add Full Color
+ \$67.60

1x7
\$138.25
TUES \$103.69
Add Full Color
+ \$67.60

2x2
\$79.00
TUES \$59.25
Add Full Color
+ \$67.60

2x3
\$118.50
TUES \$88.87
Add Full Color
+ \$67.60

2x4
\$158.00
TUES \$118.50
Add Full Color
+ \$67.60

2x5
\$197.50
TUES \$148.12
Add Full Color
+ \$84.50

CONTRACT RATES

Col. Inch - 1 Insert

Open Rate.....	\$19.75
100".....	\$17.85
300".....	\$17.50
500".....	\$17.35
700".....	\$17.00
1,000".....	\$16.70
2,000".....	\$16.40
3,000".....	\$16.20
5,000".....	\$15.70
7,000".....	\$15.50
10,000".....	\$15.30

3x3
\$177.75
TUES \$133.31
Add Full Color
+ \$76.05

3x4
\$237.00
TUES \$177.75
Add Full Color
+ \$101.40

3x5
\$296.25
TUES \$222.19
Add Full Color
+ \$126.75

3x6
\$355.50
TUES \$266.62
Add Full Color
+ \$152.10

Commitment Pricing

One Month (26 insertions)

Display	Classified Display
\$7.90*	\$5.26*
PER DAY	PER DAY
(\$205.40 per column inch)	(\$136.76 per column inch)

*No Sunday publication

For more commitment pricing ask your ad rep.

Section Specific Pricing

Business Service

1x1	\$136.76
1x1.5	\$205.14
1x3	\$410.28
2x1	\$273.52
2x1.5	\$410.28
2x2	\$547.04

One month (26 insertions)

Comic Page

3x2	\$284.40
*6 day minimum run (add \$47.40/day)	
6x2	\$568.80
*6 day minimum run (add \$94.80/day)	

Weather Page

1x7	\$1,017.84
One month (24 insertions)	



FULL PAGE \$2,429.25

6 col. x 20.5"

TUES \$1,821.94
Add Full Color + \$278.85

HALF PAGE

3 col. x 20.5"..... \$1,214.63

6 col. x 10.5"..... \$1,244.25

TUES \$910.97 \$933.19
Add Full Color + \$278.85 + \$278.85

QUARTER PAGE \$622.13

3 col. x 10.5"

TUES \$466.60
Add Full Color + \$266.17

RATES CALCULATED AT OPEN RATE DISPLAY ROP FOR BLACK AND WHITE ADS. COLOR IS AN ADDITIONAL CHARGE. TN CONTRACT COMMITMENTS LOWER DISPLAY ROP RATES SUBSTANTIALLY.

Front Page, Front of Mind

TIMES NEWS

The FRONT PAGE of the FIRST SECTION

TOP - 6 columns (9.888") wide by 1" tall including Full Color!

Full Circulation - \$642.92 per day

Flat rate - contract rates and repeat discounts do not apply.

BOTTOM

- 6 columns (9.888") wide by 2" tall **Full Circulation - \$422.25 per day**

- 6 columns (9.888") wide by 3" tall **Full Circulation - \$633.35 per day**

Full color, Flat rate - contract rates and repeat discounts do not apply.

The FRONT PAGE of the SECOND SECTION - SPORTS

- 6 columns (9.888") wide by 2" tall including Full Color!

Full Circulation - \$362.15 First Day

Flat rate - contract rates do not apply. Repeat discount of 25% (within 5 publishing days).

No copy changes. \$271.61 repeat per day (First page of second section only)

LEHIGH VALLEY PRESS LVP

The FRONT PAGE of the FIRST SECTION

TOP - 4 columns (6.555") wide by 1" tall including Full Color!

Pricing per week: must run in all 4 zones - \$662.00

BOTTOM

- 5 columns (8.222") wide by 2.5" tall including Full Color!

Pricing per week: must run in all 4 zones - \$606.00

The FRONT PAGE of the FOCUS SECTION

- 6 columns (9.888") wide by 2" tall including Full Color!

Pricing per week: must run in all 4 zones - \$594.20

The FRONT PAGE of the SECOND SECTION - SPORTS

- 6 columns (9.888") wide by 2" tall including Full Color!

Pricing per week:

1 zone - \$214.10 2 zones - \$321.14 3 zones - \$428.22 4 zones - \$535.24

Note: No charges between zones and no additional discounts given for other weeks to run the same ad in these positions.



Rates based on rate card rates as of January 1, 2025 and subject to current rate card. Contract advertisers earn inches toward their contract obligation based on the paid space of the ad and number of zones.



Front Page 'Note'ables

Reservations and camera-ready copy due 21 days prior to insertion date for testing. (Mon.-Fri.)

A re-usable sticker
 With special adhesive, your ad can be peeled off and re-fixed to anything else for our readers to keep your ad in mind.

A variety of unusual standard shapes are available.
 Ask your Ad Rep. for more details

3in x 3in

LEHIGH VALLEY PRESS NOTEables Pricing (One side-includes Process color) Distribution

NOTE: 10,000 MINIMUM	Cost Per Thousand
10,000 - 22,000	\$80.45 CPM
22,001 - 69,000	\$73.40 CPM

Other shapes, scented and numbered options are available at additional pricing.

TIMES NEWS NOTEables Pricing (Based on 10,500 Distribution*) Full run - \$844.73

LEHIGH VALLEY PRESS NOTEables Pricing Ranges and Distribution*

10,000 min. - \$804.50	East Penn Press - 3,400
12,500 - \$1,005.63	Parkland Press - 2,600
15,000 - \$1,206.75	Whitehall-Coplay Press - 1,800
17,500 - \$1,407.88	Northwestern Press - 1,700
20,000 - \$1,609.00	Northampton Press - 1,900
25,000 - \$1,835.00	Salisbury Press - 900
Full run 17,000 - \$1,367.65	Catasauqua Press - 1,500
	Bethlehem Press - 2,600

*Please note distribution as of November 2025. Please check with ad rep for current numbers.

Content Marketing Package

\$499

\$399 - Digital only content

(includes everything listed below except 3x10.5 print ad)

How gardeners can control pests and also protect pollinators

PAID CONTENT

By JESSICA DAMIANO

Picture this: You've planted some milkweed, bee balm or California lilac, and you're delighted to see bees and butterflies fluttering about your garden. You feel good about nourishing pollinators and love the life those plants attract to your yard.

As you stroll past your beds to check on your tomatoes, you notice they're covered in black dots. Upon closer inspection, it becomes apparent your plants are infested with aphids.

If your instinct is to reach for a chemical pesticide — stop. Although it might eliminate your aphid problem, it will also threaten beneficial insects, which pollinate plants and keep pests under control. Instead, apply the principles of integrated pest management, or IPM.

The practice starts with accepting that a certain pest presence is tolerable. Only when that threshold is exceeded should a control be considered. Your first defense should always be the most benign method available. This is where common sense prevails, and it should apply inside the home as well as in the garden.

Take my basement: Every spring, the ants come marching in, but instead of spraying the perimeter of my house with a pesticide, I place ant traps wherever I see activity. After a few days, the colony collapses, and the problem is solved.

All butterflies start out as caterpillars, and all caterpillars chew on plants. So I consider any plant that doesn't have at least some holes in its leaves useless to the ecosystem. Tolerate some leaf munching and let nature run its course.

Back to your tomatoes: IPM would dictate washing aphids off with a strong stream of hose water. It usually works. But if they continue to return after several attempts, and you believe you need to escalate, take baby steps.

In this case, the next step would be insecticidal soap, a nontoxic pesticide that's safe for people, beneficial insects (when dry) and most plants (read the label to ensure your plant isn't one of the few that are sensitive to the product).

As a rule, prevention is the best treatment. Inspect plants — including under their leaves — before bringing them home from the nursery. Reject any that show signs of disease or infestation.

Forego instant gratification and space plants appropriately to allow for their mature sizes. Crowded plants retain moisture and foster mold, mildew and fungal diseases.

Practice good sanitation by regularly clearing away the plant's fallen leaves, fruit and debris, which invite insects, rodents and pathogens if allowed to remain on the ground.

When you do see pests like aphids, wash them away. Dab scale insects with a cotton swab



dipped in rubbing alcohol. Pick off tomato hornworms and cabbage worms by hand (unless they're covered with the white eggs of braconid wasps, which are little parasite hitmen that will do the killing for you).

Traps can be used to capture slugs. Set shallow containers of beer around affected plants or place small wooden boards on the soil surface overnight. You'll likely have a jar full of drowned slugs — or a congregation of live ones under the boards — to dispose of in the morning.

If you decide a pesticide is necessary, select it carefully and follow the directions and precautions on the label. Avoid using any pesticides in extreme heat, on windy days or when plants are damp, and apply them only early in the morning or at night, when pollinators are inactive. It might hurt, but consider removing flowers from the plant to lessen the risk to beneficial insects foraging for pollen and nectar. In most cases, more blooms will come.

These pesticides are generally considered safe for pollinators when applied correctly.

Insecticidal soap is a nontoxic option that kills aphids, adelgids, lace bugs, leafhoppers, mealybugs, thrips, scale, sawfly larvae, spider mites and whiteflies by suffocation rather than poisoning. It must be sprayed directly on the insects and loses its effectiveness once it dries.

Horticultural oil, another suffocant, is effective against adelgids, aphids, leafhoppers, mealybugs, mites, scale, spider mites, thrips and whiteflies. The product must come into direct contact with insects while it's wet and becomes safe for beneficial insects (and ineffective against pests) once it dries.

Neem oil, a pesticide derived from the seeds of the neem tree, is effective against aphids, adelgids, beetles, borers, leafhoppers, leafminers, mealybugs, scale, tent caterpillars, thrips, webworms, weevils and whiteflies.

Bacillus thuringiensis (Bt) is a naturally occurring soil bacteria used as a pesticide. Several strains are available, each targeting different pests, so read the label to ensure the product you buy is appropriate for your needs. Some strains are toxic to monarch butterfly caterpillars, so don't apply them on or near milkweed, which is their only food source.



Includes:

- Content article (approximately 750 words, supplied by customer)
- Listed on the tnonline.com home page under the paid content section for 24 hours. After the first day, article will be moved to the Advertising page under the paid content section indefinitely
- 3x10.5 print ad in the Times News which will contain the content marketing article. Ad will publish within one week of tnonline.com debut
- 20,000 digital impressions within 30 days on tnonline.com directing readers to the article
- Facebook post with link to article the day it will appear online

BOOST IT! \$25 add-on to boost the Facebook Post as an ad.

We welcome all content that meets our editorial guidelines. We reserve the right to edit content to correct spelling or grammar.

2025 Print & Insert Rates

C.P.M. Cost Per Thousand

8 1/2 x 11 Printed 1 Side - Black Ink Only	
Distribution	C.P.M.
2,000 - 2,499	\$100
2,500 - 4,999	\$91
5,000 - 9,999	\$88
10,000 - \$14,999	\$86
15,000 - 19,999	\$82
20,000+	\$80

8 1/2 x 11 Printed 2 Sides - Black Ink Only	
Distribution	C.P.M.
2,000 - 2,499	\$126
2,500 - 4,999	\$106
5,000 - 9,999	\$101
10,000 - \$14,999	\$97
15,000 - 19,999	\$92
20,000+	\$91

11 x 17 Printed 2 Sides - Black Ink Only Folded to 4 page 8 1/2 x 11	
Distribution	C.P.M.
2,000 - 2,499	\$218
2,500 - 4,999	\$189
5,000 - 9,999	\$168
10,000 - \$14,999	\$151
15,000 - 19,999	\$146
20,000+	\$144

Additional Options: (price per 1,000 copies)	
One Color	\$22.00 per side
Two Colors	\$23.00 per side
Full color	\$24.00 per side
Pastel Paper (8.5x11)	\$13
Gloss Paper (8.5x11)	\$24.50
Bright Paper (8.5x11)	\$25.00
Folding	\$30
Perforations	\$30

Please contact your Advertising Representative for circulation figures for desired distribution.

Insert copy deadline for print & inserts due 2 to 3 weeks prior to insertion date desired.

Deadline varies depending on size, copy and print time availability.



All inserts designed and printed by **TN Printing**
A Division of TIMES NEWS Media Group

Have inserts pre-printed? Get them inserted with our pre-print rates.

Local Pre-printed Inserted Charges	
single sheet inserts	\$36 CPM
up to 16 tab pages or 8 broadsheet pages	\$46 CPM
20 to 24 tab pages or 10-12 broadsheet pages	\$51 CPM
28 to 32 tab pages or 14-16 broadsheet pages	\$56 CPM
36 to 40 tab pages or 18-20 broadsheet pages	\$61 CPM
48 tab pages or 24 broadsheet pages	\$66 CPM

Talk to your sales representative for pre-print frequencies or 100 or more per year.
Pre-prints may be zoned - maximum size 10 1/2" x 11". Larger sizes must come quarterfolded.

2025 Monthly Special Pages

Target readers who are looking for your particular services and/or offers. These monthly special pages provide opportunities to frame your business in special sections at discount pricing. Join other advertisers in highlighting your business. Ads must be approved before deadline.

Pages	Deadline	Publication	Ad Sizes (col. X in.)	Pricing
January				
Job Opportunity	December 3 & Jan 15	January 7 & 21	Refer to Classified Pricing	
Health and Fitness	January 8	January 14	Refer to Special Page Pricing	
Here's My Card	January 9	January 15	2 x 2	\$41.47
Financial Planning	January 15	January 21	Refer to Special Page Pricing	
February				
Boy Scout Week	January 28	February 3	Refer to "What A Day" Pricing	
Valentine's Day	January 29	February 4	Refer to Special Page Pricing	
Big Game	January 29	February 4	Refer to Special Page Pricing	
Job Opportunity	Jan 29 & Feb 12	February 4 & 18	Refer to Classified Pricing	
Here's My Card	February 13	February 19	2 x 2	\$41.47
March				
Spring Thing	February 26	March 4	Refer to Special Page Pricing	
Job Opportunity	Feb 26 & March 12	March 4 & 18	Refer to Classified Pricing	
Girl Scout Week	March 4	March 10	Refer to "What A Day" Pricing	
Health and Fitness	March 5	March 11	Refer to Special Page Pricing	
Here's My Card	March 19	March 13	2 x 2	\$41.47
April				
Fishing	March 26	April 1	Refer to Special Page Pricing	
Job Opportunity	March 26 & April 9	April 1 & 15	Refer to Classified Pricing	
Health and Fitness	April 2	April 8	Refer to Special Page Pricing	
Easter Services	April 9	April 15	Refer to Special Page Pricing	
Here's My Card	April 10	April 16	2 x 2	\$41.47
Gardening	April 16	April 22	Refer to Special Page Pricing	
May				
New Homeowners Day	April 25	May 1	Refer to "What A Day" Pricing	
Mother's Day	April 30	May 6	Refer to Special Page Pricing	
Job Opportunity	April 30 & May 14	May 6 & 20	Refer to Classified Pricing	
Health and Fitness	May 7	May 13	Refer to Special Page Pricing	
Here's My Card	May 15	May 21	2 x 2	\$41.47
June				
National Auto Service Professional Day	May 27	June 2	Refer to "What A Day" Pricing	
Job Opportunity	May 28 & June 11	June 3 & 17	Refer to Classified Pricing	
Father's Day	June 4	June 10	Refer to Special Page Pricing	
Health and Fitness	June 4	June 10	Refer to Special Page Pricing	
Here's My Card	June 12	June 18	2 x 2	\$41.47
United Way Day of Action	June 17	June 21	Refer to "What A Day" Pricing	
National Beautician's Day	June 20	June 26	Refer to "What A Day" Pricing	
National Insurance Awareness Day	June 24	June 28	Refer to "What A Day" Pricing	

Classified Pricing		"What a Day" Pricing		Special Pages Pricing	
Ad Sizes (col. X in.)	Pricing	Ad Sizes (col. X in.)	Pricing	Ad Sizes (col. X in.)	Pricing
Business Card (3 x 2)	\$59.17	Business Card (2 x 2)	\$79.00	Business Card (2 x 2)	\$59.25
3 x 3	\$88.76	2 x 3	\$118.50	2 x 3	\$88.87
3 x 4	\$118.35	2 x 4	\$158.00	2 x 4	\$118.50
3 x 5	\$147.94	2 x 5	\$197.50	2 x 5	\$148.12
		4 x 3	\$237.00	4 x 3	\$177.75

2025 Monthly Special Pages Continued

Pages	Deadline	Publication	Ad Sizes (col. X in.)	Pricing
July				
Job Opportunity	June 25 & July 9	July 1 & 15	Refer to Classified Pricing	
Christmas in July	July 2	July 8	Refer to Special Page Pricing	
Health and Fitness	July 2	July 8	Refer to Special Page Pricing	
Here's My Card	July 10	July 16	2 x 2	\$41.47
August				
4-H	July 29	August 2	Refer to "What A Day" Pricing	
Back To School	July 30	August 5	Refer to Special Page Pricing	
Job Opportunity	July 30 & Aug 13	August 5 & 19	Refer to Classified Pricing	
Health and Fitness	August 6	August 12	Refer to Special Page Pricing	
Here's My Card	August 14	August 20	2 x 2	\$41.47
September				
Fall Happenings	August 27	September 2	Refer to Special Page Pricing	
Job Opportunity	Aug 27 & Sept 10	September 2 & 16	Refer to Classified Pricing	
Health and Fitness	September 3	September 9	Refer to Special Page Pricing	
Here's My Card	September 11	September 17	2 x 2	\$41.47
National Hunting & Fishing	September 17	September 23	Refer to Special Page Pricing	
October				
National Fire Prevention Week	September 30	October 6	Refer to "What A Day" Pricing	
Fall Bargains	October 1	October 7	Refer to Special Page Pricing	
Job Opportunity	October 1 & 15	Oct 7 & 21	Refer to Classified Pricing	
Breast Cancer	October 1	October 7	1 x 2	\$29.62
Women in Business	October 8	October 14	2 x 3	\$88.87
Health and Fitness	October 8	October 14	Refer to Special Page Pricing	
Here's My Card	October 9	October 15	2 x 2	\$41.47
Trick or Treat	October 15	October 21	1 x 3	\$44.44
November				
Hunting	October 29	November 4	Refer to Special Page Pricing	
Job Opportunity	Oct 29 & Nov 12	November 4 & 18	Refer to Classified Pricing	
Health and Fitness	November 5	November 11	Refer to Special Page Pricing	
Veteran's Day	November 5	November 11	Refer to "What A Day" Pricing	
Here's My Card	November 13	November 19	2 x 2	\$41.47
Black Friday	November 19	November 25	Refer to Special Page Pricing	
December				
National Day of Giving	November 26	December 2	2 x 3	\$88.87
Gift Certificate	November 26	December 2	2 x 2	\$59.25
Job Opportunity	Nov 26 & Dec 10	December 2 & 16	Refer to Classified Pricing	
Health and Fitness	December 3	December 9	Refer to Special Page Pricing	
Gift Guide	December 3	December 9	Refer to Special Page Pricing	
Christmas Eve Services	December 10	December 16	Refer to Special Page Pricing	
Here's My Card	December 11	December 17	2 x 2	\$41.47
New Years Eve	December 17	December 23	Refer to Special Page Pricing	

Classified Pricing

Ad Sizes (col. X in.)	Pricing
Business Card (3 x 2)	\$59.17
3 x 3	\$88.76
3 x 4	\$118.35
3 x 5	\$147.94

"What a Day" Pricing

Ad Sizes (col. X in.)	Pricing
Business Card (2 x 2)	\$79.00
2 x 3	\$118.50
2 x 4	\$158.00
2 x 5	\$197.50
4 x 3	\$237.00

Special Pages Pricing

Ad Sizes (col. X in.)	Pricing
Business Card (2 x 2)	\$59.25
2 x 3	\$88.87
2 x 4	\$118.50
2 x 5	\$148.12
4 x 3	\$177.75

2025 Special Edition Schedule

Put your business at the forefront of these special publications. Inserted in the Times News and Lehigh Valley Press, these special booklets offer readers information on upcoming events, important skills, and valuable advice throughout the year. These highly popular special editions provide unique opportunities for your business to be front and center to engage audiences with specific interests and hobbies.

Special Edition	Ad Deadline	TN Pub Date	LVP Pub Date	Type
January				
Puzzle Book	January 6	January 23	January 22 & 23	Mini
Bridal*	January 13	January 30	January 29 & 30	Mini
February				
Medical Book*	January 27	February 13	February 12 & 13	Mini
March				
Spring Education Guide*	February 17	March 6	March 5 & 6	Mini
April				
Legal Guide*	March 17	April 3	April 2 & 3	Mini
Spring Home & Garden*	March 24	April 10	April 9 & 10	Tab
May				
Business Journal	April 14	May 1	April 30 & May 1	Mini
Staycation*	April 21	May 8	May 7 & 8	Mini
Spring Car Care*	April 28	May 15	May 14 & 15	Mini
June				
TN Graduation	TBD	TBD		Tab
LVP Graduation	TBD		TBD	Tab
Schnecksville Fair	TBD	TBD	TBD	Tab
August				
Carbon County Fair	TBD	TBD		Mini
West End Fair	July 28	August 14	August 13 & 14	Mini
High School Football	TBD	TBD		Tab
High School Fall Sports	TBD		TBD	Tab
September				
Palmerton Festival	August 18	September 4		Mini
Fall Car Care*	August 29	September 18	September 17 & 18	Mini
Fall Home & Garden*	August 8	September 25	September 24 & 25	Tab
October				
Readers' Choice	TBD	TBD		Tab
Senior Guide*	September 30	October 17	October 16 & 17	Mini
November				
Cookbook	October 21	November 7	November 6 & 7	Mini
Gift Guide	TBD		TBD	Mini

*ads 1/4 page or larger in these editions receive a FREE press release of equal size.

TV NEWS N VIEWS

PUBLISHED EVERY WEEK

2024 - 2025 Rate Card



AD SIZE	52 WEEK	26 WEEK
Rate per inch	\$12.00	\$14.00
2"	\$24.00	\$28.00
3"	\$36.00	\$42.00
4"	\$48.00	\$56.00
5"	\$60.00	\$70.00
6"	\$72.00	\$84.00
7"	\$84.00	\$98.00
8"	\$96.00	\$112.00
9"	\$108.00	\$126.00
10"	\$120.00	\$140.00
11"	\$132.00	\$154.00
12"	\$144.00	\$168.00
13"	\$156.00	\$182.00

PREMIUM POSITIONS		
Skybox 10"	\$120.00	\$140.00
Side Strip 18"	\$216.00	\$252.00
Left Bottom Strip 12"	\$144.00	\$168.00
Right Bottom Strip"	\$144.00	\$168.00

VALUE ADDED PACKAGE

Full color

Guaranteed placement

Change ad copy weekly

Pick up following week in Times News

Included full color 1/8 page quarterly

First Publish Date:

Friday

December 13, 2024

BENEFITS

Full color

Guaranteed placement

Change ad copy weekly

Pick up following week in Times News

Included full color 1/8 page quarterly

*Advertising spaces are available on a first come, first serve basis

Digital Advertising

Place your business in front of over 31,000 daily users on search engine preferred webpages. **tnonline.com** and **lvnews.com** offer relevant, trusted local news that hits the top results in search engine algorithms. We offer special package rates when you schedule print and digital advertising with Times News Media Group.

Want to build your social media presence? Try our customizable Facebook Advertising that targets your ideal audience.* With only **4 percent** of Facebook followers receiving your page's content, this is great for maximizing your page effectiveness and building brand awareness for your business.

If you want to stand out with a unique digital promotion, check out our sweepstakes, quizzes and surveys that allow you to build an interactive and memorable experience for your customers.

NEW! Got an event you want to promote? We have you covered with our ticketing and community calendar. Post your event on our website, sell tickets, and be featured in our weekly newsletter with over 3,000 subscribers completely **free** for hosts.

Ask about how you can receive details on digital impressions, reporting, lead generation and more when you invest in your business' digital advertising.

*Facebook Advertising requires an active Facebook account and advertiser approval.

Included in this section is information on our:

- Digital Rates
- Print & Digital Packages
- Sponsored Facebook Advertising
- Sweepstakes, Quizzes and Surveys
- Ticketing & Community Calendar

Google loves news websites because they are trusted and frequently updated. Which is why news websites appear on top of search results.

6 out of 10 Americans make purchasing decisions based on advertising in news brands. Especially in these industries.

- Appliances • Automobiles • Auto Maintenance • Financial Services
- Drug Stores • Educational Opportunities • Electronics • Groceries
- Home Furnishings • Home Improvement • Jewelry • Liquor Stores
- Sporting Goods • Restaurants and Bars • Home Services



TIMES NEWS
tnonline.com
lvpnews.com

Digital Only Rates

Run of Site

Starting at \$200 for 20K impressions
 (+\$50 for each additional 5K)

Contract Rate:

Starting at \$160 for 20K impressions
 (+\$40 for each additional 5K)

Obituary Page Targeting

Starting at \$230 for 20K impressions
 (+\$57.50 for each additional 5K)

Contract Rate:

Starting at \$184 for 20K impressions
 (+\$46 for each additional 5K)



Ad Sizes on Site
970x90 Top & Bottom Leaderboard
300x600 Right Hand Rail
300x250 Right Hand Rail & In Story
320x50 Mobile
728x90 Tablet Top & Bottom



Print & Digital Packages*

2x2

(4) 2x2 full color ads per month
10,000 digital impressions

\$149.00 per month

2x2

(8) 2x2 full color ads per month
20,000 digital impressions

\$299.00 per month

2x4

(8) 2x4 full color ads per month
40,000 digital impressions

\$599.00 per month

4x5

(8) 4x5 full color ads per month
75,000 digital impressions

\$999.00 per month

3x10

(8) 3x10 full color ads per month
112,500 digital impressions

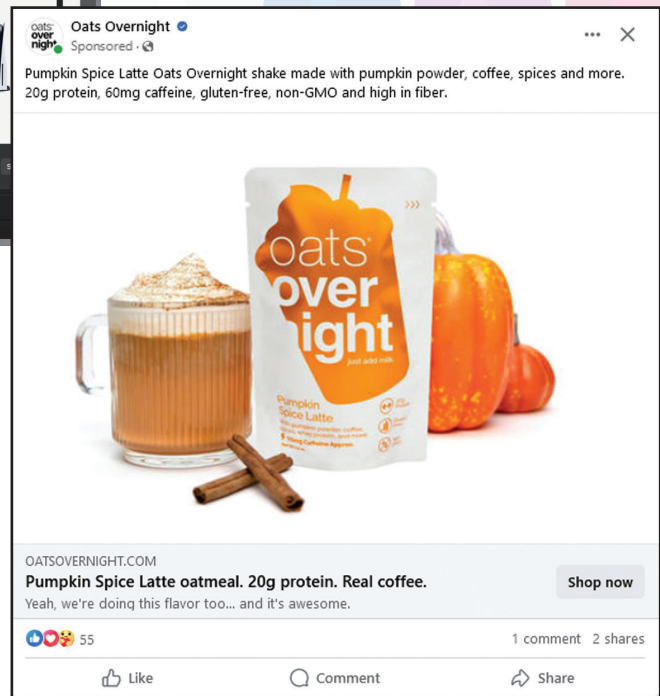
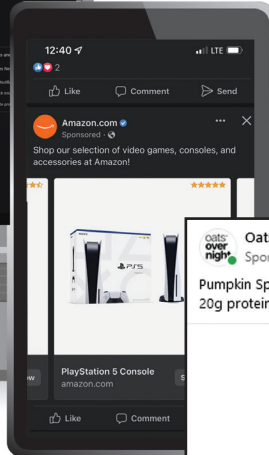
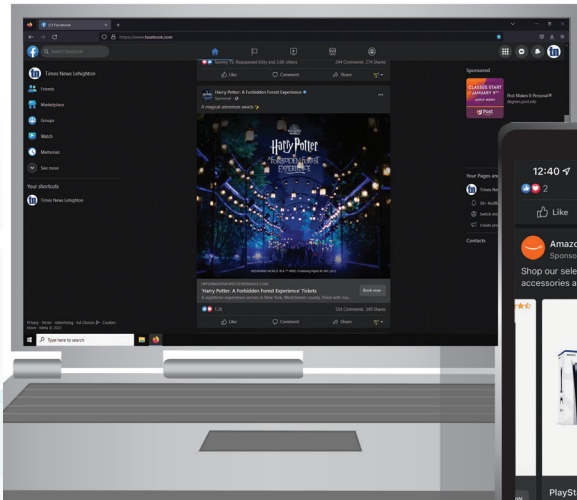
\$1,499.00 per month

*packages are a minimum of 3 months

Sponsored Facebook Advertising

Get your message to your ideal audience with

TARGETED Facebook Ads.



Sponsored Ad Packages

\$250 package

12,000-15,000 targeted impressions*

\$500 package

24,000-30,000 targeted impressions*

\$750 package

36,000-45,000 targeted impressions*

\$1,000 package

48,000-60,000 targeted impressions*

*estimated impressions

Customize the ad to fit your advertising needs. Reach new customers, drive people to your website or page, promote your event, get in contact with customers and much more.

2025 Sweepstakes, Quizzes, and Surveys

Provide a unique, interactive promotional experience with sweepstakes, quizzes and surveys. Whether you're the sole sponsor or team up with other businesses, these interactivities are perfect for anyone who's looking to reach customers, old and new, that may be otherwise difficult to engage.

Custom Interactive Pricing

- logo on (4) 3x5 print ads in the Times News
- (2) Facebook posts
- e-blast to over 10,000 participants
- 2 week hosting on tnonline.com
- 700 x 220 pxl banner on tnonline.com (smaller on mobile)
- List containing opt-in participants (Name, emails and phone numbers)

**\$199 plus
\$50 gift card**
(minimum prize value)

Or choose from any of these popular sweepstakes (\$1,747.40 value):

January



Participants pick their prize from among the sponsored businesses.

Includes: logo on (4) 3x5 print ads in the Times News, 2 Facebook posts, e-blast, 700x220 pxl banner
Run Dates: January 18-31
Sponsors: 6 min - 10 max
Price: \$75 plus one \$25 gift card

February

What is Love?

Participants submit written responses on their definition of love.
Includes: logo on (4) 3x5 print ads in the Times News, 2 Facebook posts, e-blast, 700x220 pxl banner
Run Dates: February 1-14
Sponsors: 3 min - 5 max
Price: \$75 plus one \$15 gift card to a kid-friendly food/experience

March

St Patty's Day Sweepstakes (SOLO)

Participants enter to win a prize and opt-in for more information on the business
Includes: logo on (4) 3x5 print ads in the Times News, 2 Facebook posts, e-blast, 700x220 pxl banner, list of opt-in participants
Run Dates: March 1-14
Sponsors: 1 max
Price: \$199 plus \$50 gift card

Who is your Favorite teacher? (SOLO)

Participants enter to send a flower delivery to their favorite teacher
Includes: logo on (4) 3x5 print ads in the Times News, 2 Facebook posts, e-blast, 700x220 pxl banner, list of opt-in participants
Run Dates: March 1-14
Sponsors: 1 max
Price: \$199 plus \$100 flower delivery

Ham Giveaway

Participants enter to win a ham for the holidays.
Includes: logo on (4) 3x5 print ads in the Times News, 2 Facebook posts, e-blast, 700x220 pxl banner
Run Dates: March 15-28
Sponsors: No limit
Price: Trade accepted from advertisers for ham certificates



Participants pick their prize from among the sponsored businesses.
Includes: logo on (4) 3x5 print ads in the Times News, 2 Facebook posts, e-blast, 700x220 pxl banner
Run Dates: March 17-30
Sponsors: 6 min - 10 max
Price: \$75 plus one \$25 gift card

April

Mother's Day (SOLO)

Participants enter to send a flower delivery to their mother.
Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner, list of opt-in
participants

Run Dates: April 14-27

Sponsors: 1 max

Price: \$199 plus \$100 flower delivery

Clean Home Giveaway (SOLO)

Participants enter to win a prize and opt-in for more information
on the business.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner, list of opt-in
participants

Run Dates: April 18 - May 1

Sponsors: 1 max

Price: \$199 plus \$500 certificate for cleaning services

PROMposal

Participants pick their prize from among the sponsored
businesses.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: April 1-14

Sponsors: 3 min - 5 max

Price: \$75 plus one \$25 gift card

May



Participants pick their prize from among the sponsored
businesses.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: May 16-29

Sponsors: 6 min - 10 max

Price: \$75 plus one \$25 gift card

June

4th of July

Participants pick their prize from among the sponsored
businesses.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: June 6-19

Sponsors: 3 min - 5 max

Price: \$75 plus prize

July



Participants pick their prize from among the sponsored
businesses.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: July 18-31

Sponsors: 6 min - 10 max

Price: \$75 plus one \$25 gift card

August

High School Football

Participants submit predictions on scores for High School
Football games for 12 weeks in order to earn points to win a
prize each week, with a grand prize at the end.

Includes: logo on (12) 3x8.5 print ads in the Times News,
2 Facebook posts, e-blast, 700 x 220 pxl banner

Run Dates: August 22 - November 14

Sponsors: 3 min

Price: \$75 plus (13) \$15 gift cards

First Day of School

Participants submit photos of their kids' first day of school.

Includes: logo on (4) 3 x 5 print ads in the Times News,
2 Facebook posts, e-blast, 700 x 220 pxl banner

Run Dates: August 25 - September 17

Sponsors: 3 min - 5 max

Price: \$75 plus one \$15 gift card to a kid-friendly
food/experience

September



Participants pick their prize from among the sponsored
businesses.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: September 17-30

Sponsors: 6 min - 10 max

Price: \$75 plus one \$25 gift card

October

Spookiest kid sweepstakes

Participants submit photos of their kids' dressed for Halloween.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: October 3-16

Sponsors: 3 min - 5 max

Price: \$75 plus one \$15 gift card to a kid-friendly food/experience

Turkey giveaway

Participants enter to win a free Turkey certificate for the holidays.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: October 24 - November 6

Sponsors: No limit

Price: Trade accepted from advertisers for turkey certificates.

November



Participants pick their prize from among the sponsored businesses.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: November 17-30

Sponsors: 6 min - 10 max

Price: \$75 plus one \$25 gift card

Ham Giveaway

Participants enter to win a ham for the holidays.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: November 24 - December 7

Sponsors: No limit

Price: Trade accepted from advertisers for ham certificates.

December

Countdown to Christmas Sweepstakes

Participants enter daily for a chance to win a \$50 gift certificate each day with a \$600 grand prize on day 13 of the contest.

Includes: logo on (6) 3x5 print ads in the Times News,
exclusive Facebook post on the business' prize day, e-blast,
700x220 pxl banner, list of opt-in participants

Run Dates: December 1-14

Sponsors: 12 min

Price: \$199 plus (2) \$50 gift cards

Elf on a shelf

Participants submit photos of their Elf on a Shelf.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner

Run Dates: December 6-19

Sponsors: 3 min - 5 max

Price: \$75 plus one \$15 gift card to a kid-friendly food/experience

Holiday Lights (SOLO)

Participants submit photo of their Holiday Home Light display for a prize and opt-in for more information on the business.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner, list of opt-in participants

Run Dates: December 12-25

Sponsors: 1 max

Price: \$199 plus \$50 gift card

Show us your Christmas Tree (SOLO)

Participants submit photo of their Christmas Tree for a prize and opt-in for more information on the business.

Includes: logo on (4) 3x5 print ads in the Times News,
2 Facebook posts, e-blast, 700x220 pxl banner, list of opt-in participants

Run Dates: November 28 - December 11

Sponsors: 1 max

Price: \$199 plus \$50 gift card

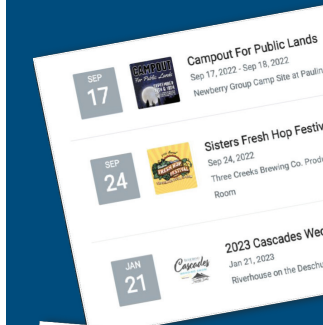
BOOST IT! \$25 add-on to boost the Facebook Post as an ad.



Wanna be the next
"Readers' Choice"?

Ask about our Readers'
Choice Packages & Services.

Runs July - August



LOCAL EVENT TICKETING

powered by local media

Our Ticketing is the only ticketing platform created exclusively for our market's local, community events. It's free, easy to use, and fully customizable with all-access ticketing features to meet your event's unique needs.

Most importantly, our ticketing platform is supported by local media. We let you tap into our massive audience to attract even more local ticket buyers!

Features

- Customizable event and organization web pages to highlight your events
- Scan & sell tickets at the door
Event app available on iOS & Android
- Reserved seating and general admission tickets
seating chart builder for row seating or tables
- Flexible ticket management to comp, refund, or exchange ticket orders
- Customizable event and organization web pages to highlight your events
- Accept donations at checkout
- Exportable customer and event reporting
- Promo Codes
- Schedule multiple ticket types and prices
early bird, kids, day-of
- Customizable registration questions and waivers
- Full tech support

Who is this for?

- live music and comedy
- conferences
- festivals and fairs
- food & drink events
- event venues
- fundraisers
- theater
- classes & workshops
- tours
- races & walks
- non-profits
- ...and many more!

100%
FREE
for event
creators

\$1.50 + 4%*

SERVICE FEE THAT CUSTOMERS PAY

* standard online credit card fees apply

Includes:

- Included in Times News Week in Review weekly newsletter
- Inclusion in community calendar w/buy tickets link
- Social Media Promotion

BOOST IT! \$25 add-on to boost the Facebook Post as an ad.

How It Works

» SET UP

- 1 Provide some info about your event and prices, and we'll email you login credentials to **access your free account**. You can handle set-up on your own event page and ticket inventory or reach out to our team for help!
- 2 **Set up an event page** for the event where people can buy tickets: Write an event description, add photos and determine final ticket prices.
- 3 When creating your account, you will need to **enter your bank account** information in order to receive bank transfers.
- 4 Special circumstances - set aside tickets for VIPs or giveaways. Make tickets available before the sale date, or set up promo codes for discounts or exclusive access.

» ON SALE

- 5 When someone buys a ticket online, they'll receive a receipt email with a link to **view or print** their ticket(s) that include a unique QR code.
- 6 Track ticket sales, receive notifications, and more through your Dashboard.

» AT THE EVENT

- 7 Use our free **ticketing app** to scan tickets at the door
- 8 Accept cash or credit cards with the app.

» AFTER THE EVENT

- 9 You will receive a direct deposit within seven days of your event
- 10 Run reports on your event to see sales or attendance status. Your event and ticket buyer list will always be available for **future marketing** purposes.

Out-of-Home Marketing

Out-of-home (OOH) works with businesses to highlight brands outside of the customers' home environment. Targeting customers when they are driving, shopping, walking or anything outside of their homes. Our digital newspaper racks placed at designated locations draw the attention of local residents in your community. Eye catching ads can be designed upon request. Racks are located at **high traffic locations** containing the Times News daily paper. Great when partnered with any additional advertising.



Digital Newspaper Racks

Only \$75 for 2 months per rack

(ad is shown for 10 seconds every 2 minutes guaranteed for 28 consecutive days)

Hyper-local advertising for your business

Locations:

Boyer's Food Market

500 W. Bertsch Street
Lansford

Fegley Mini Mart

551 West Penn Pike
& 30-60 Center Street
Tamaqua

Giant Walnutport

300 S Best Ave
Walnutport

Mohegan Sun Downs

1780 Airport Road
Allentown

Fuel Up

701 East Catawissa Street
Nesquehoning

Spaces are limited.

Promotional Printing

Brought to you by



Find the solution to all your printed product needs with our promotional printing, provided by **TN Printing**. Every business requires consistent branding, whether it's in the office or out in the public. Whether you need branded office supplies like envelopes and letterheads, or public facing items like brochures, menus and business cards, you will not find a more dedicated group to ensure that the quality of your printed items is the best that it can be. Our current technology allows us to be quick and efficient, yielding high quality products.

Some Products and Services Offered

Advertising Material

Announcements

Annual Reports

Artwork

Banners

Bill Heads

Binding - Saddle Stitch, GBC, Perfect Bound

Booklets

Brochures

Bumper Stickers

Business Cards

Business Forms

Carbonless Forms (NCR)

Certificates

Circulars

Collating

Color Copies

Cold Set Web Printing

Contracts

Copies

Door Hangers

Drilling

Delivery

Enlargements

Envelopes

Estimate Forms

Film Laminating

Financial Reports

Foam Board

Folders

Forms

Full Color Printing

GBC Bound

High Gloss Magazines

Ink Jet Addressing

Logo Design

Letterheads

Mailing & Fulfillment

Mailers

Medical & Dental Forms

Membership Cards

Memo Pads

Menus

Mini Tabs

Newspapers

Numbering

Newsletters

Office Forms

Padding

Perfect Bound Books

Perforating

Placemats

Postcards

Pocket Folders

Posters

Pressure Sensitive Labels

Price Lists

Programs

Promotional Flyers

Purchase Orders

Receipt Books

Recipe Books

Resumes

Schedules

Static Clings

Stationary

Statements

Stitched Books

Tabloids

Type Setting & Design

Tickets

Trade Show Specialties

Variable Data

Wedding Invitations

Wide Format Printing

Yard Signs

For a full list of capabilities and services contact sales@tnonline.com

TN Printing also provides **direct mailing** through their CASS certified mailroom. From designing and printing to inkjet addressing and mailing, send direct mail pieces to your audience with easy and stress free mailing services. TN Printing will even handle the USPS paperwork. **Don't have addresses?** We can find accurate mailing lists for your target audience. Just ask how you can get started with a direct mailing campaign!

FOOD TRUCK MENU

YUMMY!

LOREM DRINK \$12
AT CUM MORONTE DEFERRET. LES NELS.
DELECTATIONUM COM ESTOZE.

IPSUM PIZZA \$14
AT CUM MORONTE DEFERRET. LES NELS.
DELECTATIONUM COM ESTOZE.

DOLOR DRINK \$16
AT CUM MORONTE DEFERRET. LES NELS.
DELECTATIONUM COM ESTOZE.

DESSERTS

DRINKS

BURGERS

LOREM DRINK \$12
AT CUM MORONTE DEFERRET. LES NELS.
DELECTATIONUM COM ESTOZE.

IPSUM PIZZA \$14
AT CUM MORONTE DEFERRET. LES NELS.
DELECTATIONUM COM ESTOZE.

DOLOR DRINK \$16
AT CUM MORONTE DEFERRET. LES NELS.
DELECTATIONUM COM ESTOZE.

LOREM BURGER \$16
AT CUM MORONTE DEFERRET. LES NELS.
DELECTATIONUM COM ESTOZE.

IPSUM BURGER \$18
AT CUM MORONTE DEFERRET. LES NELS.
DELECTATIONUM COM ESTOZE.

LOREM
IPSUM

name@loremipsum.com
www.loremipsum.com
m: +123.456.789

COMPANY NAME

City, County
Lorem ipsum dolor
000.0000.0000

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet ut erat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet ut erat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet ut erat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- BEACH PARTY -

SUMMER

28 AUGUST FRIDAY

- DJ FIRST / LONDON
DEEP DUBSTEP
- DJ SECOND / NEW YORK
TECHNO
- DJ THIRD / MOSCOW
PSYBENT, IDM

FREE ENTRY
FREE PARKING
TEQUILA SHOTS

LIVE MUSIC FESTIVAL

put your information

#acoustic music style

folk blues romance country

DoReMi

Name: _____ Date: _____

Circle X-ray Findings

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
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Spondyls: Recommended Disposed Using _____
Fluoride: Recommended Disposed Using _____
OH: E G F P _____

Mucous Membranes: _____

April 1: _____ Time _____

April 2: _____

April 3: _____

April 4: _____

April 5: _____

Notes for next month: _____

Recall Pt: 3 4 6 9 12
12 to 36 repeat



Car Care **Auto Body**

TOWING
Towing & Splicing

350 Interchange Road - Route 209 - Lehighton, PA 18235 - Phone: 610-377-3710

MPANY NAME	TOWED VEHICLE	SERVICE TIME
	FINISH	FINISH
	START	START
	TOTAL	TOTAL

Date: ___ / ___ / ___ Time: A.M. / P.M. Phone: (___) ___ - ___ - ___ P.O. No. _____

Name: _____ Address: _____ City, State, Zip: _____ Registration Number: _____ License Plate # _____ State: _____ V.I.C. _____ Model: _____ Towed From: _____ Towed To: _____

Vehicle Released To: _____ Key: Yes / No Public Hold: Yes / No Release Date: ___ / ___ / ___

Storage Time: _____ From: _____ To: _____ Days: _____

Directions: _____

TYPE OF FLOW	CMD	COND	CONDITION OF VEHICLE
<input type="checkbox"/> Single Line Winding	<input type="checkbox"/> Full Bell	<input type="checkbox"/> Belt	<input type="checkbox"/> Minor & Moderate, & Extreme
<input type="checkbox"/> Switch Roadside	<input type="checkbox"/> Wheel Lift	<input type="checkbox"/> Trailer	<input type="checkbox"/> RADIO: <input type="checkbox"/> YES <input type="checkbox"/> NO
<input type="checkbox"/> Double	<input type="checkbox"/> Undergarment		<input type="checkbox"/> UNLICENSED

SPECIAL EQUIPMENT USED

Single Line Winding NIGHT

Switch Roadside | Double M/C Daily |
| Ramp Extra Chain |
| Oil Jacks Tire Chains |
| Strap Cranking |
| Slides Speed Dry |

OTHER SERVICES

Oil Dry Pick Up Keys

Snow Street Cleanup | Snow Chain Parts |
| Tire Chains |
| Clean Oil Linings |
| Tow Vehicle |

PAID BY: CHECK CASH V-CODE _____

CREDIT CARD # _____ AUTHORIZED SIGNATURE _____

TOW OPERATOR _____ TRUCK # _____ TOTAL _____

Crystal Spring Tree Farm
2424 Mahoning Drive East
Lehighton, PA 18235
National Champion Grower
2006, 2010 & 2014

Spring Tree Farm Patch & Fall Spectacular

- Pumpkins Gourds + Corn stalks
- Fall Decorations Indian Corn + Fall Mums
- Hay Rides - Straw Bales
- KIDS MINI VILLAGE

Take a Train Ride on The Crystal Spring Express!

Our new pavilion would be perfect for any party. Call to reserve!

OPEN Saturdays and Sundays in September beginning Sept. 22nd in October:
Fridays 3 pm - 6 pm,
Saturdays 10 am - 6 pm,
and Sundays 10 am - 6 pm

Check out details and special events and FOOD TRUCKS at www.csumpkmpatch.com

Courteous staff of couriers and delivery drivers, extensive fleet of cars, vans and lift gate equipped trucks ensure delivery is never an issue! We can deliver to Pennsylvania, New York, New Jersey, Delaware and everywhere in between. We utilize the best in shipping on a daily basis. If you need your product delivered right next door or clear across the country, we can help.

Sponsorship Advertising

Be recognized in your community with these beloved events and programs. Sponsoring brings your business **front and center** to audiences in a unique and wide reaching experience. Each sponsorship package may include, but not limited to: print ads, digital ads, Facebook advertising, signage, in-person booth space, raffle designations and more.

With event sponsorships, customers who attend will associate your brand with helpful resources that benefit their community. With over 200 attendees guaranteed to see your business whether you are a premium sponsor, basic sponsor or simply a raffle donation.

Other programs available at the Times News Media Group provide opportunities for sponsorship as well. **Times News Bingo**, our three month long contest is a beloved promotion that offers 50 finalists the opportunity to win \$1,000. With over 700 participants, this provides a yearly interactive experience that engages with active consumers within the Times News delivery area.

Finally, our newly revamped **Newspapers in Education** program delivers newspapers to over 95 classrooms throughout Carbon, Schuylkill, Lehigh, Monroe, and Northampton counties to help cultivate literacy and support local classrooms. Learn more about how you can participate in this non-profit program brought to you by the Times News, Lehigh Valley Press, and the Pennsylvania Newsmedia Association.

Included in this section is information on our:

- Event Sponsorships
- Times News Bingo
- Newspapers in Education



Event Sponsorships

Event sponsorships offer a unique opportunity for advertisers to connect with their target audience in an engaging environment. Our events promote engagement in our local community, so don't miss your chance to foster positive association and enhance visibility for your brand.

Premium Sponsor

Only one available!

- 6x3 high quality vinyl banner at the event
- Logo and business name in (18) print promo ads in the Times News
- Logo and business name on the Facebook event page
- One 6x10 full color ad
- 50,000 digital impressions on tnonline.com
- A booth at the sponsored event

\$999

Basic Sponsor

- 6x3 high quality vinyl banner at the event
- Logo and business name on the Facebook event page
- One 3x10 full color ad
- 25,000 digital impressions on tnonline.com

\$399

Vinyl Banner

- 6x3 high quality vinyl banner at the event

\$130

Raffle Donation

- Business logo on raffle submission box
- Business name on Facebook event description

\$50 plus a \$25 gift card

2025 Events:

Spring Community Yard Sale

Saturday, May 3 8am-1pm

Rain Date: May 4

Fall Community Yard Sale

Saturday, October 4 8am-1pm

Rain Date: October 5

Find out about more events by subscribing to our Advertising Monthly Newsletter!

BOOST IT! \$25 add-on to boost the Facebook Post as an ad.

Other Sponsorships

Times News Bingo

Our Coverall Bingo contest is a **three month** promotion between **September - November**.

Over 21,000 daily readers have the opportunity to win a \$1,000 cash prize by submitting completed Coverall Bingo cards printed the first weekend in September. Every publication day until the end of November, the Times News prints a bingo number in the paper. 50 finalists are chosen to attend the Bingo drawing ceremony in December where one person is chosen for a \$1,000 prize!

Main Sponsor (one available)

- full page, full color ad on back of 10,000 bingo cards (8.5" x 11" cardstock)
- 2x6 full color ad with 2x2 portion reserved for bingo numbers every Saturday in the Times News
- 40,000 digital impressions
- logo on promotional ads
- your business listed as a bingo card location with bingo cards for your location **\$3,297**
- Facebook mentions (Over \$5,000 in Value)

Secondary Sponsor (five available)

- sponsor block ad in full color on front of 10,000 bingo cards (1.5" x 2" ad on cardstock)
- 2x6 full color ad with 2x2 portion reserved for bingo numbers published one day during the week in the Times News
- 20,000 digital impressions
- logo on promotional ads
- your business listed as a bingo card location with bingo cards for your location **\$1,725**
- Facebook mentions (Over \$3,500 in Value)

Newspapers In Education

Base Sponsorship
\$700

(Over \$2,000 in Value)

Our Newspapers in Education is a non-profit program partnered with the Pennsylvania Newsmedia Association that provides newspapers to local schools to help cultivate literacy in the classroom.

From **September to May**, NIE delivers papers to participating schools, libraries and home school programs. We also provide sweepstakes throughout the year for classrooms to win supplies, educational trips, and other fun prizes!

All proceeds go toward maintaining the NIE program and prizes for classroom sweepstakes.

- business logo on a quarter page ad in the Times News and Lehigh Valley Press every other week
- business logo on banner ad at the bottom of Kids Scoop Page every other week (Saturday in the TN)
- business logo on sweepstakes insert delivered monthly to participating classrooms
- business logo on winners ad for sweepstakes
- business logo on sweepstakes winner and classroom of the month board

Call 1-800-443-0377 ext. 3714 or email nietnonline.com for more information.

Got questions?

594 Blakeslee Blvd Dr. W.
Lehighton, PA 18235

Mon.-Fri. 8:00 a.m. to 4:00 p.m.

1-800-443-0377

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