LEVITTOWN Now.com

NEWTOWN, PA Now.com

Spring 2016

Media Kit

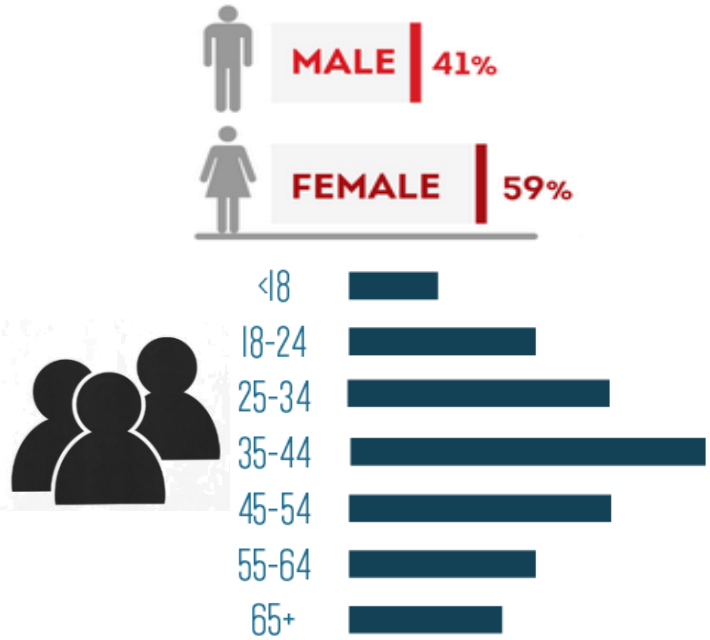
(484) 857-2328

Advertising@LevittownNow.com ● Advertising@NewtownPANow.com

Stats At A Glance

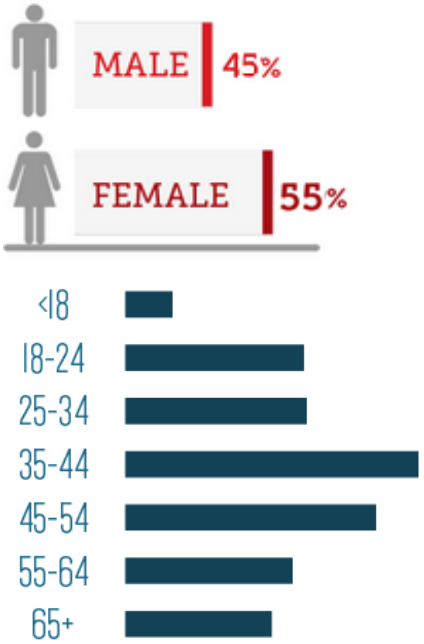
LEVITTOWN Now.com

- ❑ 85,000 local readers
- ❑ 525,000 views per month
- ❑ 30,000 social media followers
- ❑ Average family income is $60,000
- ❑ Audience:



NEWTOWN, PA Now.com

- ❑ 12,000 local readers
- ❑ 25,000 views per month
- ❑ 500 social media followers
- ❑ Average family income is $95,000
- ❑ Audience:



Views By Platform:

Mission:

LevittownNow.com & NewtownPANow.com seeks to improve our communities by bringing up-to-date information that's relevant to our readers lives, and by giving local businesses effective and affordable marketing options.

"In just one month on the site, my ad generated at least 10 new customers and also put my business in the know!"
-**Maria Marucci, *Maria's Dye In Style***

"The advertisement creation was spot on and quick. Once we approved our desired version of the banner ad, it was quickly placed and helped draw a large crowd to our open house and recruitment event."
– Carl Pierce, *Edgely Fire Company*

"The team at LevittownNow.com are trustworthy, reliable, affordable and went above and beyond when we dealt with them as we transitioned from print to web-based display advertisements and circulars. We plan to continue to do business with them."
– Mark Blonder, *Blonder's Appliance Center*

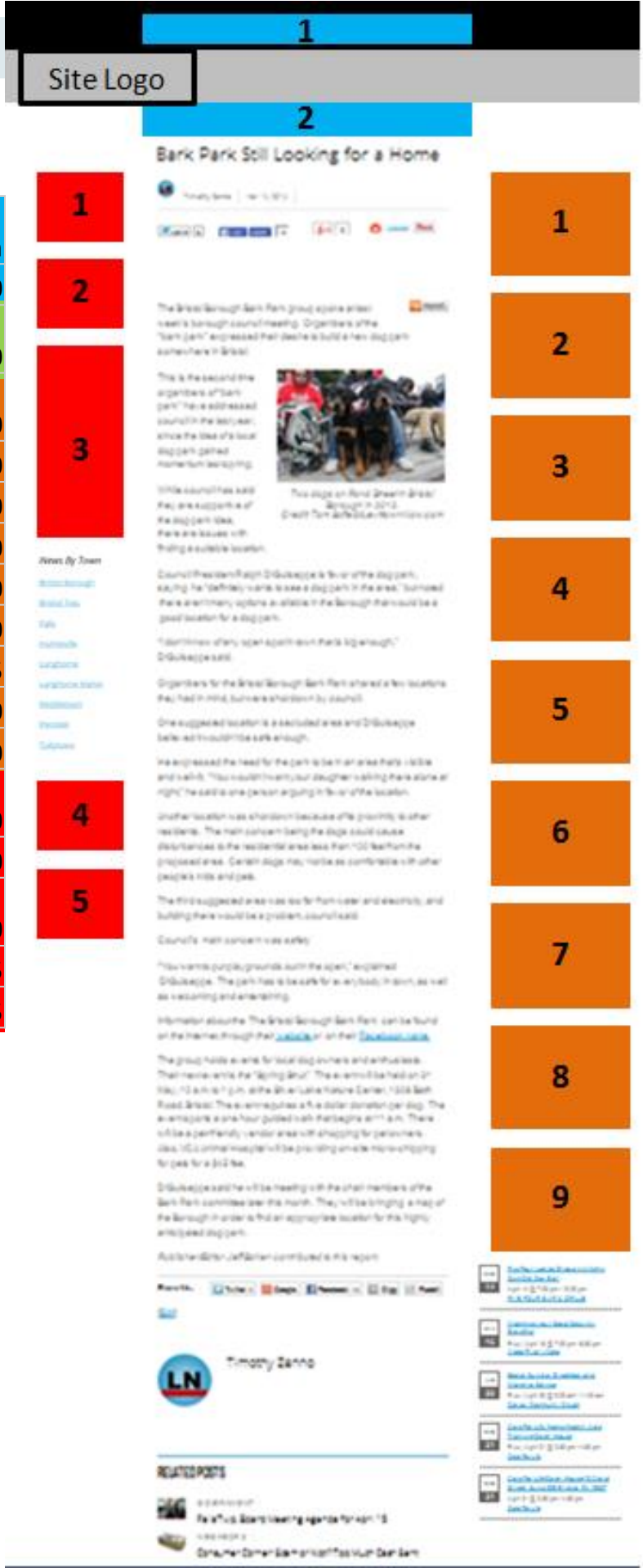
THE REST OF THE STORY

- Online format provides many benefits over print
- Interactive, visually dynamic ads with URL click-throughs
- Analytics and campaign performance reports for all packages
- Reliable, trustworthy and accurate coverage of the area provided free of charge
- A local business committed to helping local businesses
- Members of the *Lower Bucks County Chamber of Commerce* and *Newtown Business Association*
- No newsprint = lower carbon footprint

Display Ad Rates

	LN	NN
Leaderboard 1 (728x90)	$1,000/month	$600/month
Leaderboard 2	$1,000	$600
Masthead (468x60)	$1,000	$600
Right sidebar 1 (300x250)	$500	$350
Right sidebar 2	$500	$350
Right sidebar 3	$450	$300
Right sidebar 4	$400	$250
Right sidebar 5	$350	$250
Right sidebar 6	$300	$200
Right sidebar 7	$275	$175
Right sidebar 8	$250	$150
Right sidebar 9	$225	$100
Left sidebar 1-1 (200x215)	$300	$150
Left sidebar 1-2	$300	$150
Left sidebar 1-3 (200x415)	$650	$300
Left sidebar 1-4	$150	$125
Left sidebar 1-5	$150	$125

DISCOUNTS	
3-5 Months	5%
6-11 Months	10%
12+ Months	15%



Sponsored Content

- Published on our homepage
- Promoted on Facebook & Twitter
- Included in our email newsletter
- The modern equivalent of word-of-mouth

- **Business Profile/Promoted Post** (LevittownNow.com: $300 to $450 | NewtownPANow.com: $200 to $350)

Our skilled writers tell readers your business' unique story and value proposition. Includes custom photo shoot.

- **DIY Profile/Promoted Post** (LevittownNow.com: $300 | NewtownPANow.com: $200)

You write about your business, we publish it.

- **Deal Post** (LevittownNow.com: $150 | NewtownPANow.com: $100)

Promote a special deal or offer at your business.

- **Dish Of The Day** (LevittownNow.com: $200 | NewtownPANow.com: $150)

Promote your restaurant with photos and a savory write-up about a signature dish.

- **Column** (LevittownNow.com: $250 | NewtownPANow.com: $200)

Become the community's most prominent expert in your field by penning a regular column.

- **Just Listed** ($75 per listing | **$60 multiple listings**)

Include your property in our weekly "Just Listed" or "Open House" column.

- **Email Blast** (Prices Vary)

Readers love hearing about events, deals and new businesses in town, blast out your message to them directly.

Let our experts help your brand!

To speak to an advertising representative, email Advertising @levittownnow.com Advertising@newtownpanow.com or call (484) 857-2328.

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