



Allegheny West Magazine

Moon Edition
Montour Edition
West Allegheny Edition

Now in our
11th Year
Serving the
Airport Area

*A Community Public Relations
and Publishing Company Since 1997*

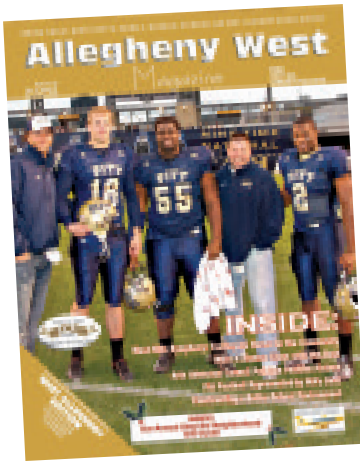


Published by:
**Jennette
Communications
Group**

A Community Publishing
and Public Relations Company

Jennette Communications Group is a public relations and publishing company located in North Fayette Township, PA. We publish ***Allegheny West Magazine - West Allegheny, Montour and Moon Editions, and Your Community Phone Directories.***

Allegheny West Magazine



What Is It?

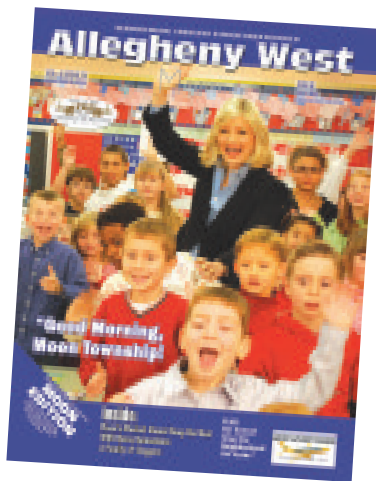
Allegheny West Magazine is a full-color cover, regional airport area publication featuring all positive news.

When and Where Does It Appear? *

Three editions are available, each published bi-monthly (every other month). The West Allegheny edition is mailed and/or delivered directly to 15,000 homes and businesses -- 100% coverage in the areas of Clinton, Findlay, North Fayette, Imperial, Oakdale, and Sturgeon and portions of South Fayette, Collier, and McDonald. The remaining copies are distributed to advertisers, stores, hotels, schools, churches, businesses, and other venues in the airport area.

The Montour edition is mailed and/or delivered directly to 15,000 homes and businesses -- 100% coverage in the areas of Robinson, Kennedy, Thornburg, Ingram, and Pennsbury. The remaining copies are distributed to advertisers, stores, hotels, schools, churches, businesses, and other venues in the airport area.

The Moon edition is mailed and/or delivered directly to 15,000 homes and businesses -- 100% coverage of Moon and Crescent. The remaining copies are distributed to advertisers, stores, hotels, schools, churches, businesses, and other venues in the airport area.



What Will You Find In It?

Positive information about people, places, events, programs, activities, initiatives, and growth that make the western, airport-area region of Allegheny County a vibrant place to live and work:

- Local People
- Municipal Initiatives
- Education
- Library Activities
- Local Sports
- New Business Features
- Municipal Directory
- Advertisers' Directory
- Local Businesses
- Regional Initiatives
- Community News
- Community Organizations
- Local Transportation News
- Learning Curves
- Community Directory
- Community Calendar

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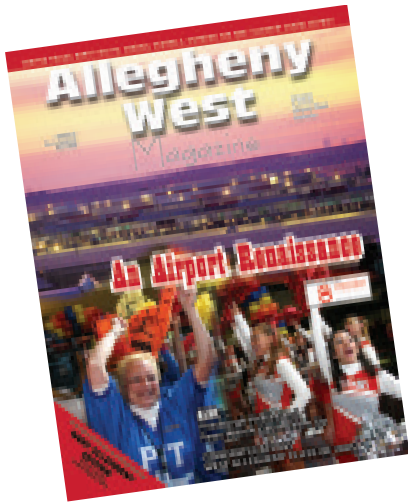
**“GOOD NEWS ALWAYS, MAILED & DELIVERED
FREE, EVERY TIME”**

*** Due to post office delivery schedules, exact mailing dates can not be guaranteed. Magazines are delivered to post offices within the first seven days of each month, with the exception of November and January, which are delivered to the post offices by mid-month.**

at

**Allegheny
West**

Magazine



Customer Service: Our #1 Priority

We believe in providing the ultimate service to our customers. When you decide to place an ad with us, you receive the best customer service we can deliver.

Worldwide Advertising on the Web

We post our most current issue of all three editions on our website, right on the homepage. If you're advertising in any of those issues, your ad is now available to anyone worldwide that views the magazine. It's just another way we give you added value for your ad investment. And, since we also list your Web site in our advertiser's directory, in every issue, readers can find your business on the web easily as well.

Preview Specials

Our customers that place their trust in us to promote their business have the first opportunity to hear about our promotions. So, when we promote a special, we send you a priority mailing via postcard or flyer. As a customer, you also receive our occasional newsletter that includes marketing and promotion tips and ideas.

Flexibility

Allegheny West Magazine knows how important it is for businesses to have flexibility. We understand your need to market services, and we understand your need to change direction once in a while. So we offer flexibility in a number of ways:

Multiple insertion discount rates

Art design included in ad cost (w/exception of multiple photos and/or intricate graphic artwork)

Invoice at the time of each ad insertion, not all up front

New and/or changed ad content per insertion if needed

Flexibility with multiple ad insertion based on business needs

(insertions need not be consecutive if your market needs are different; pick and choose from all 18 of our issues and from any of our three editions)

It's One Stop Service Here

Your cost to advertise includes the design, printing, and mailing/distribution. It's like hiring an advertising agency, printing company, and mailing service -- all in one! One price, one step, and one-on-one service. We believe in making it as easy for you as possible, because we know that your time is valuable.

If you need to use your ad artwork for other marketing projects, such as a flyer, a postcard, or a brochure, we'll help you accomplish that, too. It's just another way we help you, our customer.

IN SHORT, WE WANT YOU TO BE SUCCESSFUL!

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allegwestmag

at

Allegheny West

Magazine

We Reach Out to Serve You MORE!

Besides in the mailbox of 40,000 homes and businesses across the western suburbs, we personally deliver copies of Allegheny West Magazine to over 500 stores, businesses, hotels, and restaurants. That means we expand the reach of your message! With a potential for 100,000+ readers (based on 2.5 people per household), we get your message out to lots of potential customers!

Distribution Coverage Area:

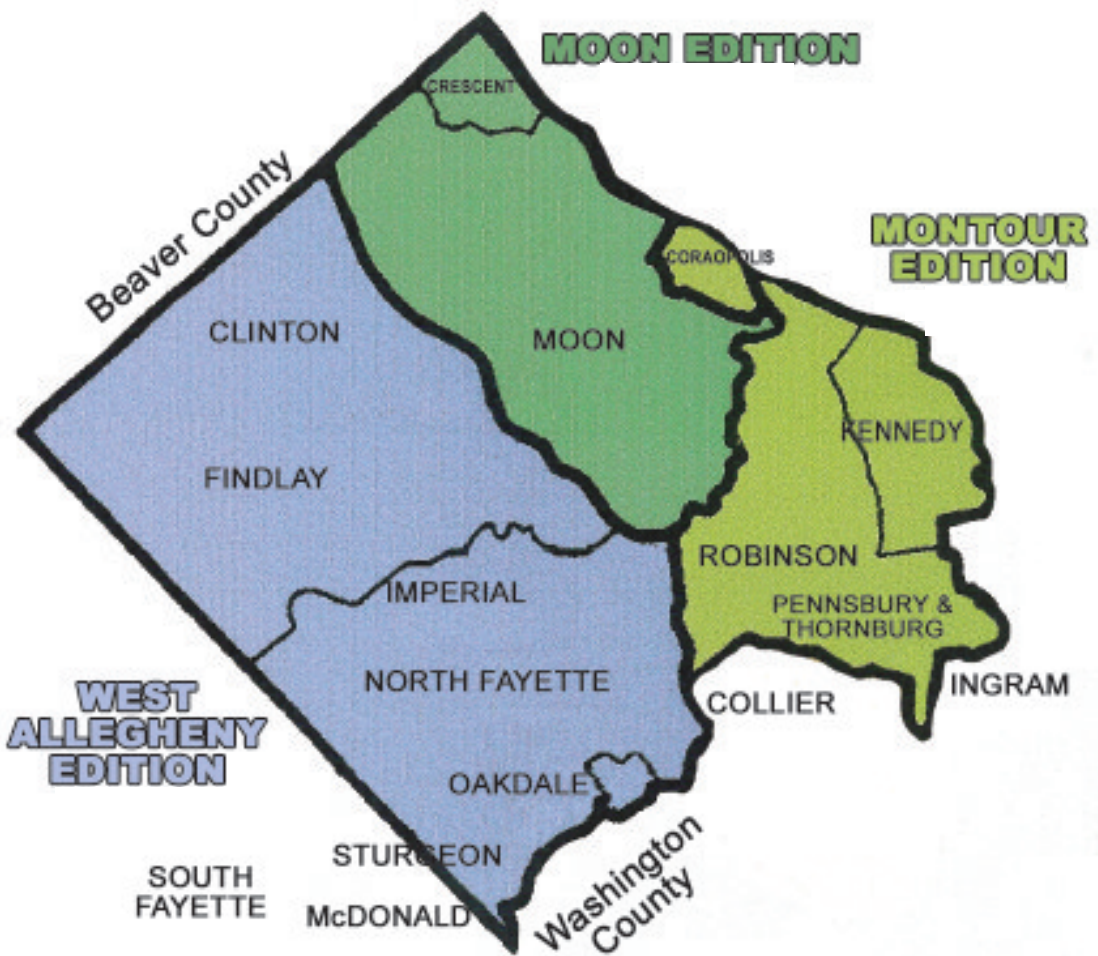
100 + COMMUNITY MILES

SURROUNDING PITTSBURGH INTL. AIRPORT

We Guarantee Delivery!

We make sure our entire readership area gets *Allegheny West Magazine* by U.S. Mail, because we know how important it is to get your message out to as many readers as possible. Our circulation is guaranteed, using U.S. Postal Service CASS certification processes.

We work closely with our local post offices to assure the highest quality service and best attention so that your message is delivered safely and in a timely fashion. In fact, we personally deliver the magazine to every post office that serves our readership, and we check with each one after delivery to make sure that everything went smoothly.



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45,000 TOTAL DISTRIBUTION ACROSS 14+ COMMUNITIES
40,000 ARE FREE, DIRECT MAIL DISTRIBUTION
100% SATURATION (every home)

PLUS ... Distribution to Stores, Businesses, Hotels, Schools, Churches, and Restaurants Across the Airport Area

at

**Allegheny
West**

Magazine

We Provide Different Options for You to Reach Your Customers.

We have several ways to help you reach your customers, in sizes and types of spaces that are flexible. Here are the options we offer:

Rate Card Advertising

Our rate card sizes, prices, and deadlines are on the next page. You can choose a size, choose how many frequencies, then choose which issues from any of our 18 issues (6 bi-monthly issues each in Moon, Montour, and West Allegheny) for your frequency. Mix and match as it fits your needs. You can choose color or black and white. With these options, our goal is to offer maximum flexibility to help you make the most of your ad dollars.

Business Card Section

We offer a business card section where your card can be seen in black and white or color. This is an affordable option to get your card into the hands of at least 15,000 readers per each placement.

Coupon Page

A full-color coupon page of (8) coupons, with a perforated-look edge, is available in each of our 18 magazines. The page is easily torn out and used by customers. These coupons are very cost effective -- just \$125 each, in full color, and an effective way to reach customers with your specials and/or discounts.

Learning Curves

Advertisers are welcome to submit, free of charge, an educational and/or informative article on a topic in their professional field that would be of interest to the readers. These 250-300 word articles provide added value for your advertising dollar!

New In Town

Any new business that advertises receives a New in Town article, and photo if desired, free of charge, to help announce their business to the community.

Now in our
11th Year
Serving the
Airport Area

**at Allegheny
West
Magazine.....**

**We Are Community Oriented,
Community Connected, & Supportive!**



We want our readers to get to know their neighbors and to know what's going on in their corner of town.

And, with more than 25 years as hometown residents with long-time connections to the communities we serve, we know a lot of people and have a lot of opportunities to personally promote your business to people we know. In fact, oftentimes we refer business to others who see a company's ad in our magazine and ask about it. It's another way of giving you the "extra added value" that you won't find anywhere else.

"On the Horizon"

Allegheny West Magazine wants its readers to know where to go for current activities, celebrations, programs, and events. School play? Township meeting? Bingo? Concert? It's all here!

Advertisers' Index

A complete index of advertisers for the issue currently published appears in every issue. Not just a list, but a directory with page numbers AND each advertiser's website, so our customers can find what they're looking for quickly and easily.

Non-Profit Opportunities

Allegheny West Magazine wants to serve the entire community. Are you a youth group, a church, or an organization with non-profit status? We offer advertising rates that are a significant discount of our 1x regular rates. That's one way we help our community get its word out in a cost-effective way.

Our Community Projects

We support the Clinton Christmas Drive-Through Light-Up Display with pro bono services, offering complimentary advertising and printing of the brochures distributed to 5,000 + cars that pass through each season. This project is completely setup, conducted, and torn down each year by community volunteers. All proceeds benefit local charity needs. We have adopted the Western Allegheny Community Library as our service project, in line with our business - reading -- and to support literacy and our library's need to grow in the future. Additionally, we donate gift certificates to many area charity functions, golf outings, and organizational fundraisers to help the communities we serve.

We Stay Connected

We are proud members of the Pittsburgh Airport Area Chamber of Commerce and the Better Business Bureau of Western Pennsylvania. We are also a registered company with Dun & Bradstreet. Why? We want you to know that we stay connected to the area's business community, and that we are absolutely committed to providing the highest level of service possible.

Look for Us on

facebook

**PROUD
MEMBER
OF:**



Allegheny West Magazine

2010 Advertising Rates, Sizes & Deadlines

DEADLINES	Deadlines	Publication
West Allegheny Edition (Mailed free to every home in Clinton, Findlay, North Fayette, Oakdale, Sturgeon, and portions of McDonald, South Fayette, and Collier)	January 10, 2010	February 2010
	March 10, 2010	April 2010
	May 10, 2010	June 2010
	July 10, 2010	August 2010
	September 10, 2010	October 2010

Options
Advertorials (an ad written as an article & submitted by the author/advertiser in Word software)
 500 words + photo \$500 (= one full page)
 250 words, no photo \$250 (=1/2 page)
 (* Black and white only)

Classified - Want Ads-Professional
 \$1.00 per word, text only ads, no artwork

New in Town Articles
 No charge with ad purchase of 1/6 page or more. Business m/b established within the past year.

DEADLINES	Deadlines	Publication
Montour Edition (Mailed free to every home in Robinson, Kennedy, Pennsbury, Thornburg, Ingram)	December 20, 2009	January 15, 2010*
	February 10, 2010	March 2010
Moon Edition (Mailed free to every home in Moon and Crescent, portions of Coraopolis) * Nov. & Jan. issues mailed mid-month due to the holidays	April 10, 2010	May 2010
	June 10, 2010	July 2010
	August 10, 2010	September 2010
	October 20, 2010	November 15, 2010 *

"Shop the Neighborhood Gift Guide"
 November/December editions

Dining Guide
 Listings available in all editions. \$150 to list in all six issues for one year. Call for details.

***NOTE TO AGENCIES:** Agency and/or art charges should be added to these net prices when billing a customer. Discounts are not provided.

MONTHS PUBLISHED	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
	Moon Montour	West Ally.	Moon Montour	West Ally.	Moon Montour	West Ally.	Moon Montour	West Ally.	Moon Montour	West Ally.	Moon Montour	West Ally.

FULL COLOR COUPON PAGE

Full Color Coupon Page - 8 spacious spots in every issue on a tear-out page, just **\$125** per coupon.

TECHNICAL SPECIFICATIONS	
Ad Sizes	Width x Depth
Full Page	7-1/2" x 9.5"
Inside Front Cover	7-1/2" x 9.5"
Inside Back Cover	7-1/2" x 9.5"
Back Cover	7-1/2" x 8-7/8 "
1/4 Page	3-3/4" x 4-3/4"
1/2 Page	7-1/2" x 4-3/4"
1/3 Page (horizontal)	7-1/2" x 3-1/4"
1/3 Page (vertical)	2-3/8" x 10"
2/3 Page (vertical/dbl. col.)	4-7/8" x 9.5"
1/6 Page (square)	3-3/4" x 3-1/4"
1/6 Page (vertical)	2-3/8" x 4-3/4"
Business Card	3-3/4" x 1-5/8"
Mini Card	2-3/8" x 2"

Non-Profit Rates Available for Qualifying Groups
Additional Discounts for 7-12x and 13-18x insertions

ADVERTISING RATES			
	1X	3X	6X (per ad inserted, any issue, any month)
Back Cover	\$1210	\$1155	\$1075
Inside Front Cover	\$1125	\$1100	\$1000
Inside Back Cover	\$1050	\$1025	\$975
Full Page	\$935	\$895	\$850
2/3 Page	\$695	\$655	\$615
Half Page	\$565	\$525	\$455
1/3 Page	\$435	\$400	\$340
1/4 Page	\$335	\$315	\$300
1/6 Page	\$215	\$205	\$170
Business Card	\$115 Flat Rate-No Discount		
Mini Card	\$60 Flat Rate-No Discount		

Add this color charge to Black & White Ads:

\$10 - Business Card

\$35 - 1/6 Page

\$50 - 1/3 Page

\$45 - 1/4 Page

\$60 - 1/2 Page

\$85 - Full Page

All covers are automatically printed in full color

Specifications

For ads created by Allegheny West Magazine, one photo per ad @ no additional charge. There is a scan charge of \$10 each for addl. photo. Ads also accepted camera ready or on disk. Camera ready is defined as an ad that is sized *exactly* in accordance with the mechanical specifications on the rate sheet and is able to be scanned or electronically imported, with no art changes, directly into the document. Changes to camera ready art to make it compatible with the document will incur a charge of \$45/hour(min. 1/2 hr). Disk-ready is defined as a disk or CD that contains ad art ready to be imported into the document. Preferred disk acceptance forms are PDF, TIF or EPS at 300 DPI. **No Word Art, Microsoft Word, Publisher, or PowerPoint documents can be accepted for artwork.** A disk or file conversion charge of \$25 will apply if disk or file does not meet specifications. Ad design included in price w/one proof provided to customer. Additional proof changes incur art charges of \$45/hr (1/2 hr. min.). Contracts are not retroactive. Only the continuation of advertising immediately following last placement will receive a multiple insertion discount. Multiple price discounts are accepted at the initiation of an advertising contract or immediately following an insertion. Multiple insertion contracts need not be in consecutive issues but must occur within one year from original insertion. Non-profit advertising rates are available. Call for information.

Oh, The Places We Go

Hotels

We deliver to 31 area hotels. Many hotel desk supervisors and concierges have our publication on hand for visitors who want to know more about our area.

Community Places

Allegheny West Magazine is also delivered to the municipal offices, schools, libraries, and other public community centers where you go for your information. Additionally, our magazines are used by area schools for orientation packets, the Airport Chamber of Commerce for welcome packets, and more.

Community Leaders

Allegheny West Magazine knows how important it is to make sure those who make the news get the news. Elected community, school, state, county, and national officials receive a copy by mail. We send it to regional organizations that play a role in shaping or creating our growth and development as a community.

And, Of Course, Our Advertisers

We automatically include our advertisers on our mailing list. That way you can be sure to receive our magazine as soon as it's mailed to everyone else, and be ready for the business your ad will bring.

Bringing the Community a Winning Product

We are proud to be named the Small Business Person of the Year 2003 by the Pittsburgh Airport Area Chamber of Commerce.

Our publications received an Honorable Mention Award in 2003 for Corporate & Business Communications-Magazines - Four or More Colors through the 38th Annual Exhibition of Western PA Printing.

We were honored as a national winner of the 2004 & 2006 APEX Award for Publication Excellence.

In 2005, we received the Community Partner Award from the Airport Corridor Transportation Association for our efforts to work as partners to communicate.

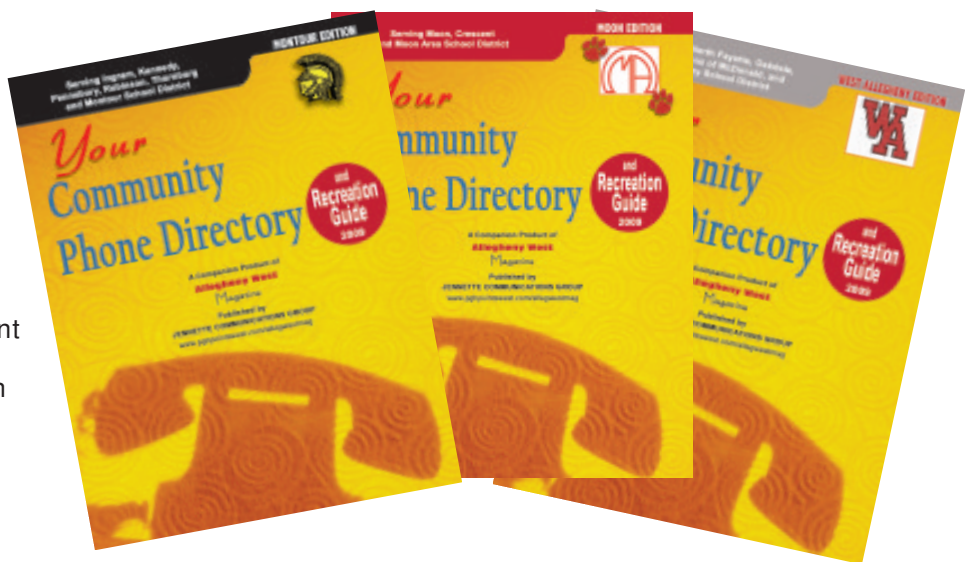
In 2007, we were honored with the Paul Harris Award from the Parkway West Rotary Club and the "Make the Connection" Award from the Pittsburgh Chapter of NAWBO (National Association of Women Business Owners).

In December 2007, we were honored as one of two winners of the Torch Award by the Better Business Bureau of Western Pennsylvania, for our commitment to a high level of workplace ethics and community service.



We Also Publish Community Phone Directories!

Three conveniently sized telephone directories, one for each of the three areas we cover with Allegheny West Magazine, were produced in Spring 2009. These are mailed to every resident in each of the communities. Sponsorship rates are very affordable and are in full color.



Our Other Services . . .

As a community public relations and publishing company, we have accumulated 30 years of experience.

We have assisted clients with their marketing and advertising needs, helped clients create logos and define their “image,” and assisted clients with their promotions and public relations projects.

We are always pleased to discuss your marketing and PR needs. Prior to publishing Allegheny West Magazine, we were active in public relations, marketing, and journalism, so we understand what the public wants to know, how to position your product or service, and how to develop a plan to promote what you do best.

Brochures
Newsletters
Postcards
Flyers
Mailers
Business Cards
News Releases
Pocket Folders
Logo Designs
Advertising
Campaigns
and more

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