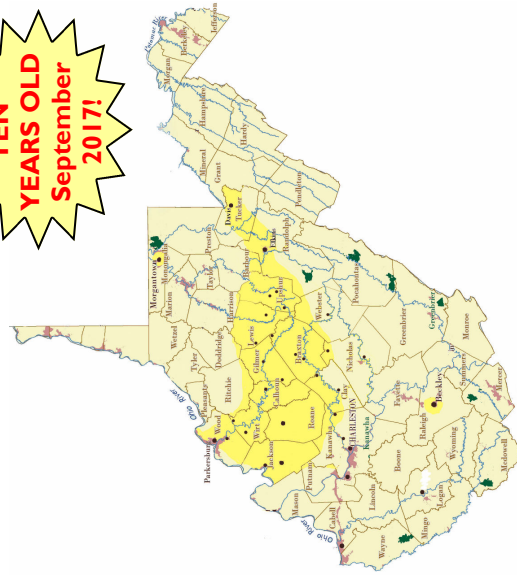


TEN YEARS OLD
September 2017!



Across Central WV In Print and World-Wide On Line!

From Our Clients:

“I have been very pleased with my advertising experience in Two Lane Livin’. It is the best response I have received in any of my past print advertising experiences.”

Sharon Ours, A Domestic Friend

We had better response from three months in Two-Lane Livin’ than three years in Blue Ridge County Magazine.”

John Luckton, The General Lewis Inn

Pay by check, credit card or via PayPal.

*Additional fees apply for paypal or credit card payment.

All rates subject to change without notice.

Payment plans available according to policy upon approval.

Why Advertise With Us?

Advertising in print yields greater increases in brand awareness, brand favorability, and purchase intent than online or TV advertising.
Source: Millward Brown Digital, 2007–2015

61% of readers are inspired to take action after seeing a print magazine ad.
Source: GfK MRI, Spring 2015

People with the most purchase influence in households say ads in magazine media compared with on websites or TV

- fit well with the content
- are about things they care about
- represent high-quality products & services
- are more likely to motivate them to buy
- provide valuable information
- help make purchase decisions

Source: Simmons Research, Multi-Media Engagement Study, Spring 2015

Over 93% of adults still enjoy reading magazines. In fact, magazine readership is up. Millions of readers spend an average of 43 minutes of undivided attention per issue!
Source: Magazine Publishers of America: 2016

People are paying more attention to print ads now than they did a decade ago. Not only are they seeing the ads, more people report actually reading them too. In fact, one out of three readers “took or planned to take at least one action” after seeing an ad in a print magazine.
Source: Readex Research: 2016

“The research continues to show that magazine media is the most trusted, inspiring and influential of all media, and several new studies provide even more proof of magazine media’s powerful ability to drive sales.”

The Association of Magazine Media’s 2016/2017 Factbook: magazine.org

Two-Lane Livin’



Reaching loyal readers with **FREE** copies monthly to locations in 17 counties of West Virginia including:

Braxton, Barbour, Calhoun, Clay, Gilmer, Harrison, Jackson, Kanawha, Lewis, Mason, Pleasants, Roane, Randolph, Tucker, Wirt, Wood and Webster Counties.
(Also distributed in *Washington County, Ohio.*)

Available at regional newsstands, restaurants, businesses, senior centers, libraries, waiting rooms and Rest Areas throughout the region.

Questions?

Call 304-354-9132, visit www.twolanelivin.com or e-mail info@twolanelivin.com.

Reach 40,000+ Regional Readers Each Month!

Based on an industry average of 2.5 readers per issue.

| ADD FULL COLOR FOR: | PRINT ADVERTISING | AD SIZE (width x height) | 11 to 14 MONTHS | 5 to 10 MONTHS | 1 to 4 MONTHS |
|---------------------|---------------------------------------|---|-----------------|----------------|---------------|
| \$5/ Mo. | Sponsorship Box (Square) | 1 col. x 2 inches (2.02" x 2") | \$25 / mo. | \$30 / mo. | \$35 / mo |
| \$10/ Mo. | Business Card (Horizontal) (Vertical) | 2 col. x 2 inches (4.127" x 2") (2.02" x 4") | \$40 / mo. | \$45 / mo. | \$50 / mo. |
| \$15/ Mo. | Tall Business Card (Horizontal) | 2 col. x 3 inches (4.127" x 3") | \$55 / mo. | \$60 / mo. | \$65 / mo. |
| \$20/ Mo. | Large Box (Square) | 2 col. x 4 inches (4.127" x 4") | \$70 / mo. | \$80 / mo. | \$85 / mo. |
| \$25/ Mo. | Ultimate Business Card (Horizontal) | 3 col. x 3 inches (6.278" x 3") | \$85 / mo. | \$90 / mo. | \$100 / mo. |
| \$35/ Mo. | Page Banner (Across the Page Bottom) | 5 col. X 2 inches (10.25" x 2") | \$100 / mo. | \$110 / mo. | \$120 / mo. |
| \$40/ Mo. | Page Panel (Vertical) (Horizontal) | 2 col. x 6.5 inches (4.127" x 6.25") (6.278" x 4.25") | \$120 / mo. | \$130 / mo. | \$140 / mo. |
| \$50 / Mo. | Page Tower (Vertical) | 2 col. x 12.5 inches (4.127" x 12.5") | \$150 / mo. | \$160 / mo. | \$170 / mo. |
| | Half Page (Horizontal) | 5 col. X 6.25" 10.5" x 6.25" | \$180 / mo. | \$190 / mo. | \$200 / mo. |
| | Full Page (Vertical) | 10.5 X 12.75" | \$350 / mo. | \$360 / mo. | \$375 / mo. |

ADDITIONAL OPTIONS:

CLASSIFIED ADS:
\$6 for 30 words, then .10 for every additional word.
(Arial text in the back section.)

MAKE IT STAND OUT:

All Bold Text: Add \$2
Add a Border: Add \$2
Reverse Color (White text on black background): Add \$5

GUARANTEED PLACEMENT:

ADD 15%

Your ad in a specific page or position on page. For example: Top right corner on page 4, or near a specific column or article.
(Pages 1,2,3 not available.)

WEB DIRECTORY:

ADD \$5 / mo.

Get listed for a in our new online web directory for the duration of your ad contract!

OUR E-NEWSLETTER:

ADD \$10

Plain text listing with your logo or an image in our monthly e-mail newsletter.

All print ads are included in our online flipbooks at www.twolanelivin.com.

We can invoice for check payment, and accept credit cards and Paypal.