

We're the publication people want to read!

- We reach the grass roots of the community - its people
- Our paper is voluntarily picked up - our readers **want** to see our paper
- Low advertising to content ratio - your ad is not competing for eye time
- Get one full month of exposure, throughout Central WV. We have a long shelf life!

Two-Lane Livin' **reaches deep into the grass roots of the community. People pick up and read Two-Lane Livin'.**

You, as an advertiser are almost guaranteed an audience of over 35,000 because of our 98% pick up rate!

Given the nature of our content, our paper has a much longer shelf life. Our readers hang on to their copies for keepsakes, share copies with friends and family. Our event section is an easy pull-put to be hung on the family board to know what's going on around town.

Your ad gets much more mileage in Two-Lane Livin'!

AD NAME	AD SIZE	12 MONTHS - Perfect for branding, establishing trust	6 MONTHS - Excellent for introducing a new business, new location, web site	3 MONTHS - For seasonal promotions, new service & product announcements.	1 MONTH - Great for events, holidays & sales!
Two-Lane Sponsor Listing <i>SPOT COLOR!</i>	4 Lines: Large Text	\$150 / year	\$80 / 6 mo.	N/A	N/A
County Highlight: (Appears on News Highlights page under County name)	1 col. x 2 inches (1.922" x 2")	\$240	\$150	\$90	\$30
The Tall Box	1 col. x 3 inches (1.922" x 3")	\$300	\$180	\$105	\$35
Business Card (Horz. Or Vert.)	2 col. x 2 inches (3.956" x 2")	\$420 or \$35 / mo.	\$222 or \$37 / mo.	\$114	\$40
Tall Business Card (Horizontal)	2 col. x 3 inches (3.956" x 3")	\$600 or \$50 / mo.	\$330 or \$55 / mo.	\$174	\$60
The Large Box	2 col. x 4 inches (3.956" x 4")	\$960 or \$80 / mo.	\$480 or \$80 / mo.	\$255 or \$85 / mo.	\$85
The Large Card (Horizontal)	3 col. x 3 inches (5.966" x 3")	\$1080 or \$90 / mo.	\$570 or \$95 / mo.	\$300 or \$100 / mo.	\$100
Quarter Page (Vertical) (Horizontal)	2 col. x 6.5 inches (3.956" x 6.5") (5.996" x 4.5")	\$1560 or \$130 / mo.	\$840 or \$140 / mo.	\$450 or \$150 / mo.	\$150
Half Page (Horizontal)	5 col. X 6.25" 10" x 6.25"	\$3600 or \$300 / mo.	\$1950 or \$325 / mo.	\$1050 or \$350 / mo.	\$350
Full Page	5 col. X 12.75"	\$6300 or \$525 / mo.	\$3300 or \$550 / mo.	\$1725 or \$575 / mo.	BL: \$600

For Full Color,
Add \$25 / mo.

For Full Color,
Add \$50 / mo.

For Full Color,
Add \$100 / mo.

Interested in Radio?

We can coordinate your radio ads on a station that covers a similar region as Two-Lane Livin' ads! Your print and radio ads can work together to make a real impact for your business!

Questions? Visit us online at www.twolanelivin.com.

Or, call 304-354-9132.

Rates effective September 1, 2009 for 15,000 copies. All rates subject to change without notice. Payment plans available according to policy. Penalties apply and discount prices forfeit upon late payment.

COMPARE!

Trader's Guide, Copies per issue: 8,000
Two-Lane Livin', Copies per issue: 15,000
Trader's Guide, Cost per issue: \$1.25
Two-Lane Livin', Cost per issue: **FREE!**

CLASSIFIED AD OPTIONS

30 words for \$5, plus .10 each additional word. Add a photo or graphic for \$15, reverse color (on black or spot color) for \$10. Bold, centered print = \$5.

EVENT CALENDAR OPTIONS

Basic Listing: Event name and date, time, location and contact information: FREE FOR NON-PROFIT EVENTS.

Business Listing: Up to 30 words, centered, boxed, bold lettering with color photo - \$35

- *Calendar and classified ads must be pre-paid.*

WEB SITE ADS

Ads in our online edition are available at \$150 for six months, \$250 per year: Ads include a link to your web site or e-mail address.

For personalized service to coordinate all your advertising, call 304-354-9132.

Promote YOUR business in the region's most popular magazine!

Did You Know?

** Magazine users have grown over the past five years at a higher rate than the users of all other media except online.

** Magazine advertising bests TV and online advertising in boosting purchase intent in consumers.

** Magazines are the most consistent medium in driving results throughout the buying process.

** Magazines out-perform other media at influencing consumers to start an online search.

** Print ads rank as the #1 offline source in driving "actionable" web traffic.

** Local publications are the primary source for bargains among consumers of various products.

* Two-Lane Livin' has a 98% readership level, with more than 60% being passed to a second household. Our 15,000 monthly copies have the potential to reach more than 40,000 local and regional consumers.

**Source: Magazine Publishers of America

Two-Lane Livin'



ADVERTISING RATES

Circulated monthly to over 500 distribution locations through all or parts of 16 counties including:
Braxton, Calhoun, Clay, Doddridge, Gilmer, Lewis, Jackson, Nicholas, Ritchie, Roane, Upshur, Wirt, Wood, Tyler, Webster & Kanawha Counties.

Call Today to make Your Central West Virginia connection!

304-354-9132

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