

Two-Lane Livin'



Additional Options:

The Digital Edition:

Activated Hyperlinks: Have the link to your web site “activated” in our digital edition so readers can click the link in your ad to visit your site directly!
Add \$5 per mo.

Digital Edition Only Ads: Our Digital Edition reaches readers across the nation and can include more pages than the print edition. Full color ads can appear in the digital edition only, available in full and half page sizes.
Full page: \$200, Half page: \$125

Quick Response (QR) Codes

Users with a camera-equipped mobile device, with the free app, can scan the image of your QR Code to display text, contact information, connect or open a web page in the phone's browser. We can easily create a QR Code for your ad that links to your web site, online coupon, or promotional text. Your QR Code can then be used in all of your printed marketing efforts. **\$10 per code.**

Classified Ads

30 words for \$5, add .10 each additional word. Bold, centered print = \$5. Reverse color (white on black) \$10. Add a photo or graphic for \$15.
Basic ad, one whole year, paid up front: \$50.

Event Calendar Listings

Basic Listing: Event name, date, time, location and contact information: FREE FOR NON-PROFIT EVENTS.
Business Listing: Up to 30 words, centered, bold lettering w/ color ink - \$15.

Did You Know?

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 on their favorite source of information! Magazine readers are least likely to engage in another activity while reading.

Magazines provide a special intimacy through the powers of touch, smell, hearing, and sight. Humans are tactile sensory creatures who learn approximately 2% through touch, 4% through smell, 10% through hearing, and 83% through sight. Physically holding a magazine and flipping through pages effectively engages all four senses.

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

** Magazines out-perform other media at influencing consumers to start an online search and rank as the #1 offline source in driving “actionable” web traffic.

**Source: Magazine Publishers of America

Circulating 16,000* copies monthly to over 500 distribution locations through all or parts of 20 counties** including: Braxton, Barbour, Calhoun, Clay, Doddridge, Gilmer, Greenbrier, Jackson, Kanawha, Lewis, Nicholas, Pleasants, Ritchie, Roane, Randolph, Tyler, Tucker, Upshur, Wirt, Wood, & Webster Counties.

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

“My new novel ‘From the Graves of Babes’ has become the best selling West Virginia ghost novel of the year and #1 ranked ghost novel on Amazon.com. I’m sure advertising in Two-Lane Livin’ helped make that happen.”

Kevin Lake, WV Author

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

**Also available in Washington County, Ohio.

*An additional 1,000 copies printed for the June, July & August issues.

Advertising Rates for the Print Edition of Two-Lane Livin'

AD NAME	AD SIZE <small>(width x height)</small>	12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
Sponsorship Box	1 col. x 2 inches (1.976" x 2")	\$300	\$150	-	-
	1 col. x 3 inches (1.976" x 3")	\$425	\$225	\$115	-
Business Card <small>(Horizontal) (Vertical)</small>	2 col. x 2 inches (4" x 2")	\$40 / mo.	\$42 / mo.	\$135	\$45
	2 col. x 3 inches (4" x 3")	\$60 / mo.	\$65 / mo.	\$70 / mo.	\$70
Large Box	2 col. x 4 inches (4" x 4")	\$85 / mo.	\$90 / mo.	\$95 / mo.	\$95
	3 col. x 3 inches (6.274" x 3")	\$95 / mo.	\$100 / mo.	\$110 / mo.	\$110
Ultimate Business Card	5 col. X 2 inches (10.25" x 2")	\$115 / mo.	\$120 / mo.	\$125 / mo.	\$125
	1 col. X 12.75 inches (1.976" x 12.75")	\$135 / mo.	\$140 / mo.	\$145 / mo.	\$150
Page Panel <small>(Vertical) (Horizontal)</small>	2 col. x 6.5 inches (4" x 6.5") (6.274" x 4.5")	\$155 / mo.	\$160 / mo.	\$165 / mo.	\$170
	3 col. x 6.5 inches (6.274" x 6.75")	\$210 / mo.	\$215 / mo.	\$220 / mo.	\$225
Half Page <small>(Horizontal)</small>	5 col. X 6.25" 10.25" x 6.25"	\$275 / mo.	\$300 / mo.	\$310 / mo.	\$325
	10.25. X 12.75"	\$550 / mo.	\$575 / mo.	\$625 / mo.	\$650

ADD FULL COLOR FOR:

\$25/ Mo.

\$35/ Mo.

\$55/ Mo.

\$75/ Mo.

\$100/ Mo.

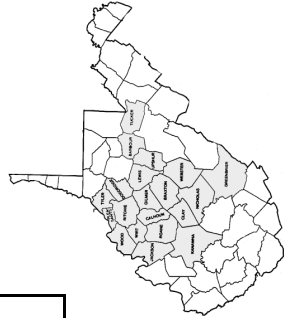
WEB ADS
@ twolanelivin.com

FEATURE BANNER
728 pixels x 90 pixels
EXCLUSIVE: Top page banner on every page and post within the site: \$200/mo.

SIDE BANNERS
250 pixels x 250 pixels

Home Page Only:
A. In rotation w/ other ads:
\$50 for 1 mo., \$175 for 6 mo., \$300 for 12 mo.
B: Featured without rotation:
\$75 for 1 mo., \$350 for 6 mo., \$500 for 12 mo.

Every Post :
(every new entry):
A. Rotating with other ads:
\$100 for 1 mo., \$400 for 6 mo., \$700 for 12 mo.
B. Featured without rotation:
\$125 for 1 mo., \$500 for 6 mo., \$800 for 12 mo.



Two-Lane Livin' Magazine - 99% Readership in 20 WV Counties
Including: 2 WV Welcome Centers, 6 Rest Stops, 19 County Visitor Center's, 5 State Parks (in season), 24 overnight lodging providers, 20 Senior Citizen's Centers, 12 libraries & 12 medical/health related outlets.
More than 500 locations in all.

Questions? Call your account representative, or 304-354-9132, visit www.twolanelivin.com or e-mail info@twolanelivin.com.

Rates effective January 1, 2012 for 16,000 print copies. 1,000 Additional copies printed in June, July & August. All rates subject to change without notice. Payment plans available according to policy.