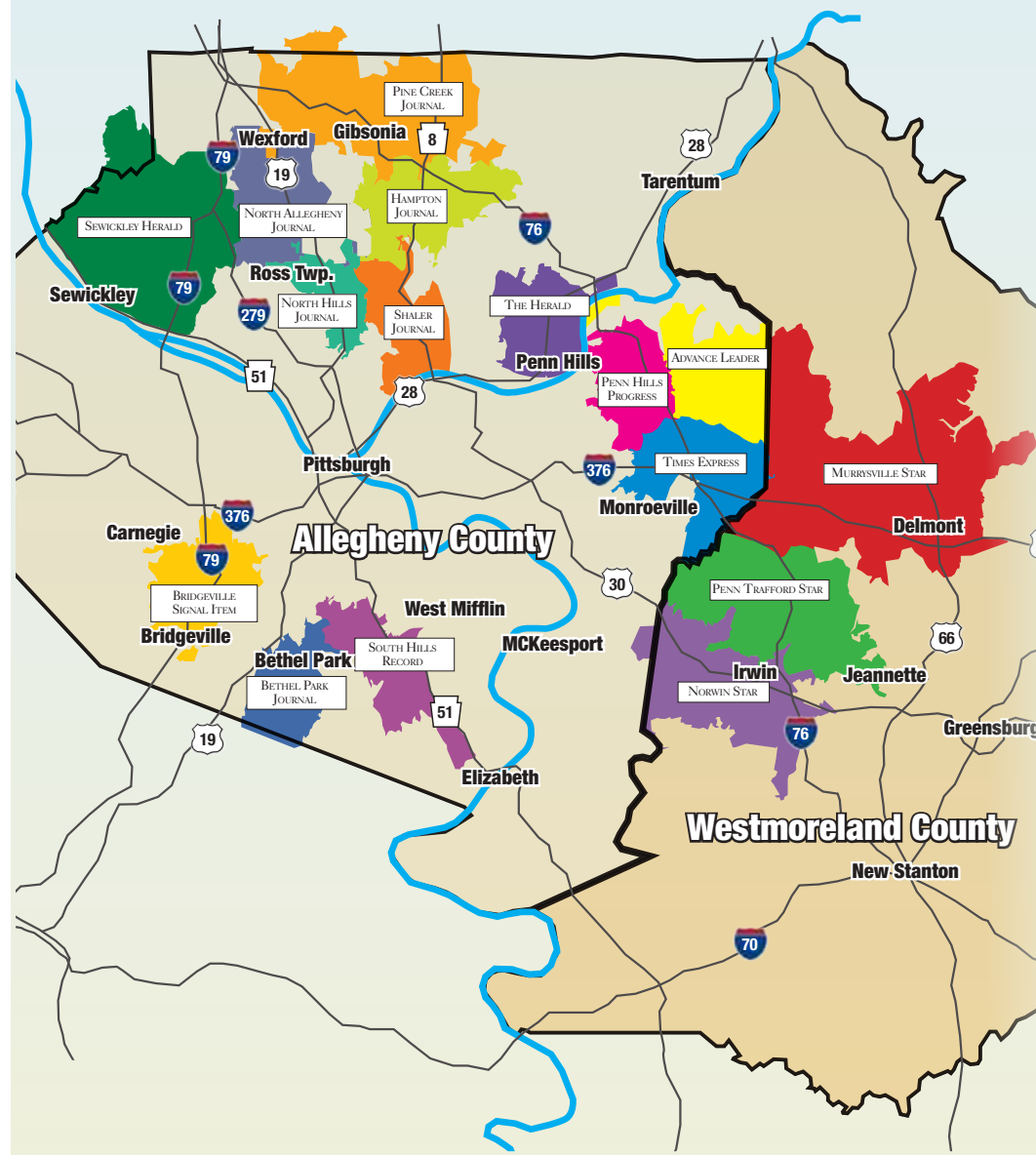


# community newspapers

## DISTRIBUTION MAP



Monthly publications	
EDITION	DISTRIBUTION
North Hills Journal	12,226
South Hills Record	13,119
Bethel Park Journal	11,694
Shaler Journal	12,368
Bridgeville Signal Item	12,619
Pine Creek Journal	9,756
Hampton Journal	7,370
Penn Hills Progress	10,050
<b>Total</b>	<b>89,202</b>
Weekly publications	
Monroeville Times Express	11,668
Plum Advance Leader	12,869
Penn Trafford Star	8,907
Norwin Star	14,719
North Allegheny Journal	10,174
Sewickley Herald	10,459
Murrsville Star	11,139
The Herald	8,880
<b>Total</b>	<b>88,815</b>
<b>Total Community Papers</b>	<b>178,017</b>

JULY 2025

# 2025 DIRECT MAILED DAL/ DETACHED LABEL CARDS



An affordable  
and targeted  
Direct Mail Solution



What exactly is the

# POSTCARD PROGRAM?

1.

Our solo mailed postcard is approximately **half the cost** of a standard solo mailed card because it is shipped on the outside of our weekly direct mail package.
2.

It's the **first thing people see** when they open their mailbox.
3.

Large postcard size (8" x 5") with **full color and bleed** (Images are printed all the way to the card's edge)
4.

In homes every **Thursday** before any weekend buying decisions are made.
5.

100# **gloss card stock** for a more substantial piece that lends visual weight and strength to your message.
6.

**RESULTS=\$**  
Return on your marketing investment



## Investment Options

5"x8" or 8"x5" 100# Gloss Cover 4/4 color with bleed	QUANTITY	6"x4" or 4"x6" 100# Gloss Cover 4/4 color with bleed
\$235 per thousand	7,000	\$230 per thousand
\$230 per thousand	8,000	\$225 per thousand
\$227 per thousand	9,000	\$220 per thousand
\$220 per thousand	10,000	\$215 per thousand
\$210 per thousand	15,000 & up	\$205 per thousand

**Exclusivity**  
Only one card per area per week.

Includes Design,  
Print & Mailed  
Delivery

Deadline for copy  
only 3 weeks prior to  
distribution date.

