



# The Homepage

Serving the communities of  
Greater Hazelwood • Greenfield • 31st Ward • New Homestead • The Run

## Media Kit



A publication of Hazelwood Initiative, Inc.

4901 Second Avenue, 2nd Floor, Pittsburgh, PA 15207 • (412) 421-7234

[www.hazelwoodinitiative.org](http://www.hazelwoodinitiative.org)

## Letter from the Publisher

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Since 2000, Hazelwood Initiative (HI) has published *The Homepage* to provide nearly 10,000 readers with content that speaks to the shared concerns, interests, and curiosities of Greater Hazelwood, Greenfield, the 31<sup>st</sup> Ward, and the Run. We're a recognized and trusted source of community news, updates, and opinion pieces covering local development, the environment, personal wellness, and more.

Even though the paper operates out of our office in Hazelwood, we are committed to being responsive and relevant to our entire readership, while also respecting the identity and independence of these proud communities. We strive to make the paper an empowering platform for residents to share opinions, celebrate success, ask questions, and seek out others for projects and initiatives.

Likewise, we are enthusiastic about promoting the work of the many community groups, non-profits, and businesses that may not reach our readers through other forms of media. As a free newspaper with a wide circulation, we offer a unique vehicle for advertisers to bypass more crowded or exclusive marketing spaces in order to directly speak to a broad audience.

Once supported through community block grants, *The Homepage* now depends on a combination of advertising revenue and the operating budget of HI to remain active. By choosing to advertise with us, you're helping to keep this community resource active and sustainable.

In this kit, you'll find information about our advertising rates, discounts for long-term advertising, printing process, and neighborhood profiles. We're glad that you're considering advertising with us and hope to work with you in the future. Please send any questions about advertising to [skanar@hazelwoodinitiative.org](mailto:skanar@hazelwoodinitiative.org) or call 412-421-7234.

Sonya Tilghman  
Executive Director  
Hazelwood Initiative



# About The Homepage and Our Communities

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The Homepage community newspaper is published by Hazelwood Initiative, Inc. We print in full color and the paper is distributed around the first of each month to 10,000 households in the Fifth Council District.

Previous and current advertisers include:

Greenfield Jewelers

UPMC

Dylamatos' Market

Community Kitchens Pgh

Murray Avenue Apothecary

Lappen Eye Care

PNC Bank

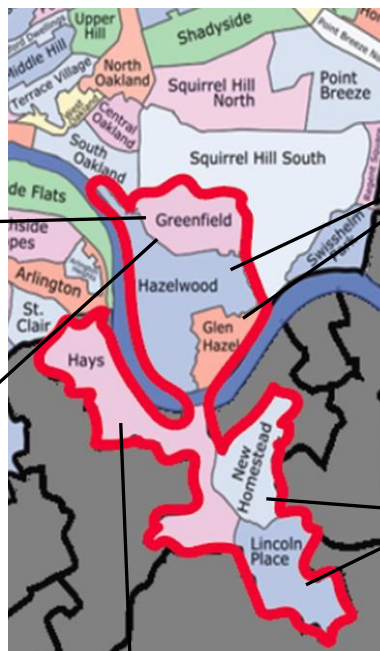
Bernacki Family Practice and Wellness Center

## Greenfield

A densely populated, residential area home to approximately 8,000 residents. The median age is 35. Greenfield's business districts can be found along Greenfield Avenue and Murray Avenue.

## The Run

Also known as the 4-Mile Run, The Run is a small, tight-knit community located within Greenfield. This area boasts some of Pittsburgh's most well-known parks and trails.



## Greater Hazelwood

Comprised of both Hazelwood and Glen Hazel, this area is home to approximately 5,000 residents. The median age of residents is 45. Thanks to efforts by the community and the emergence of the Hazelwood Green Development, Greater Hazelwood has attracted many new businesses and residents.

## 31st Ward

Comprised of Lincoln Place and New Homestead, the 31st Ward is comprised of approximately 4,500 residents. The median age of residents is 46 years of age. This suburban area boasts many homeowners, quality schools, and an active nightlife.

## Hays

Includes a mix of rural and urban living, with quick access to Downtown and the Waterfront. The neighborhood is known for hosting one of the area's most popular fish fries during Lent and is also famous to the Hays' Bald Eagles.

# Submitting Your Ad

## Please read before submitting

- Ad copy deadline **due the 15th** of the preceding month of publication
- Ad Reservations/Contracts **due by the 1st Friday** of the preceding month of publication
- Issues are mailed the **first week** of each month
- Formatting Requirements: Camera-ready artwork in **PDF, JPG, or Word files** are preferred
- The Homepage is happy to offer **custom ad creation for no additional charge**, upon request
- The Homepage submits files to the printer at the end of the preceding month of publication
- Submit all ad copy and contracts to Sarah Kanar at [skanar@hazelwoodinitiative.org](mailto:skanar@hazelwoodinitiative.org)

### Non-Profit Organization Ad Rate Information







Up to a 1/4 page at a flat rate of \$25

Full Page \$100

Up to 1/2 page \$80

Full Page Back Cover \$120

## Price List

Size and Dimensions	Specifications	Price x1	Quarterly x4 (15% Discount)	Monthly x12 (20% discount)
Full Page Back Cover 10"x16"		\$375	\$319	\$300
Full Page Interior 10"x16"		\$325	276	260
Half Page 10"x8" Horizontal		\$220	187	176
1/4 Page 8"x5" Vertical		\$145	123	116
1/8 Page 5"x4" Horizontal		\$80	68	64
1/16 Page 5"x2" Horizontal or Vertical		\$60	51	48

