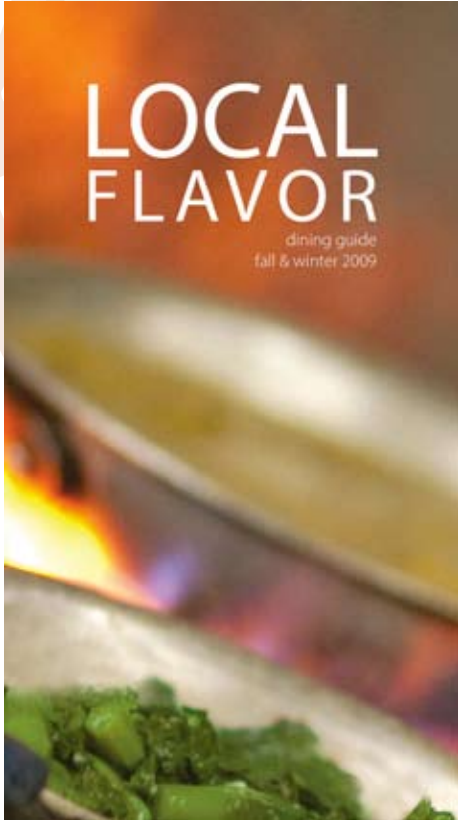


LOCAL *flavor* media kit



about

Northeast Pennsylvania is home to rich and diverse dining experiences, with local restaurateurs serving up everything from down home cooking to the most exquisite gourmet cuisine. With this in mind, *Local Flair Magazine* invites you to join our new dining guide, *Local Flavor*, which will be both seasonally and regionally relevant, and highlight community owned and operated businesses that define the unique culinary culture of Northeast Pennsylvania.

circulation & distribution

Coming out biannually in Autumn and Spring, *Local Flavor* will be distributed throughout exceptional businesses in Northeast Pennsylvania as an indispensable guide to area dining. In addition, *Local Flavor* will be featured as a take along guide in the August/September and April/May issues of *Local Flair Magazine*. The total biannual distribution of *Local Flavor* is an estimated 30,000 copies.

issue deadlines

- Spring/Summer- March 15th
- Autumn/Winter- July 15th

pricing, sizing & specs

In order to provide the most comprehensive dining guide available to both visitors and residents alike, *Local Flavor* will offer several advertising options which can fit most any advertising budget.

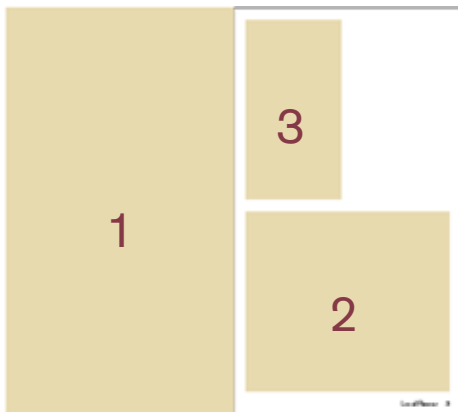
directory listings

A directory listing within *Local Flavor* will provide readers the most pertinent information on your business, including Restaurant Name, Address, Phone Number and Website Address.

- \$125.00 per issue
- \$239.00 for 2 issue commitment

display ad

For restaurants interested in further promotion, *Local Flavor* will provide display ads including ad design and ad proof for each issue. Pricing also includes a listing within the *Local Flavor* Directory.



ad sizes

rates

2 issue contract

- | | | |
|--------------------------------|-----------------|--------------------|
| 1. Full Page (4.75"w x 8.5"h) | \$695 per issue | \$625.50 per issue |
| 2. Half Page (4.25"w x 3.75"h) | \$525 per issue | \$472.50 per issue |
| 3. Quarter Page (2" x 3.75"h) | \$315 per issue | \$283.50 per issue |

- Covers add 25% to Full Page pricing
- Current *Local Flair* advertisers with a minimum 3 issue contract receive a 25% discount