

GOAL

MAGAZINE

2024-2025

Publication Pricing Guide



Contact Us

724.209.8219

go2goalus.com

info@go2goalus.com

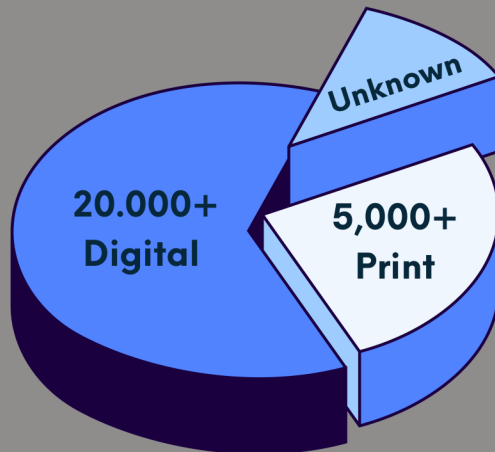


About Our Publication

GOAL Magazine is a unique way to advertise your business while educating the reader with valuable information from a diverse group of professionals in their area they can trust. Our focus is to support local businesses, highlight bi-partisan issues reported by local government officials and leaders, and focus on positivity in the community in each issue. Many magazine contributors send the publication to their clients as a way to share valuable content and thus is a great way to get your business in front of new audiences.

Readership

Our digital publication reaches over 20,000 email inboxes of our contributors' customers and is distributed to members of local chambers of commerce.



In addition to our confirmed readership, the magazine is also available in local waiting rooms, further expanding our reach to an additional audience whose size is not known.

Our printed publication is distributed to over 5,000 homes and businesses. This audience consists of both subscribers and clients of our contributors.

Distribution

Our semi-annual publication reaches homes and businesses in January and July each year. While our readership spans the entire country, the majority of our readers are located in Westmoreland County, followed by Fayette and Allegheny County.

Advertising Amenities

Professionally Designed Advertisement:

Enjoy a professionally designed advertisement tailored to your preferences, with the flexibility to collaborate until it perfectly aligns with your vision.

Social Media Exposure:

With a four issue commitment, receive a minimum of six shared social media posts annually on our Facebook page, maximizing your visibility.

“Meet the Contributor” Feature:

Spotlight feature for our article contributors on our website and social media pages, building a strong connection with our audience.

Unique Networking Opportunities:

Enjoy VIP invites to exclusive cover reveal events and priority access to our philanthropic events before advertised to the public.

Podcast Feature:

For contributors committing to a minimum of a full-page editorial or advertisement and send a minimum of 100 magazines by print or digitally, an exclusive opportunity to be featured on our podcast, **GOALcast**.



Pricing

- **Two Page Editorial Spread (Best Seller!) ***
4 issues \$700/issue 1 issue \$800
- **Full Page Editorial/Advertisement ***
4 issues \$535/issue 1 issue \$600
- **Half Page Advertisement ***
4 issues \$425/issue 1 issue \$500
- **Banner Advertisement**
1" x 8" - 4 issues \$150/issue 1 issue \$175
2" x 8" - 4 issues \$225/issue 1 issue \$250
- **Back Cover Advertisement**
4 issues \$500/issue 1 issue \$575
- **Send Magazines**
 - Print - \$3.50/copy (1-99) \$3.00/copy (100+) \$2.50/copy (500+)
 - Digital - \$150 for unlimited shares

* 501c3 Nonprofit Organizations receive a 10% discount with a 4 issue commitment.



Contributor Guidelines and Process

Thank you for considering collaborating with GOAL Magazine! Your editorial content plays a vital role in advancing our mission to educate and enlighten our readers while providing a unique platform to showcase your business. We welcome your creativity and expertise in crafting compelling narratives that resonate with and educate our audience.

EXCLUSIVITY OPPORTUNITY: Committing to four issues and mailing a minimum of 100 printed copies to a mailing list of your choice guarantees your business exclusivity within the issue. Your business will be the sole representative from your field of expertise within the magazine.

Editorial Spreads:

Length: Two-page spreads should ideally range between a minimum of 300 - 1400 words.

Content: Include a title, headshot of the author and title, business logo, and 1-4 high-quality images relevant to the content. If you're not the original photographer, please have the original photographer email us permission for use, and provide proper photo credit. **Note:** If the provided images include children under the age of 18, we will need to have a waiver signed by their guardian(s) allowing the use in the publication. If you do not have photos relevant to the article, we will provide stock images at no additional charge.

One-Page Editorials:

Length: 300-700 words

Content: Follow the same requirements as a two page spread but 1-2 images work best.

Submission Deadline:

Please submit your article in either Microsoft Word or Google Doc format by May 5th for the July issue and November 5th for the January issue to info@go2goalus.com.

Review Process:

Upon receiving your submission, our dedicated editorial team will review the content. Subsequently, our talented graphic designer will create a visually engaging layout. You will then receive the designed article for review.

Feedback and Print Approval:

You have the opportunity to review the designed article and provide feedback up to 2 times without an additional charge. You can either approve it for use or request changes. We will incorporate your suggestions and present the redesigned version for final approval. Once your article is approved, it will be set for print, reaching our diverse readership.

We look forward to showcasing your expertise and promoting your business to our audience.

Contributor Page Examples

BUSINESS INSURANCE BASICS

Liability Insurance

Commercial Auto Insurance

Workers Compensation

Laurel Highlands Insurance Group LLC
734-487-2873. info@laurelhighlands.com



424 word count, Headshot, 9 images varying in size and a call to action

Photography 101

THE THIRD TIP IS ABOUT FRAMING

TIP #3

TIP #4

THE LAST TIP ACTUALLY OPPOSES AN EARLIER RULE IN THIS ARTICLE ABOUT HORIZON PLACEMENT

THE SECOND TIP

First rule I love to teach is called THE RULE OF THIRDS.

TIP #1

TIP #2



1092 word count, Headshot, logo, 1 medium image, a call to action and a QR code

GO+LH

THE RHYTHM OF WINTER

Perhaps we take our cues from nature.

THE RHYTHM OF WINTER



356 word count, Business logo, 1 large image and 5 regular sized images

RECOGNIZING Children's Grief AWARENESS DAY

EDUCATE, EQUIP, HONOR.

Children's Grief Awareness Day

Neighborhood Kids

Our Family-Serving Teams



100 Celebrating Four Decades of Economic Development

IDC INDUSTRIAL COUNTY

SDI Greensburg

Industrial Park Expansion



537 word count, Team photo, logo and 4 images

565 word count, Headshot, logo, 3 images, call to action and image description

Our Family-Serving Teams





Advertiser Guidelines and Process

Thank you for considering advertising in our magazine! You have two options for submitting advertisements, we can design the advertisement for you OR you can submit an already designed ad.

Advertising Guidelines

We Design the Advertisement:

If we are designing the advertisement for you, please provide the following along with a vision you may have:

- Full Page: Your logo, 1-3 high-quality images, 50-100 words
- Half Page: Your logo, relevant image, 25-50 words
- Banner Advertisement: Your logo, contact information and between 10-15 words for an 8" x 1" size and 15-25 words for an 8" x 2" size
- NOTE: If you're not the original photographer of the images provided, please have the original photographer email us permission for use, and provide proper photo credit. Additionally, if the provided images include children under the age of 18, we will need to have a waiver signed by their guardian(s) allowing the use in the publication.

You Design the Advertisement:

- Full Page Advertisement: Size: 8.25" x 10.75" (Live Area) or 8.75" x 11.25" (Crop marks and bleed.)
- Half Page Advertisement: Size: 8.25" x 5.25" (Live Area) or 8.75" x 5.5" (Crop marks and bleed.)
- Banner Advertisement: Sizes: 8" x 2" or 8" x 1"

Submission Process

Submission Deadline: Please submit your advertisement vision or already designed ad in PDF format by: May 5th for the July issue November 5th for the January issue Send submissions to info@go2goalus.com.

Review Process: Upon receiving your submission, we will lay it out in the publication and send it to you for approval.

Feedback and Approval for Print: You will have the opportunity to review the designed advertisement and provide feedback. You can either approve it for use or request changes up to 2 times without an additional charge. We will incorporate your suggestions and present the redesigned version for final approval.

Please note that there is no exclusivity benefit within your field with advertising and not contributing educational content or mailing 100 copies of the publication.

Advertisement Examples



We can design an advertisement for you. This is with bleed to the edges of the page.

Introducing...
CAVALLO FIELDS EVENT VENUE.
 One of the most unique venues in our area. An authentic, fully renovated, 4,400 sq. ft. barn and in-tively charming 1800's farmhouse.

CAVALLO FIELDS

BARN WEDDINGS & FARMHOUSE EVENTS
 Latrobe, PA | 724.42.2332 | CavalloFields.com

Your Event Surrounded in Rustic Elegance.

You can provide an already designed advertisement. This has a border and does not bleed to the edge of the page.



ROUTE 30 CIGARS

Selling nationwide at route30cigars.com

Greensburg Location
 1860 N. Hummer, Hotel, and All-End Lounge
 440 Route 30 East Street
 Greensburg, PA 15601
 724.221.0942

Nicigar.com
 Reed Nelson Loguasto
 Owner-Partner
 724.516.7777

Norwin Hills Shopping Center Location
 1875 Norwin Ave.
 19199, PA 15682
 724.515.5810

Full page advertisement designed by our graphic designer, bleeding to the edge of the page.

BOOKING NOW FOR 2024
The Event Center at Westmoreland

Expect the unexpected from one of Westmoreland County's secret treasures! Located in Youngwood, the Event Center at Westmoreland County Community College is the area's newest venue that is perfect for hosting:

- Conferences
- Business Meetings
- Rehearsal Dinners
- Wedding Ceremonies
- Bridal Showers

The center features spaces for large and small events, state-of-the-art video and audio systems, premier catering services and ample, free parking. Check out all of Westmoreland's rental space including a theater with 400+ seating, a new board room and tech savvy classrooms.

BOOK YOUR EVENT TODAY!
 Kari Bailey, events director
 724.925.5981 • baileyk@westmoreland.edu
westmoreland.edu/eventservices

WESTMORELAND COUNTY COMMUNITY COLLEGE
 143 Pavilion Lane, Youngwood, PA 15687-1814

**Landscape Design
 Lawn & Garden Care
 Snow & Ice Removal**

Shafferslandscaping.com
724.454.7034



8" x 1" Banner Advertisement



8" x 2" Banner Advertisement

Get Noticed. **SOLUTIONIST** Stay Remembered.
 You've trusted me with your brand for 20 Years.
Thank you!

Branded Promotional Products Work!
DanTheSWAGman.com • Ideas@Solutionist.biz

Subscriptions Available At: GO2GOALUS.COM

GOAL MAGAZINE



Every Work of Art Has a Story to Tell

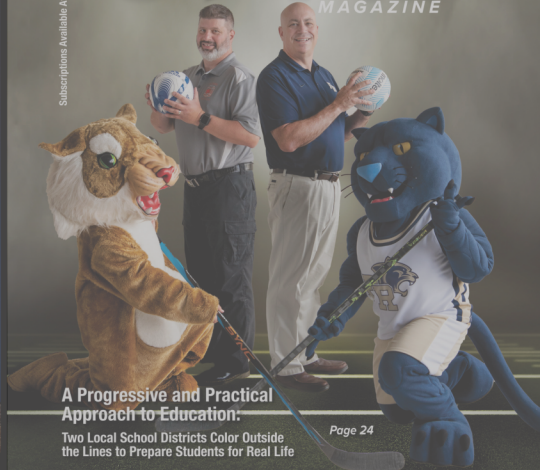
Exploring the Past, Present and Future of The Westmoreland Museum of American Art

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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Winter 2024

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A Progressive and Practical Approach to Education:

Two Local School Districts Color Outside the Lines to Prepare Students for Real Life

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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Summer 2023

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More Than Just a Meal:

Local Restaurants With Purpose Beyond Their Menu

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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Winter 2023

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EMPTY SHELVES, EMPTY BELLIES

The Covert Realities of Food Insecurity and Local Efforts to Care for Our Hungry

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LIGHTS, CAMERA, ACTION!

The Backstage Crew on the Set of Westmoreland County

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TOWER OF VOICES: Honoring a Legacy of Sacrifice

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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Summer/Fall 2021

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#FerraroStrong

A beloved family man, educator, coach and mentor's lasting impact on our community

Jerry Ferraro 1971-2020
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INSIDE:
Local Businesses Successfully Pivot Amid the Pandemic
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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Winter 2021

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Love always, Mom

The Jamie Cordial Hall Foundation

Honoring Jamie's Life and Providing Assistance to Children in Need

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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Summer/Fall 2019

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Turning a Dream into Reality

Local Entrepreneur Becomes a Champion of the Wrestling Belt World
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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Spring/Summer 2020