



**mount GREYNA**  
*magazine*

*Revised + Expanded*  
**MEDIA KIT 2026**

# MOUNT GRETTNA magazine

Box 205  
Mount Gretna, PA 17064  
[MountGretnaMagazine.org](http://MountGretnaMagazine.org)

*Mount Gretna Magazine is tax exempt through fiscal sponsorship with Humanitarian Social Innovations (EIN 46-4779591). All funds received for the purpose of this program are treated as restricted under the charitable trust doctrine and are, minus allocations for administrative costs, dedicated to the purpose of this program and will not be used to pay the expenses of another.*

*Fiscally Sponsored By*



**Humanitarian  
Social  
Innovations**

*Serving People Who Impact Humanity.*

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Photo above: Stacy Schroeder.

Photos on cover and below: Shannon Fretz Photography

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stories that  
connect + inspire

# Who We Are



*Mount Gretna Magazine* is a free seasonal publication created for everyone who loves this magical little town as much as we do. Offered in both beautiful print and easy-to-access digital form, each issue is full of stories, photography, and features that celebrate life here — from the trails to the porches, the Playhouse to the lake.

Founded in February 2025, our team includes longtime Mount Gretna residents, passionate newcomers, seasoned journalists, talented photographers, and community leaders — all united by a love for Gretna and a commitment to excellence.

***Our mission is simple:*** to connect and inspire through community-building stories, beautiful imagery, and quality journalism.

We are a fiscal project of Humanitarian Social Innovations. This enables us to lean into our nonprofit character and truly focus on building up connection in this time of nation-wide division. Gretna — with its history of nurturing curious innovation in academic, social, spiritual, and physical pursuits — is the perfect foundation for these efforts.

Join us! As an advertiser or sponsor, you will both support our work and benefit from association with it. Together, each season, we'll share a fresh collection of exclusive content — available to all, for free — because we believe in the power of good stories to connect and inspire.

Photo page 4: Shannon Fretz Photography.

REACH OUT TO TALK MORE:

Janice Balmer

[Janice@MountGretnaMagazine.org](mailto:Janice@MountGretnaMagazine.org)

# Why Advertise With Us?

**Mount Gretna Magazine is new — but the buzz is REAL.**

From the moment we announced our launch, the community has rallied. In just six months, we've sparked wide engagement across print, digital, and word-of-mouth channels.

## START-UP STATS (before our first issue has even hit the stands)

### WEBSITE HIGHLIGHTS (Data via Wix)

- **Top 6%** of all news and media sites worldwide for return visits
- **Top 10%** for social-to-site conversion
- **2K** unique visitors
- **Visitors from 39 states**, with strongholds in Lebanon, Lancaster, Harrisburg and Philly

### FACEBOOK REACH (Organic — No Paid Ads)

- **58.8K** views to date; **11.2K** unique reach
- **3.2K** views of our cover reveal alone shows strong curiosity
- **67.6%** of viewers are non-followers — we continue to bring in new people
- **52%** Mount Gretna, **32%** Lebanon and Lancaster County, **16%** wider reach

## Here's what people are saying ...



Photo: Shannon Fretz Photography

“

*So excited! Mount Gretna has always felt like home — but now we live a few hours away. A magazine is a perfect way to help us feel connected to the place we love so much! — M. E.*

*Can't wait to get my hands on the magazine. — J. K.*

*Interested in learning about Gretna stories. I live nearby and have been coming to Gretna since the 90s. — L. B.*

*Just perused your website and it is FANTASTIC! You provide a much-needed 'one-stop shopping' site. Wishing you well! — F. O.*

*Former summer resident, now far-flung fan of all things Gretna who visits all too infrequently and is excited for the magazine! — J. P.*

”

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[Janice@MountGretnaMagazine.org](mailto:Janice@MountGretnaMagazine.org)



Photo: Michael Long

## HIGH FOOT TRAFFIC

Reach up to 200,000 annual visitors in a town known for its arts, charm, and loyal seasonal following.

## TRUSTED LOCAL REACH

Your ad connects with a tight-knit, multigenerational community of 3000+ and nearby populations of 60,000+ who visit, vacation in, and value Mount Gretna.

## LONG SHELF LIFE

This isn't junk mail. It's a keepsake publication that readers display, save, and share. Your ad gets seen again and again.

## DESIGNED FOR IMPACT

Our intentional layouts and elegant design ensure your ad is noticed, not lost in the noise. Every page is crafted for clarity, quality, and reader engagement.

## MISSION-DRIVEN ALIGNMENT

Support community storytelling that builds connection and inspiration. Your ad is part of something meaningful.

## RELATIONAL SALES APPROACH

Our team fosters genuine relationships with advertisers. No pressure, just partnership.

## ADDED DIGITAL EXPOSURE OPPORTUNITIES

Enjoy bonus visibility through our website, e-news, and social media alongside the print edition.

# LET'S BUILD SOMETHING

## Advertising Rates + Options

AD TYPE	SIZE	2026 RATES (four-issue package)	DETAILS + DIMENSIONS (in inches)
Standard	Full Page	<b>\$4,000</b>	7 x 9.625 (Bleed available; see page 9)
Standard	1/2 Page Horizontal	<b>\$2,400</b>	7 x 4.8125
Standard	1/2 Page Vertical	<b>\$2,400</b>	3.5 x 9.625
Standard	1/3 Page Vertical	<b>\$1,800</b>	2.33 x 9.625
Standard	1/4 Page Vertical	<b>\$1,400</b>	3.5 x 4.8125
Story Underwriting	N/A	<b>\$300 per issue</b>	See page 10
Business Listing	N/A	<b>\$300</b>	See page 11
Back Cover Upgrade	Full Page	<b>Additional \$400 per issue</b>	7 x 9.625 (Bleed available; see page 9)
Inside Front or Back Cover Upgrade	Full Page	<b>Additional \$200 per issue</b>	7 x 9.625 (Bleed available; see page 9)
ADDITIONAL OPTIONS			
Community Partner Digital Add-On	Linked Logo	<b>\$200 with any purchase</b>	Online through December 31, 2026
Corporate Sponsorship	Varied Options	<b>\$5,000-\$10,000+</b>	See page 12
Video Sponsorship	Sounds of Gretna Series	<b>\$150 per video</b>	See page 13

### GENERAL INFORMATION

**Annual Contracts:** Advertising packages are bundled with a discounted price to reflect that annual commitment. Single-issue placements or short-term ad purchases are charged at a higher rate.

**Ad Deadlines and Specifications:** See page 9.

**Payments:** An additional 5% discount is offered for annual contracts paid in full upfront. Otherwise, quarterly payments are due before the design process begins for each issue. See Page 9 for publication schedule and deadlines for payment and ad copy.

**Social Media Acknowledgement:** Each quarter, advertisers are thanked and linked in a social post.

### DISTRIBUTION DETAILS

**Distribution Numbers:**

- Digital – Unlimited.
- Print – Fall 2025 print run is 2,000. Future issues — especially Summer 2026 — will grow as readership and advertiser interest continue to build.

**Distribution Sites:** Print copies of *Mount Gretna Magazine* are available at over 25 key locations in Mount Gretna and across Lancaster and Lebanon Counties, plus a few additional sites. We've partnered with local shops, restaurants, and organizations like the Lebanon Chamber of Commerce and Visit Lebanon Valley. For the most up-to-date list, visit [MountGretnaMagazine.org/Magazine](http://MountGretnaMagazine.org/Magazine).

Interested in becoming a distribution site? Contact us!

REACH OUT TO TALK MORE:

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Photo on left: Courtesy of Gretna Music; Photo on right: Courtesy of Friends of Governor Dick.

# Publication Schedule + Deadlines

ISSUE	CONTENT + PAYMENT DEADLINE *	PUBLICATION MONTH
Winter 2026	October 15, 2025	January 2026
Spring 2026	February 1, 2026	April 2026
Summer 2026	May 1, 2026	July 2026
Fall 2026	August 1, 2026	October 2026

## AD SPECIFICATIONS + FILE REQUIREMENTS

### Full-Page Ads with Bleed:

- Trim size: 8.5" x 11"
- Bleed size: 8.75" x 11.25"
- Keep all live content at least 0.25" from trim edges to ensure nothing is cut off.

### Accepted File Formats:

- PDF (preferred): High-resolution, CMYK, with fonts embedded.
- JPG: Flattened, CMYK color mode, and minimum 600 dpi resolution.
- TIFF: Accepted for image-based ads at 300 dpi or higher.
- AI/EPS (for vector ads): All fonts outlined and images embedded.

### Image Resolution:

- Minimum of 300 dpi at ad's actual print size.
- Do not use images from web sources (usually 72 dpi), as they will appear pixelated in print.

**Color Mode:** Artwork must be in CMYK.

**Fonts:** Embed or outline all fonts. Avoid system fonts that may substitute or render incorrectly.

**Ad Design Assistance:** With advance notice, we may be able to connect you with an independent graphic designer to help you create your ad copy. Additional costs and coordination are your responsibility.

**Proofing:** Mount Gretna Magazine is not responsible for errors in ads submitted as camera-ready. Please ensure all content is carefully proofed before submission.

**Ad Content Updates:** Advertisers are welcome to submit new content for each issue within their contract. If usable updated files are not received

by the deadline, the previously published ad may be re-run or the space may be forfeited without refund.

**Late or Incorrect Files:** Ads that do not meet the required specifications may be excluded from print and the reserved space may be lost without refund.

### File Naming Convention (recommended):

BusinessName\_AdSize\_IssueSeason.pdf (e.g., GretnaBakery\_HalfPage\_Fall2025.pdf)

### Submit Files To:

<https://forms.gle/fiZGh8t8kjHLazca8>

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[Janice@MountGretnaMagazine.org](mailto:Janice@MountGretnaMagazine.org)



Photo above: Shannon Fretz Photography

## Express your community interests ... STORY UNDERWRITING OPTIONS

Looking for a fresh way to engage with *Mount Gretna Magazine*? In addition to traditional ads, directory listings, and larger sponsorships, we're now offering the opportunity to underwrite one of our recurring editorial features.

**For \$300, you can sponsor a story from one of our signature departments:**

- *Gretna Together* – Exploring shared interests and differing perspectives in our community

- *Cottage Life* – Showcasing cottages, traditions, and seasonal snapshots
- *Local History* – Deep dives into people, places, and moments from the past
- *Meet the Artist* – A behind-the-scenes look at Gretna creatives
- *Seasonal Contemplations* – Reflective columns on nature, place, and intentional living

Your underwriting supports the creation and sharing of these stories. While editorial control, topic selection, and

writer assignment remain solely with *Mount Gretna Magazine*, you may choose the issue and department (based on availability) you sponsor.

At the end of the sponsored piece (just after the writer's bio), your name, website, and a brief mission statement or description will be included in appreciation.

This is a great way to align your brand with meaningful local storytelling, while helping us keep Gretna's stories flowing.

**REACH OUT TO TALK MORE:**

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# BUSINESS DIRECTORY

COMING SPRING 2026

## Your business belongs in Gretna's story.

*Be part of our brand-new community business directory launching Spring 2026—affordable, visible, and connected.*

### INCLUDED

Print listings in our Spring, Summer, and Fall 2026 magazine issues

Complimentary online listing through December 31, 2026

Free preview listing in the Winter 2026 issue for businesses that commit by October 15, 2025

### RATES FOR 3-ISSUE PACKAGE

\$300 for Basic Listing (business name up to 20 characters, phone number, and website)

\$150 per additional line (up to 25 characters each)

*Sample categories listed below may be adapted based on responses. Text and payment due by February 1, 2026.*

#### **ART + PHOTOGRAPHY**

Your Name Here ... 717.333.3333

Website URL

#### **BUILDING + TRADE EXPERTS**

Your Name Here ... 717.333.3333

Website URL

#### **CATERING + MEAL DELIVERY**

Your Name Here ... 717.333.3333

Website URL

#### **CHILD CARE PROVIDERS**

Your Name Here ... 717.333.3333

Website URL

#### **CLEANING SOLUTIONS**

Your Name Here ... 717.333.3333

Website URL

#### **CONTRACTORS + CARPENTRY**

Your Name Here ... 717.333.3333

Website URL

#### **COTTAGE RENTALS**

Your Name Here ... 717.333.3333

Website URL

#### **EDUCATION**

Your Name Here ... 717.333.3333

Website URL

#### **EVENT SPECIALISTS**

Your Name Here ... 717.333.3333

Website URL

#### **FINANCIAL PROFESSIONALS**

Your Name Here ... 717.333.3333

Website URL

#### **HEALTH CARE**

Your Name Here ... 717.333.3333

Website URL

#### **INTERIOR DESIGN + HOME STAGING**

Your Name Here ... 717.333.3333

Website URL

#### **INSURANCE**

Your Name Here ... 717.333.3333

Website URL

#### **LAWN, TREE, + LANDSCAPE**

Your Name Here ... 717.333.3333

Website URL

#### **LEGAL RESOURCES**

Your Name Here ... 717.333.3333

Website URL

#### **PERSONAL BEAUTY + GROOMING**

Your Name Here ... 717.333.3333

Website URL

#### **PET SERVICES**

Your Name Here ... 717.333.3333

Website URL

#### **PRINTING + SIGNAGE**

Your Name Here ... 717.333.3333

Website URL

#### **REALTORS**

Your Name Here ... 717.333.3333

Website URL

#### **SENIOR LIVING + SUPPORT**

Your Name Here ... 717.333.3333

Website URL

#### **SHOPPING**

Your Name Here ... 717.333.3333

Website URL

#### **TECHNOLOGY + IT SERVICES**

Your Name Here ... 717.333.3333

Website URL

#### **TRANSPORTATION**

Your Name Here ... 717.333.3333

Website URL

#### **WELLNESS + RENEWAL**

Your Name Here ... 717.333.3333

Website URL

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# CORPORATE SPONSORSHIPS



## Issue Sponsors ... \$5,000

**Issue Sponsors** underwrite one issue of *Mount Gretna Magazine*, helping to bring our community-building stories to life. Your support allows us to keep the magazine free and widely accessible — ensuring that everyone can enjoy the beauty, history, and creativity of Mount Gretna.

### What Issue Sponsors Receive:

- Full-page acknowledgment prominently placed at the beginning of the issue (beautifully designed to fit our aesthetic — not a traditional ad look, but a “thank you” page).
- Logo on Table of Contents under “This issue brought to you by ...”
- Mention in the Creative Director’s Letter as the Issue Sponsor.
- Recognition across digital channels when promoting the sponsored issue.
- Early access to pre-publication preview of the issue.
- A significant portion of this sponsorship is tax-deductible.



## Keystone Sponsors ... \$10,000+

**Keystone Sponsors** believe in *Mount Gretna Magazine’s* long-term mission and want to visibly support us in an ongoing way throughout the year. Instead of buying one ad or sponsoring one issue, you commit to a year-long partnership — creating steady visibility for you and stability for us.

### What Keystone Sponsors Receive:

- Logo listed alongside masthead in every issue.
- One complimentary full page ad to use at some point during the year.
- Linked logo on website.
- Quarterly shout-outs on social media (e.g., “Thanks to our Keystone Sponsor!” posts).
- Optional “Partner Spotlight” story on our blog once during the year.
- Recognition at any live magazine-related events.
- A significant portion of this sponsorship is tax-deductible.



**We’d love to explore a partnership with you.**

*Photos this page, from top: Jialun Tong, Stacy Schroeder, Michelle Shay, Sally Ann Kirby.  
Photo page 13: Shannon Fretz Photography*

**REACH OUT TO TALK MORE:**

*Janice Balmer*

[Janice@MountGretnaMagazine.org](mailto:Janice@MountGretnaMagazine.org)

Fall schedule got you spinning?

## Hit pause.

*Sounds of Gretna* is a short video series capturing the magic of Mount Gretna in 60-second doses — tree canopies, concert anticipation, evening laughter, summer rain. Artful. Peaceful. 100% Gretna.



VIEW ON YOUTUBE:  
[@Mount\\_Gretna\\_Magazine](#)

### SPONSOR A VIDEO ... \$150

Your sponsorship includes:

1. A friendly “brought to you by” message at the open of one of the videos, with your logo (optional).
2. Featured placement in our social media promotion for that video.
3. Long-term exposure as part of our ongoing *Sounds of Gretna* video collection.



# Sounds of Gretna

REACH OUT TO TALK MORE:

*Janice Balmer*

[Janice@MountGretnaMagazine.org](mailto:Janice@MountGretnaMagazine.org)



# Thank you.

We appreciate your partnership and your investment in *Mount Gretna Magazine*.

We look forward to working together to promote your business and the community of

## *Mount Gretna.*

# Mount Gretna

Small town. Everyday magic.



## Discover Gretna in all seasons.

hiking | lake swimming | porch sitting | spooky fall theater | book reviews | plays | concerts  
ice cream | bird walks | fairy gardens | holiday lights | mountain biking | children's playground  
shopping | brunch | marching band | tour of homes | poetry steps | rental cottages  
chautauqua summer programs | bible heritage festival | painting classes | dining + live music  
environmental center | mini golf | leaf peeping | whimsical architecture | roller skating | rail trail  
art show | winter strolls | history museum | film festival | ... and much, much more!



**START YOUR EXPLORATION TODAY.**

**[MountGretnaMagazine.org/Mount-Gretna](https://MountGretnaMagazine.org/Mount-Gretna)**

Photo: Todd Nicholas