



# The Homepage

COMMUNITY NEWSPAPER

Serving Greater Hazelwood • Greenfield • The Run • Lincoln Place • Hays • New Homestead



## 2025 Media Kit

## Letter from the Publisher

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Since 2000, Hazelwood Initiative has published The Homepage community newspaper. Over time, its circulation has grown to reach more than 10,000 readers with content that speaks to the shared concerns, interests and curiosities of Greater Hazelwood, Greenfield, the 31st 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  
[editor@hazelwoodinitiative.org](mailto:editor@hazelwoodinitiative.org) or call (412) 421-7234.

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Sonya Tilghman  
Executive Director  
Hazelwood Initiative





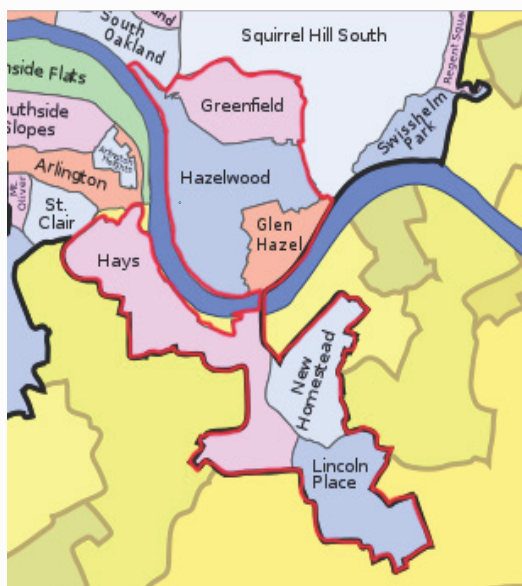
# About The Homepage and the communities it serves

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The Homepage community newspaper is published by Hazelwood Initiative, Inc. The full-color newspaper printed in convenient tabloid format is distributed at the beginning of each month to more than 10,000 readers in Pittsburgh's Fifth Council District.

## Greater Hazelwood

Hazelwood and Glen Hazel together are 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.



## Greenfield

A densely populated, residential area home to approximately 7,000 residents. The median age is 37. Greenfield's business districts can be found along Greenfield Avenue and Murray Avenue.

## Lincoln Place and New Homestead

Lincoln Place and New Homestead have a suburban feel with many homeowners and, quality schools. But they also offer family fun and an active nightlife.

The median age of residents is 46 years of age.

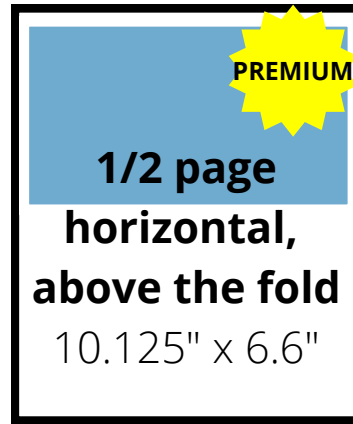
## The Run

Also known as Four 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.

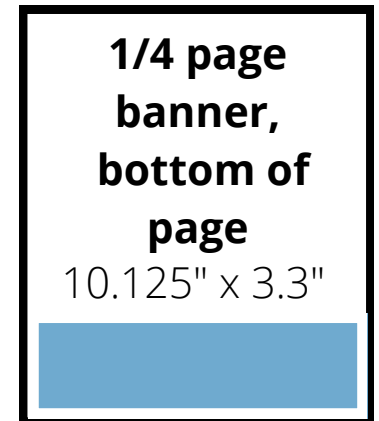
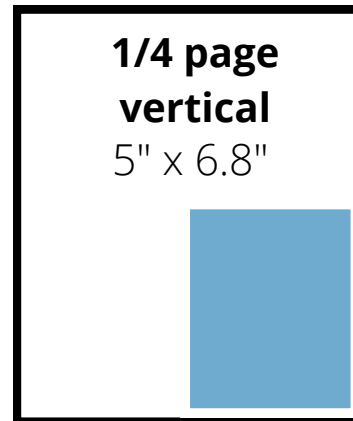
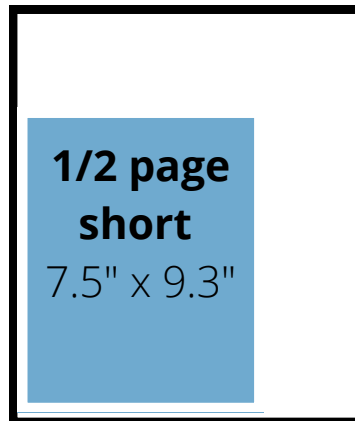
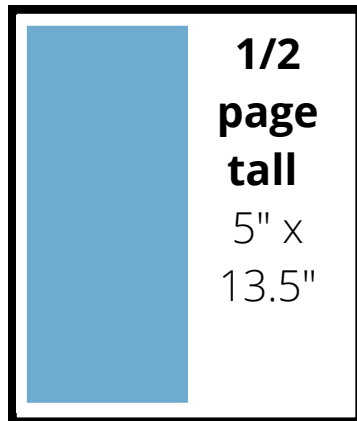
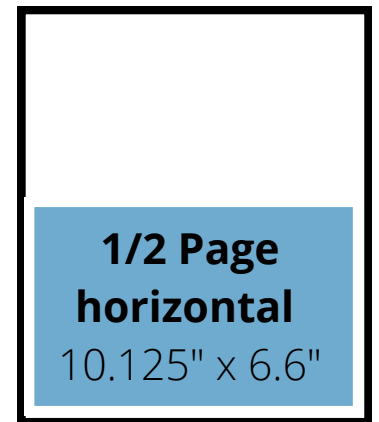
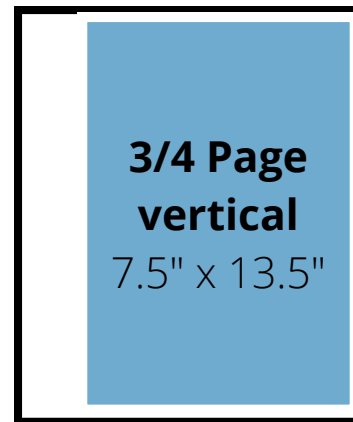
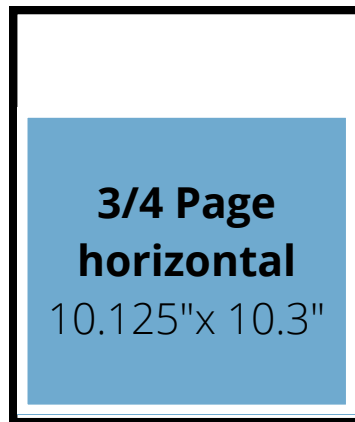
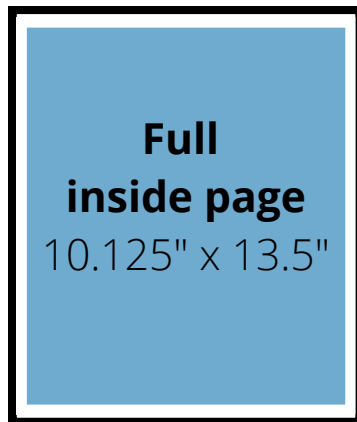
## Hays

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

# Premium



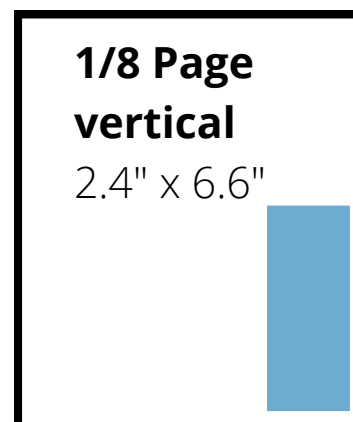
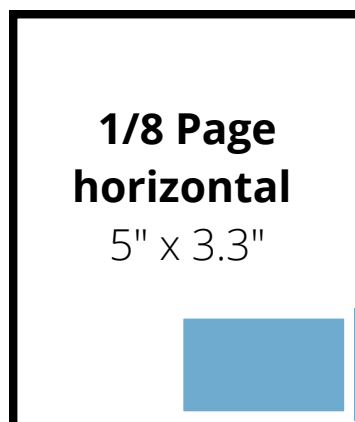
# Standard



## Design notes

Newspapers are printed with a CMYK color process. Simple colors using only one or two inks work best.

White text on a dark background may not print clearly and may cause the background color to bleed through the newsprint or smudge the facing page.



## Formatting requirements

- Camera-ready artwork in PNG or PDF is preferred.
- Resolution should be 300 dpi or greater.

Find more information about designing for newsprint at [www.newspaperclub.com/create/design-guides](http://www.newspaperclub.com/create/design-guides)

# Ad prices and submission

**Please read pages 5 through 7 carefully before submitting the contract on page 8.**

- Submit all artwork and contracts to [editor@hazelwoodinitiative.org](mailto:editor@hazelwoodinitiative.org).
- Ad contracts and artwork are due by 5 p.m. two days before the print deadline for placement in the following month's issue of The Homepage. The print deadline is usually the fourth Friday of each month, but the managing editor will provide exact advertising deadline dates for each issue.
- Issues reach readers during the first week of each month.
- **Please make checks payable to Hazelwood Initiative Inc.**

## Ad pricing

### PREMIUM placement rates

	Column inches	1-2 months	3-5 months 5% off	6-8 months 10% off	9-11 months 15% off	12+ months 20% off
Full-page	52	\$660.40	\$627.38	\$594.36	\$561.34	\$528.32
3/4	39	\$495.30	\$470.54	\$445.77	\$421.01	\$396.24
1/2	26	\$330.20	\$313.69	\$297.18	\$280.67	\$264.16
1/4	13	\$165.10	\$156.85	\$148.59	\$140.34	\$132.08

### STANDARD placement rates

	Column inches	1-2 months	3-5 months 5% off	6-8 months 10% off	9-11 months 15% off	12+ months 20% off
Full page	52	\$607.36	\$576.99	\$546.62	\$516.26	\$485.89
3/4	39	\$455.52	\$432.74	\$409.97	\$387.19	\$364.42
1/2	26	\$303.68	\$288.50	\$273.31	\$258.13	\$242.94
1/4	13	\$151.84	\$144.25	\$136.66	\$129.06	\$121.47
1/8	6.5	\$75.92	\$72.12	\$68.33	\$64.53	\$60.74

### DISCOUNTS for nonprofit organizations

Registered 501(c)3 organizations based in the 15207 ZIP code may purchase ad space at the following rates for each month:\*

Full Page: \$110, or \$130 for premium placement

1/2 - 3/4 page: \$80, or \$96 for premium placement

Up to 1/4 page: \$30, or \$40 for premium

\*Ads purchased at the nonprofit discounted rates are not eligible for multi-month discounts.

# Advertiser Terms and Conditions

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## Changes to advertising rate schedule

- The Publisher, Hazelwood Initiative, Inc., may revise its advertising rate schedule at any time upon forty-five (45) days written notice to the Advertiser, and the Advertiser may, without penalty, cancel this agreement at any time new rates are made effective by giving thirty (30) days prior notice to the Publisher.

## Payments

- The Advertiser shall make payment by the last day of the month indicated on the Publisher's statement except as noted below. In the event that the Advertiser fails to make payment within such time, the Publisher will assess a 1.5% late charge (18% per annum) for each subsequent month or part thereof on all accounts not paid as required above.
- Advertisers shall pay by cash, check or money order made out to Hazelwood Initiative, 4901 Second Ave, 2nd Floor. Pittsburgh PA 15207.
- All payments on all accounts shall be first applied to the oldest outstanding invoice.
- All political Advertisers must identify the sponsor or sponsoring organization, must be prepaid, and must bear the words, "Paid political advertisement."
- Any Advertiser submitting an advertisement and advertising contract for one issue only must prepay in full by the fourth Friday of the month prior to insertion.
- Advertisements will not be accepted from any Advertiser whose account is sixty (60) or more days past due and the account may be referred for legal action. The Publisher may cancel this contract and the Advertiser agrees to indemnify the Publisher for all expenses incurred in connection with the collection of all amounts payable under this contract, including court costs and attorney fees. If this agreement is cancelled due to the Advertiser's failure to make timely payments, the Publisher may re-bill the Advertiser for the outstanding balance due at the earned contract rate plus all late charges and expenses of collection. The Advertiser understands that future advertising with the Publisher will be discontinued, pending a full review of the account.

## Ad content and placement

- The Publisher may, in its sole discretion, edit, classify, or reject any advertising copy submitted by Advertiser.
- Publisher shall not be responsible for any errors in camera-ready art provided by Advertiser. In the event of typographical errors, incorrect insertions, or omissions on the part of Publisher, Publisher shall run a corrective/corrected advertisement in the following month's publication, at no additional charge, for that portion of the first insertion which contained any such typographical error, incorrect insertion, or omission. Advertiser shall notify Publisher of such errors in time for correction before the second insertion. The corrective/corrected insertion shall be Advertiser's sole remedy and Advertiser shall remain liable for the contracted-for advertising cost. Publisher assumes no responsibility for any copyright infringement, errors or omissions in advertising materials submitted and expressly disclaims any representations or warranties, express or implied, including, without limitation, any implied warranties of merchantability or fitness for a particular purpose, and, except for running the corrective/corrected ad as specifically set forth above, shall not be liable to the Advertiser for any loss or other damages, direct, consequential or otherwise, that results from an incorrect insertion or publication of its advertisements.
- Advertising contracts and artwork must be received by 5 p.m. on the deadline dates specified by The Homepage managing editor.
- If artwork is not timely received, Advertiser shall remain liable for the full contracted-for advertising cost. A previously published ad, if available, may be used at the sole discretion of the Publisher.
- Composition produced by the Publisher shall be its property and shall not be reproduced photographically and/or used by another publication without the Publisher's consent.
- Premium placement advertisements purchased at the discount rates available to registered 501(c)3 organizations based in the 15207 ZIP code may be moved to a different placement at the discretion of the editor.

## **Legal limitations**

- Publisher does not assume any obligation to perform legal review of Advertiser's content.
- Advertiser agrees that Publisher shall not be liable or otherwise responsible for the quality of advertising images made or reproduced from camera-ready art or other graphics or images provided to Publisher by Advertiser, and payment of all fees due shall not be contingent upon the quality or appearance of any such reproduced images.
- The Publisher will not be liable for corrections after publication and prior to subsequent publication or first publication unless the Advertiser requests a proof sheet. Proofs are furnished upon request.
- The Advertiser agrees to hold harmless and indemnify the Publisher from all damages, costs, and expenses, of any nature whatsoever, including attorneys' fees for which the Publisher may be asserted to be or become liable for by reason of its publication of Advertiser's advertising.
- In the event that any federal, state or local taxes are imposed on printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by the Advertiser.
- This Agreement may not be assigned or transferred by the Advertiser.
- If any provision hereof is held invalid or unenforceable, such invalidity shall not affect the validity or operation of any other provision.
- Nothing in this Agreement creates any agency, joint venture, partnership or other form of joint enterprise, employment, or fiduciary relationship between the Parties. Publisher is an independent contractor pursuant to this Agreement. Neither Party has any express or implied right or authority to assume or create any obligations on behalf of or in the name of the other Party or to bind the other Party to any contract, agreement or undertaking with any third party.
- This Agreement, and all matters arising out of or relating to this Agreement, is governed by, and construed in accordance with the substantive law of Pennsylvania. Both parties hereby consent to the exclusive jurisdiction and venue of Pennsylvania and federal courts in the Western District of Pennsylvania.
- This Agreement constitutes the final, complete, and exclusive statement of the terms of the Agreement between the parties with respect to all advertising and supersedes all prior and contemporaneous understandings or agreements of the parties, unless otherwise noted in this Agreement. This Agreement may be modified only by a written document signed by an authorized representative of both parties. Waiver of any of the terms of this Agreement by Publisher in any instance shall not prevent Publisher from subsequently enforcing any provision of this Agreement in accordance with its terms.

## **CONFESSION OF JUDGEMENT**

**Advertiser and any below-named guarantors hereby irrevocably authorizes and empowers any attorney of any court of record, at any time after the occurrence of any event of default under this advertising contract, without further notice, to appear for and confess judgment therein against the advertiser, or any guarantors, successors or assigns, for the amount for which the advertiser is liable to hazelwood initiative under this agreement as evidenced by an affidavit signed by an officer of hazelwood initiative setting forth the amount then due, plus 18% thereof, but no less than \$500, as an attorney's commission, with costs of suit, release of errors, and without right of appeal. If a copy hereof, verified by an affidavit, shall have been filed in said proceeding, it shall not be necessary to file the original as a warrant of attorney. The undersigned waives the right to any advance notice of execution, the right to any hearing prior to execution as well as any stay of execution and waives the benefit of all exemption laws now or hereafter in effect. No single exercise of the foregoing warrant and power to confess judgment shall be deemed to exhaust the power, whether or not any such exercise shall be held by any court to be invalid, voidable, or void, but the power shall continue undiminished and may be exercised from time to time as often as hazelwood initiative shall elect, until all sums payable or that may become payable by the undersigned have been paid in full. The advertiser and any below-named guarantors acknowledge and represent that all fees due under this advertising contract constitute business expenses or that advertiser and guarantors each have an annual gross income in excess of \$10,000.00.**

# The Homepage

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## Advertising Contract

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Ad SIZE SEE PAGE 5 FOR AD SPECS		PLACEMENT OPTIONS PLEASE SELECT A PLACEMENT OPTION		NUMBER AND MONTHS OF PLACEMENT				
Full page		Back page (full-, 3/4- or 1/2-page)		Total placements:				
3/4 page		Back page top-of-page banner (1/4-page)						
1/2 page		Inside above fold (1/2- or 1/4-page)		Jan	Apr	Jul	Oct	
1/4 page		Inside top-of-page banner (1/4 page)		Feb	May	Aug	Nov	
1/8 page				Mar	Jun	Sep	Dec	
		No premium options						
Additional Notes:				Year(s): 20____ -thru- 20____				

AD RATE (SEE PAGE 5 FOR AD PRICING)	\$
NUMBER OF INSERTIONS	X
IN-HOUSE DESIGN -- \$50.00 (IF ANY)	\$
<b>CONTRACT TOTAL:</b> Multiply the ad rate by the number of insertions, plus in-house design (if any). Total = (ad rate) x (number of insertions) + design	\$

☐ I have read and agree to be bound by the Advertiser Terms and Conditions stated above.

☐ My organization/ad qualifies for the 15207 nonprofit discount.

X

Advertiser signature

Date

### OFFICE USE ONLY

Homepage Representative

Date

Please make checks payable to Hazelwood Initiative Inc.