

GOAL

MAGAZINE

2026-2027

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. (If you make posts)

"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.

Presence At Our GOAL Magazine Philanthropic Events:

With a 4 issue commitment, your business name/name will be on signage at our charity Gala and Golf Outing PLUS Paint-n-Sip along with the current issue of GOAL.

Podcast Feature:

For contributors with a 4 issue commitment, 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
Inside Front or Back cover - 4 issues \$800..... 1 issue \$900
- **Half Page Advertisement ***
4 issues \$425/issue 1 issue \$500
Back Cover - 4 issues \$700..... 1 issue \$775
- **Banner Advertisement**
1" x 8" - 4 issues \$150/issue 1 issue \$175
2" x 8" - 4 issues \$225/issue 1 issue \$250
- **Send Magazines (Minimum of 100 to receive exclusivity)**
 - Print - \$4/ copy (1-99) \$3.50/copy (100-199) \$3/copy (200+)
 - Digital - \$100 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.

GAL MAGAZINE

CONTRIBUTOR EXAMPLES

356 WORD COUNT, BUSINESS LOGO, 1 LARGE IMAGE AND 5 REGULAR SIZED IMAGES



THE RHYTHM OF WINTER

Perhaps we take our cues from nature...

There is something to be said about the last glow of winter in a well-timed snow. You can't be too sure about the snow, but you can be sure about the rhythm of winter. The snow is a gift, a gift that comes once a year, and it is a gift that we cherish. It is a gift that we take our cues from. It is a gift that we take our cues from. It is a gift that we take our cues from.

by Ian Rogers, Executive Director, Laurel Highlands

1092 WORD COUNT, HEADSHOT, LOGO, 1 MEDIUM IMAGE, A CALL TO ACTION, AND A QR CODE

BUSINESS INSURANCE BASICS



Liability Insurance
Liability insurance is a business's most important insurance. It covers the business for claims against it. It covers the business for claims against it. It covers the business for claims against it.

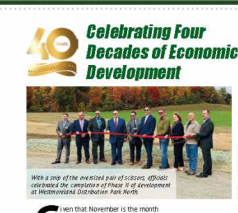
Commercial Auto Insurance
Commercial auto insurance is a business's most important insurance. It covers the business for claims against it. It covers the business for claims against it. It covers the business for claims against it.

Workers Compensation
Workers compensation insurance is a business's most important insurance. It covers the business for claims against it. It covers the business for claims against it. It covers the business for claims against it.

Property Insurance
Property insurance is a business's most important insurance. It covers the business for claims against it. It covers the business for claims against it. It covers the business for claims against it.

Laurel Highlands Insurance Group LLC
724-437-2371 | info@laurelhighlands.com

Celebrating Four Decades of Economic Development



by Jason Rogers, WCCDC Executive Director

WCCDC

565 WORD COUNT, HEADSHOT, LOGO, 3 IMAGES, CALL TO ACTION AND IMAGE DESCRIPTION

and beyond expectations, to attract businesses to the county and to provide for the growing companies that already call Westmoreland home.

Phase II's \$6.3 million cost was covered by WCCDC funds, state grants, and a low-interest state loan. With support from officials such as Seneca Highway Leader Jim Ward and State Rep. Eric Clevinger, both of whom represent East Huntingdon Township, where the park is located, we've cleared development obstacles from the playing field when it comes to competing for economic development projects. And of course, we're grateful for the support of our local partners in East Huntingdon and Southmoreland School District.

SCI Greensburg
The WCCDC and Hempfield Township have joined forces to renovate a 16-acre property that has been languished ever since the state closed the SCI University state prison complex in 2015.

With concerns about deteriorating structures, the partnership aims to eliminate blight and stimulate economic development that aligns with Hempfield's comprehensive plan. Hempfield purchased the 137-acre property and will identify the land reuse goals for the project. The WCCDC will lead the effort to determine the prison complex and prepare the site for redevelopment. The plan includes the use of the Jarrett Glass and Housner Medical Center properties in townships.

As I write this, we're still in the process of hiring an engineering consultant for the project, and a report timeline hasn't been finalized. Our demolition study will begin in 2024 when we get Hempfield officials excited about the possibilities for redevelopment.

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.

TIP #1

TIP #2

www.skysightphotography.com

RECOGNIZING Children's Grief AWARENESS DAY

EDUCATE. EQUIP. HONOR.

by Maria Grazia Bickelstaff, Funeral Director

537 WORD COUNT, TEAM PHOTO, LOGO AND 4 IMAGES

Children's Grief Awareness Day, observed on the third Thursday of November each year, was observed in October when we celebrated the 40th anniversary of the Children's Grief Awareness Day.

Created in 2008 by the Highmark Giving Place, a Center for Giving Children, Adolescents, and Their Families, we hope to create a greater level of understanding about how to support a grieving child or teenager. This is part of a national campaign to raise awareness of children's grief and to support grieving children and their families.

Children's Grief Awareness Day Activity
On Thursday, November 16, 2023, The Hartman-Gravello Funeral Home, Inc., Independence Health System Home Care & Hospice, and Innersight LLC partnered together to support a grieving child or teenager. The Hartman-Gravello Funeral Home, Inc. Center graciously hosted the free activity.

"Adults often worry about how to talk to children about grief and loss," said James C. Gravello, Executive Director for Independence Health System Home Care & Hospice. "Through activities and games, we hope to provide not only information but also awareness, encouragement, and support for families as they journey through their grief."

In 2022, participating children were honored in remembrance. This year the children were honored in remembrance. This year the children were honored in remembrance.

"The art activity highlighted the importance of art and how it helps feelings while you're sad."



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.

GOAL MAGAZINE

ADVERTISER PAGE 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 intimately charming 1860's farmhouse.

CAVALLO FIELDS

BARN WEDDINGS & FARMHOUSE EVENTS
Latrobe, PA | 724.424.2332 | CavalloFields.com

Your Event Surrounded in Rustic Elegance.



FULL PAGE ADVERTISEMENT DESIGNED BY OUR GRAPHIC DESIGNER, BLEEDING TO THE EDGE OF THE PAGE.

Selling nationwide at route30cigars.com

Greensburg Location
Walk-In Humidor, Retail, and Aladdin Lounge
645 Mount Pleasant Street
Greensburg, PA 15601
724.217.5942

Nlcigar.com
Reed Nelson Loguasto
Owner-Partner
724.516.7777

Norwin Hills Shopping Center Location
Wal-Mart Transfer and Retail
8775 Norwin Ave
Iruwa, PA 15642
724.515.5818

YOU CAN PROVIDE AN ALREADY DESIGNED ADVERTISEMENT. THIS HAS A BORDER AND DOES NOT BLEED 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
- Wedding Ceremonies
- Bridal Showers
- Rehearsal Dinners

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!
Keri Bailey, events director
724.925.5981 • baileyker@westmoreland.edu
westmoreland.edu/eventservices

WESTMORELAND COUNTY COMMUNITY COLLEGE
145 Pavilion Lane, Youngwood, PA 15697-1814

Westmoreland is an affirmative action, equal opportunity college.

8" X 1" BANNER ADVERTISEMENT

Landscape Design
Lawn & Garden Care
Snow & Ice Removal

Shafferslandscaping.com
724.454.7034

Shaffer's
LANDSCAPING

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

GOAL

MAGAZINE



Every Work of Art Has a Story to Tell

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

Page 24

INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Winter 2024

GOAL

MAGAZINE



Giving Horses a Second Chance

The Mission and Magic Behind a Local Equine Rescue

Page 24

INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Summer 2025

GOAL

MAGAZINE



More Than Just a Meal:

Local Restaurants With Purpose Beyond Their Menu

Page 24

INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Winter 2023

GOAL

MAGAZINE



EMPTY SHELVES, EMPTY BELLIES

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

Page 24

INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Summer 2022

GOAL

MAGAZINE



LIGHTS, CAMERA, ACTION!

The Backstage Crew on the Set of Westmoreland County

Page 24

INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Winter 2022

GOAL

MAGAZINE



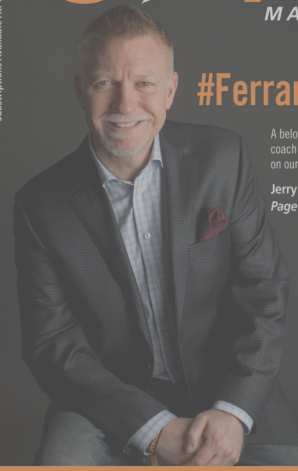
TOWER OF VOICES: Honoring a Legacy of Sacrifice

Page 24

INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Summer/Fall 2021

GOAL

MAGAZINE



#FerraroStrong

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

Jerry Ferraro 1971-2020
Page 24

INSIDE:
Local Businesses Successfully Pivot Amid the Pandemic
Page 40

INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Winter 2021

GOAL

MAGAZINE



Shop With a Cop:

Where Christmas Magic Meets Real World Hope

Page 24

INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Winter 2026 | Vol. 24

GOAL

MAGAZINE



Turning a Dream into Reality

Local Entrepreneur Becomes a Champion of the Wrestling Belt World
Page 24

INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Spring/Summer 2020