

GOAL
MAGAZINE

2025-2026

Publication Pricing Guide



Contact Us



724.209.8219



go2goalus.com



info@go2goalus.com

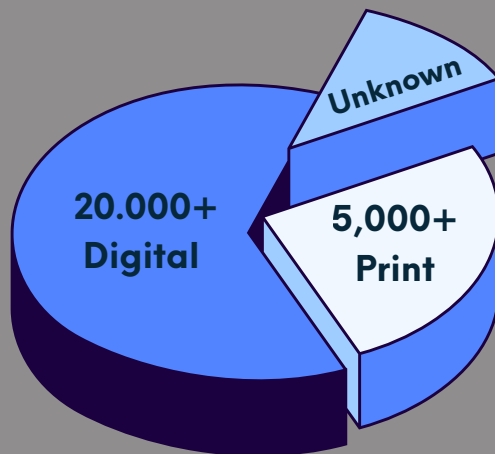


About Our Publication

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 \$650..... 1 issue \$750
- **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.

Contributor Page Examples

BUSINESS INSURANCE BASICS



Liability Insurance
Liability insurance is the most common type of business insurance. It protects you from the financial consequences of lawsuits or claims against you. For example, if a customer slips and falls in your store, liability insurance would cover the costs of their medical bills and any damages they might sue you for.

Commercial Auto Insurance
If you use a vehicle for your business, you need commercial auto insurance. This covers the vehicle and anyone driving it. It's important to have this insurance because it can protect you from the costs of accidents and property damage.

Workers' Compensation
Workers' compensation is a requirement in most states. It provides benefits to employees who are injured or become ill as a result of their job. This can include medical expenses, lost wages, and disability benefits.

Laurel Highlands Insurance Group LLC
724-437-2731 | info@laurelhighlands.com

Photography 101



THE THIRD TIP IS ABOUT FRAMING
This is a tip that I think is often overlooked. It's about how you frame your subject. A good frame can make a great photo even better. It can draw the viewer's eye to the most important part of the image.

TIP #3
First rule I love to teach is called the RULE OF THIRDS.

TIP #4
THE LAST TIP ACTUALLY OPPOSES AN EARLIER RULE IN THIS ARTICLE ABOUT HORIZON PLACEMENT.

TIP #1
First rule I love to teach is called the RULE OF THIRDS.

TIP #2
THE SECOND TIP

Photography by Adam Stokes, Owner and Photographer of Daylight Photography
Photography is an art. It's a way to capture a moment in time. It's a way to tell a story. It's a way to connect with others. It's a way to express yourself. It's a way to see the world through a different lens.

THE RHYTHM OF WINTER



Perhaps we take our cues from nature...

There's something to be said about winter. It's a time of quiet reflection. It's a time when the world slows down. It's a time when we can see the beauty of the snow-covered landscape. It's a time when we can hear the crunch of snow under our feet. It's a time when we can feel the warmth of a hot cup of coffee. It's a time when we can take a moment to appreciate the simple things in life.

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RECOGNIZING Children's Grief AWARENESS DAY



Children's Grief Awareness Day
This day is dedicated to raising awareness about children's grief. It's a day when we can learn more about how children experience grief and how we can support them. It's a day when we can share our own experiences and help others who are struggling.

Neighborhood Kids
Neighborhood Kids is a program that provides support and resources for children who are grieving. It's a place where children can find comfort and understanding. It's a place where they can learn about grief and how to cope with it.

Our Family Serving You
Our Family Serving You is a program that provides support and resources for families who are grieving. It's a place where families can find comfort and understanding. It's a place where they can learn about grief and how to cope with it.

Celebrating Four Decades of Economic Development



Westmoreland County
Westmoreland County has celebrated four decades of economic development. It's a time of growth and progress. It's a time when the county has become a hub for business and industry. It's a time when the quality of life has improved for everyone who lives here.

Industrial Park Expansion
The county is expanding its industrial park. This will create new jobs and attract more businesses. It's a sign of the county's commitment to economic development and growth.

Westmoreland County
Westmoreland County is a place of opportunity. It's a place where you can find everything you need to succeed. It's a place where you can make a difference. It's a place where you can live the life you want.

SOI Greensburg



SOI Greensburg
SOI Greensburg is a community of people who are passionate about the environment. They are working together to create a sustainable future. They are using renewable energy and reducing their carbon footprint. They are making a difference in the world.

Community
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Westmoreland County is a place of opportunity. It's a place where you can find everything you need to succeed. It's a place where you can make a difference. It's a place where you can live the life you want.

For additional details, visit westmorelandcountynydc.org and follow us on social media

[f](#) [in](#) [@](#)

www.gripix.com 24



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.



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



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



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

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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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Giving Horses a Second Chance

The Mission and Magic Behind a Local Equine Rescue

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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Summer 2025

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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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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Summer 2022

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LIGHTS, CAMERA, ACTION!

The Backstage Crew on the Set of Westmoreland County

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INDIVIDUAL COMMITMENT TO A GROUP EFFORT | Winter 2022

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TOWER OF VOICES:

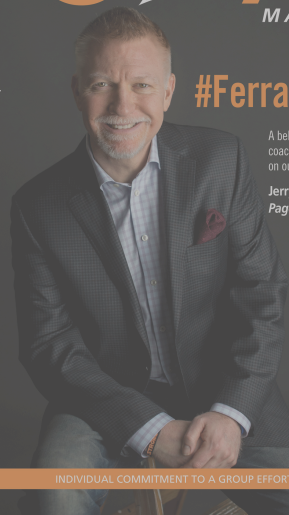
Honoring a Legacy of Sacrifice

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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