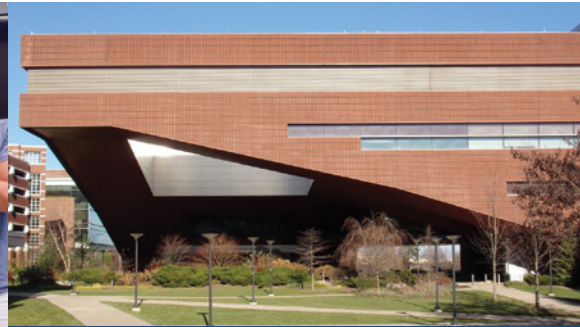


Tell your success story in **HappyValley Industry Catalyst** *Print Publication*



What makes Happy Valley so perfect for entrepreneurs and thriving tech companies?

Renowned for livability, natural beauty, big-time athletics events, and neighborhood charm, Happy Valley has another distinction: a unique ecosystem for business and industry. It's not Silicon Valley, and that's a good thing. Minus the downsides of big city living, but with all the same benefits, Happy Valley is a place where innovation and livability coexist, where "hungry dogs run faster."

Fueling success around the world, from NASA to COVID vaccines, T-cell cancer treatments to sensors in Ford factories ... **Happy Valley companies are changing the world and creating space for the talent that will drive tomorrow's breakthroughs.**

HappyValley Industry amplifies those headlines, partnering with companies to tell the stories of industry and innovation on our online platform, communications and social media.... and now in our premiere print magazine, **HappyValley Industry Catalyst**.

10,000 printed copies distributed locally and mailed to decision makers with interests in HappyValley Industry.

Print date: April 20, 2024

Amplifying Happy Valley stories since 1980

HappyValleyIndustry.com is powered by Affinity Connection, a leader in business communication based in State College. Over the past 40 years, hundreds of thousands of readers have been reached through our websites and publications.

- ★ Penn State Football Annuals, 1982-1992
- ★ Blue White Illustrated, started in 1985
- ★ Pennsylvania Business Central, started in 1991
- ★ HappyValley.com, started in 1995
- ★ Journeys magazine for Innovation Park, started 2015
- ★ KCF Tech communication support, started 2017
- ★ The Alleghenies weekly for Startup Alleghenies started in 2022

We know industry, we know central Pennsylvania and we can amplify your story and connect you to the global marketplace today

HappyValley Industry is the voice for innovation, research and industry in the Happy Valley region of Central Pennsylvania.

It amplifies stories of entrepreneurship, private equity, Penn State breakthroughs and livability through an online platform, weekly eletters and social media. HappyValley Industry partners with a community of innovators including InventPennState, Ben Franklin Technology Partners, CREN and DiamondBack Truck Covers.



Advertise in this issue to amplify your HappyValley Industry story!

FULL COLOR ADS

PRICE/AD

Back Cover	\$1,890
Inside Front Cover	\$1,525
Inside Back Cover	\$1,385
Full Page	\$1,050
1/2 Page	\$630
1/4 Page	\$400
1/8 Page	\$275

ADVERTORIALS* BEST PRICE, BIGGEST EXPOSURE

1/4 Page	\$530
1/2 Page	\$850
Full Page	\$1,350
Two Full Pages	\$2,315

FULL COLOR AD + ADVERTORIAL*

1/4 Page + 1/4 Page	\$750
1/2 Page + 1/2 Page	\$1,235
Full Page + Full Page	\$2,100

* All advertorials will also appear on HappyValleyIndustry.com, in our weekly e-letter and on our social media channels.

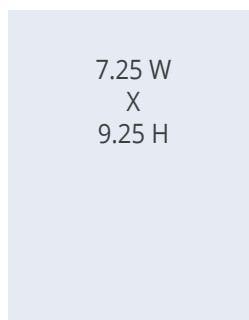
All advertorials are placed online for one year with one week homepage placement.

Total print ad buy greater than 5: _____

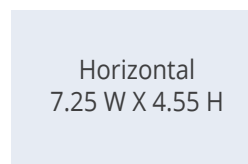
Notes: _____

Print ad sizes:

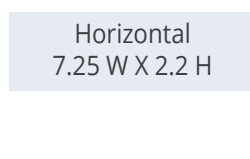
FULL PAGE



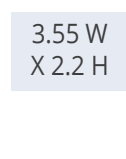
1/2 PAGE



1/4 PAGE



1/8 PAGE



Art Formats Accepted: PDF, Illustrator, Photoshop, JPEG
(Contact Us for Other Formats)

Resolution: 300 dpi

- All ads are full color at no additional charge!
- Print-ready ads can be submitted to Greg@affinityconnection.com, or our design team can create and/or resize your ad free of charge if you submit the text and photos by the art deadline.

	Spring Issue		Fall Issue		Winter Issue	
Full Color Ads	QTY	Price/Ad	QTY	Price/Ad	QTY	Price/Ad
Back Cover		\$1,890.00		\$1,795.50		\$1,701.00
Inside Front Cover		\$1,525.00		\$1,448.75		\$1,372.50
Inside Back Cover		\$1,385.00		\$1,315.75		\$1,246.50
Full Page		\$1,050.00		\$997.50		\$945.00
1/2 Page		\$630.00		\$598.50		\$567.00
1/4 page		\$400.00		\$380.00		\$360.00
1/8 Page		\$275.00		\$261.25		\$247.50
Front Banner		\$840.00		\$798.00		\$756.00
Advertorials						
1/4 page		\$530.00		\$505.00		\$480.00
1/2 Page		\$850.00		\$815.00		\$780.00
Full Page		\$1,350.00		\$1,290.00		\$1,230.00
Two Full Pages		\$2,315.00		\$2,215.00		\$2,115.00
Full Color Ad + Advertorial						
1/4 pg + 1/4 Pg		\$750.00		\$715.00		\$680.00
1/2 pg + 1/2 pg		\$1,235.00		\$1,175.00		\$1,115.00
Full pg + Full pg		\$2,100.00		\$2,025.00		\$1,950.00
Total	1	\$ _____	2	\$ _____	3	\$ _____

2024 Catalyst Print Magazine

Ad sizes & quantities per issue

☐ Spring 2024:

Space Reserved: Mar 29
Ad Copy: Apr 10
Print Date: Apr 19

☐ Fall 2024:

Space Reserved: Aug 2
Ad Copy: Aug 9
Print Date: Aug 23

☐ Winter 2024:

Space Reserved: Oct 27
Ad Copy: Nov 11
Print Date: Nov 18

DIGITAL ★ WEBSITE PRODUCTS

WEBSITE ADS 3 months 6 months 12 months

Location may vary from examples below

Homepage Banner Ad . . . **\$250/mo \$225/mo \$175/mo**

Homepage Square Ad . . . **\$150/mo \$125/mo \$75/mo**

Vertical Side Banner Ad . . **\$125/mo \$100/mo \$50/mo**

DIRECTORY LISTING \$60/mo

(\$30/mo with 12 month commitment)

- Get found on all relevant site pages
- Photo and 30-40 word description
- Contact information and link to your website
- Ability to post important updates on HappyValleyIndustry.com
- Your events promoted on HappyValleyIndustry.com's calendar

Website ad sizes:

HOMEPAGE BANNER AD

728 PIX W X 90 PIX H

160
PIX W
X 600
PIX H

HOMEPAGE SQUARE AD

300 PIX W X
250 PIX H

SUBPAGE VERTICAL SIDE BANNER AD

HOMEPAGE

The screenshot shows the homepage layout with several ad placements labeled with arrows:

- HOMEPAGE BANNER AD:** Located at the top of the page, below the navigation bar.
- HOMEPAGE SQUARE AD:** Three square ads are shown in a vertical column on the right side of the main content area.
- HOMEPAGE SQUARE AD:** Two more square ads are shown in a vertical column below the first set of square ads.
- HOMEPAGE SQUARE AD:** A final square ad is shown at the bottom of the page, above the footer.

SUBPAGE

SUBPAGE VERTICAL SIDE BANNER AD

The screenshot shows a subpage layout with a vertical side banner ad labeled with an arrow:

- SUBPAGE VERTICAL SIDE BANNER AD:** A vertical banner ad is located on the left side of the subpage content area.

PRESENTED BY

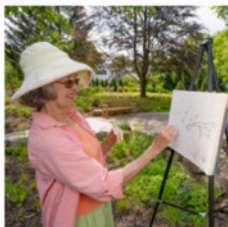


[View Online](#) | [Sign Up](#)

Find your company's
next success here

PRESENTED BY **AI hub**

HappyValley is a magnet for retirees—Penn State alumni, parents moving to be nearer to their adult children and others who just love the quality of life, top-notch facilities, and unique opportunities the area can offer. This week includes the third article in our senior living series along with a Penn State student's experience with AI and acquisition news from a long-time local building supplier. ~ HappyValley Industry



LIVE HAPPY
A deeper look into the cost of senior care in Happy Valley (and how to plan for it)
When covering the reported national senior care crisis, many publications cite cost as a "crippling" factor. According to regional industry experts, high care costs may be warranted, and even a relatively good deal, but many people aren't prepared to pay for it. What's the solution? Read their insights and let us know what you think.
KEEP READING



NEWS
Long-time local building suppliers join forces
If you've recently embarked on a home or business improvement project, you've felt the effects of the pandemic and the recent construction boom on the building market. A recent acquisition will position two long-time local building suppliers to benefit homeowners and contractors with more competitive pricing, better service and broader product offerings.
KEEP READING



ARTIFICIAL INTELLIGENCE
Penn State's student perspective: don't use AI to do the work, use it to make the work better
So far this year, I've won \$1,000 at pitch competitions, beating out up to 250 other students. I give AI 70% of the credit. Here's how I'm doing it and why it's not cheating.
KEEP READING



NEWS
Longtime local business funding scholarship for CPI culinary students
Dave and Sheri Letterman, owners of Downtown Bellefonte's Bonfatti's Italian Market and Café, are benefitting local students with a passion for the culinary arts while honoring their family's local legacy. Read more.
KEEP READING



PRESENTED BY PSU AI HUB
Penn State AI Week Reminder
Mark your calendar for Penn State's AI Week, April 1-5, 2024. See the current schedule of events for the week [here](#). As preparations are underway, you're invited to share suggested events for the week.

In case you missed it:



Today's senior living facilities are a far cry from those memories, thanks in part to the growing demands from seniors — Baby Boomers who can recognize that independent living is no longer a fit for their needs, but who also want more to enjoy in their last years of life.
READ MORE



ELETTER ADS	PRICE/AD
Presented by	\$250
Square Ad	\$300
Presented by Content with Story	\$500

ELETTER SQUARE AD

Eletter ad size:

ELETTER SQUARE AD

300 PIX W X
250 PIX H



Contact
greg@affinityconnection.com

(800) 598-4050
(814) 238-0481 ext 131

Happy Valley Industry is the voice for innovation, research and industry in the Happy Valley region of Central Pennsylvania.

PRESENTED BY
CONTENT
WITH STORY

EMAIL SQUARE AD

HappyValley Industry
Powered by Affinity Connection, Inc.
P.O. Box 296, State College, PA 16804-0296

Contract Summary and Billing Information

☐ (A) Directory Listing

TOTALS (\$)
\$60/mo x _____ months = _____

☐ (B-1) Homepage Banner Ad: 249 px w x 80 px h:

☐ \$250/mo x 3 months = \$750 _____ thru _____ = _____☐ \$225/mo x 6 months = \$1,350 _____ thru _____ = _____☐ \$175/mo x 12 months = \$2,100 _____ thru _____ = _____

☐ (B-2) Homepage Square Ad: 300 px w x 250 px h:

☐ \$150/mo x 3 months = \$450 _____ thru _____ = _____☐ \$125/mo x 6 months = \$750 _____ thru _____ = _____☐ \$75/mo x 12 months = \$900 _____ thru _____ = _____

☐ (B-3) Vertical Side Banner Ad: 160 px w x 600 px h:

☐ \$125/mo x 3 months = \$375 _____ thru _____ = _____☐ \$100/mo x 6 months = \$600 _____ thru _____ = _____☐ \$50/mo x 12 months = \$600 _____ thru _____ = _____

Total Print purchase from previous page = _____

Notes/Custom Package Information _____

Do NOT send credit card information electronically. We will contact you for processing.

5% discount for full prepayment or ACH/CC payment set-up (billed due upon receipt)

Total Contract Purchase: _____
Contract Start Date: _____
Contract End Date: _____
Note: Contract will auto-renew. Client can then cancel at any time by notifying HappyValleyIndustry.com 30 days in advance in writing.

Billing Frequency: _____ (monthly/quarterly/one-time/other)
Billing Type: _____ Invoice _____ ACH _____ CC
Billed monthly for _____ months @ \$_____ / month
Billed quarterly for _____ quarters @ \$_____ / quarter
Prepayment in full by _____
Other _____

Client Information

☐ Renewal ☐ New Client

Client Name

General Contact Name Phone Email

Billing Contact Name Phone Email

Billing Address City/State/Zip

Client Signature _____ /Date/ _____ Sale Representative Signature _____ /Date/ _____

Contract Notes: _____