

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 ConnectHappyValley.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 of Connect Happy Valley. At the top, there's a navigation bar with links: INDUSTRY, INNOVATION, ENTREPRENEURSHIP, LIVE HAPPY, RELOCATION, RESOURCES, JOBS, ABOUT US. Below the navigation bar, there's a large banner ad for a webinar titled "WHERE'S THE MONEY? Discover Funding Solutions in Central PA" by 360 Capital and Learning Center. To the right of the banner, there's a vertical side banner ad for the same webinar. Below the banner, there's a section titled "Recent Stories" with several articles. At the bottom, there's a section titled "In Case You Missed It" with a list of recent events. The ad placements are labeled with arrows: "HOMEPAGE BANNER AD" points to the top banner, "HOMEPAGE SQUARE AD" points to the three square ads in the "Recent Stories" section, and "HOMEPAGE SQUARE AD" points to the square ad in the "In Case You Missed It" section.

SUBPAGE

The screenshot shows a subpage of Connect Happy Valley. At the top, there's a navigation bar with links: INDUSTRY, INNOVATION, ENTREPRENEURSHIP, LIVE HAPPY, RELOCATION, RESOURCES, JOBS, ABOUT US. Below the navigation bar, there's a section titled "Entrepreneurship News" with several articles. To the right of the articles, there's a vertical side banner ad for a webinar titled "WHERE'S THE MONEY? Discover Funding Solutions in Central PA" by 360 Capital and Learning Center. Below the articles, there's a section titled "CREN" (Centre Region Entrepreneur Network) with a list of recent events. The ad placements are labeled with arrows: "SUBPAGE VERTICAL SIDE BANNER AD" points to the vertical side banner, and "HOMEPAGE SQUARE AD" points to the square ad in the "CREN" section.

PRESENTED BY



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Together "WE ARE" Better.

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 Bonfatto's Italian Market and Café, are benefiting 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



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PRESENTED BY
CONTENT
WITH STORY

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