

MEDIA KIT

2026



lynk
MAGAZINE

Connecting You to What Matters

www.lynkmagazine.online
contact@htpamedia.com



About

Lynk Magazine is Northern Nevada's free community resource publication, designed to elevate nonprofits, local services, and organizations that support individuals and families across the region. Our goal is to connect readers with meaningful support and amplify the impact of local partners.

Our Mission

Lynk Magazine exists to connect the Northern Nevada community with the resources, services, and support that truly matter. Our mission is to bridge the gap between nonprofits, service providers, and community members by offering accessible, clear, and meaningful information. We empower individuals and families by elevating local organizations, highlighting impactful stories, and ensuring that every resident has the tools they need to thrive.



A Product of
HTPA Media LLC.

Digital Advertising Benefits



At Lynk Magazine, our hyper-local publications are created to strengthen and uplift Northern Nevada communities. Alongside each print ad, we provide advertisers with a custom digital ad designed to reach the same exclusive group of residents through mobile and display placements.

This dual approach gives businesses an additional, intentional touchpoint—one that reinforces their message and drives targeted clicks directly to their website.

Every month, we review the digital ad's performance and make strategic adjustments to calls to action or design elements as needed.

The goal is simple: deliver more visibility, stronger engagement, and value for the businesses that serve Northern Nevada neighborhoods.



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Why Lynk

As a community partner, advertising with **Lynk Magazine** is an opportunity to reach Northern Nevada families where trust, connection, and community matter most. Our quarterly publication is designed to uplift local voices and strengthen the systems that keep children, families, and neighborhoods safe. Your message reaches residents who value credible, mission-driven organizations.

When you advertise with Lynk, you're not just promoting a service; you're investing in a stronger, healthier, and more informed Northern Nevada. Your presence in our pages signals leadership, integrity, and a shared commitment to protecting and supporting the communities we all serve.

Our Reach

Lynk Magazine reaches households and businesses across Northern Nevada with a quarterly print run of 5,000 copies. Each issue is placed in key community locations—trusted local businesses, family-centered spaces, and high-traffic neighborhood hubs—ensuring residents can easily pick up a free copy. Our goal is simple: provide meaningful visibility for local businesses while strengthening connection within the communities we serve.

Building Community Connections

The following digital ad specifications outline the standard formats used for Lynk Magazine's website and digital placements. These industry-recognized sizes ensure optimal display, consistency, and performance across desktop and mobile devices.

Digital Ads

Full Width Banner Ad Sizes

- 728 × 90 px – Leaderboard
- 970 × 90 px – Large Leaderboard
- 970 × 250 px – Billboard (Premium Placement)

Sidebar Square & Rectangle Ad Sizes

- 300 × 250 px – Medium Rectangle (Most Common)
- 250 × 250 px – Square
- 200 × 200 px – Small Square

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Print Schedule

4 Quarterly Issues

Issue:	Ad Close:	Materials:	Available:
September Issue	August 5	August 15	September 1
December Issue	October 5	October 15	December 1
March Issue	February 5	February 15	March 1
June Issue	May 5	May 15	July 1

Ad Creation Services

Our ad creation services are offered separately from ad placement. Pricing reflects the time, creative expertise, and revisions required to design professional, mission-aligned advertising content. All ad creation fees must be paid prior to design work beginning.

Basic Ad Design (Static Layout)

Best suited for partners who are providing final text and images.

- Quarter Page Ad Design – \$150
- Half Page Ad Design – \$250
- Full Page Ad Design – \$400
- Two-Page Spread Design – \$650

Premium Storytelling & Branded Content

Ideal for partners seeking narrative-driven or enhanced brand visibility content.

- Featured Partner Story (Written Content + Design) – \$850
- Corporate Package Ad Creation – \$500 or included with select sponsorship packages

Revisions & Additional Services

- Each ad creation package includes a limited number of revisions.
- Additional revisions beyond the included amount are billed at \$75 per revision.
- Copywriting from scratch (if text is not provided): \$150
- Rush turnaround (under 5 business days): Additional 25% of design fee
- Stock image sourcing (if needed): \$50 per image

Payment Terms

Ad creation services are billed separately from ad placement. Payment is required before design work begins. Ad placement pricing, publication timelines, and availability are handled independently.

Print Ads

This sheet outlines the official print advertising specifications for Lynk Magazine, including trim size, bleed requirements, and safe/live areas. Please ensure all files meet these standards before submission.

Full Page Ads

Full Page – With Bleed

Trim Size: 8.5" × 11"

Bleed Size: 8.75" × 11.25" (0.125" bleed on all sides)

Safe/Live Area: Keep important content at least 0.25" inside the trim

Full Page – No Bleed

Ad Size: 7" × 10"

Cover Ads (IFC, IBC, OBC)

Cover Ads – With Bleed

Trim Size: 8.5" × 11"

Bleed Size: 8.75" × 11.25"

Safe/Live Area: 0.25" inside trim

Half Page Ads

Half Page Horizontal – With Bleed

Trim Size: 8.5" × 5.5"

Bleed Size: 8.75" × 5.625"

Half Page Horizontal – No Bleed

Ad Size: 7" × 4.583"

Half Page Vertical – No Bleed

Ad Size: 4.583" × 7"

Quarter Page Ads

1/4 Page Vertical

Size: 3.333" × 4.583"

1/4 Page Horizontal

Size: 4.583" × 3.333"

Resource Feature

Deep-dive spotlight on your organization.



Production Requirements

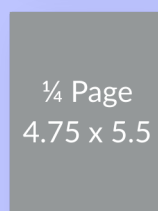
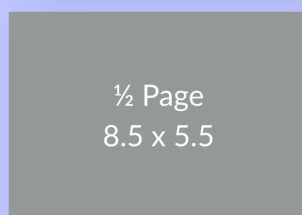
- Bleed: 0.125" on all four sides
- Safe/Live Area: 0.25" inside trim
- File Format: PDF/X-1a preferred; CMYK only
- Resolution: 300 dpi for all images

Print Ad Price List

The following pricing reflects estimated rates based on current production costs and is subject to adjustment as publication specifications and print quantities are finalized.

Full Page Ads	\$625
Cover Ads	\$1,950
Half Page Ads	\$350
Quarter Page Ads	\$185
Two-Page Spread	\$1,150
Corporate Package	\$5,500/Year
Featured Story	\$1,950

Trim Size





Featured Story (Advertorial) Opportunities

Lynk Magazine, in collaboration with HTPA Media, offers Featured Story (Advertorial) opportunities for mission-aligned organizations committed to protecting children and strengthening communities through prevention education.

These placements are professionally developed, education-driven features that integrate your message within a trusted, prevention-focused media platform. Each Featured Story (Advertorial) is designed to inform, empower, and mobilize communities—while maintaining credibility, integrity, and alignment with child safety priorities.

What is a Featured Story (Advertorial)?

A Featured Story (Advertorial) is a sponsored editorial feature that:

- Provides meaningful, educational value to readers
- Positions your organization as a responsible community partner
- Aligns your messaging with a trusted, prevention-centered platform
- Prioritizes awareness and impact over promotion

All Featured Story (Advertorial) content is carefully guided to ensure it remains:

- Prevention-focused
- Fact-based and responsible
- Appropriate for families, educators, and youth audiences
- Audience Reach

Through Lynk Magazine and HTPA Media's network, messaging reaches Parents and guardians, Educators and school communities, Youth and student leaders (including SATE clubs), Community organizations and service providers and Advocacy and community stakeholders.

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Featured Story (Advertorial) Opportunities Include

1. Featured Magazine Story

Published within Lynk Magazine (print and digital distribution)

Focus on topics such as:

- Online safety and digital awareness
- Youth empowerment and prevention education
- Community responsibility and engagement
- Professionally written or co-developed with HTPA Media

2. Digital Amplification

Cross-promotion through Lynk Magazine and HTPA Media channels

Messaging designed for maximum reach and responsible engagement

Supports sustained visibility beyond print placement

Standards & Alignment

To protect the integrity of both Lynk Magazine and HTPA Media, all Featured Story (Advertorial) content must:

Align with child safety and prevention values. Avoid sensational, exploitative, or misleading messaging. Support education, awareness, and responsible action.

All submissions are reviewed and may be edited to ensure they reflect accuracy, clarity and respect for survivors and vulnerable populations.

Why Partner Through a Featured Story (Advertorial)

Partnering through Lynk Magazine and HTPA Media allows your organization to:

Demonstrate leadership in protecting children and supporting prevention efforts

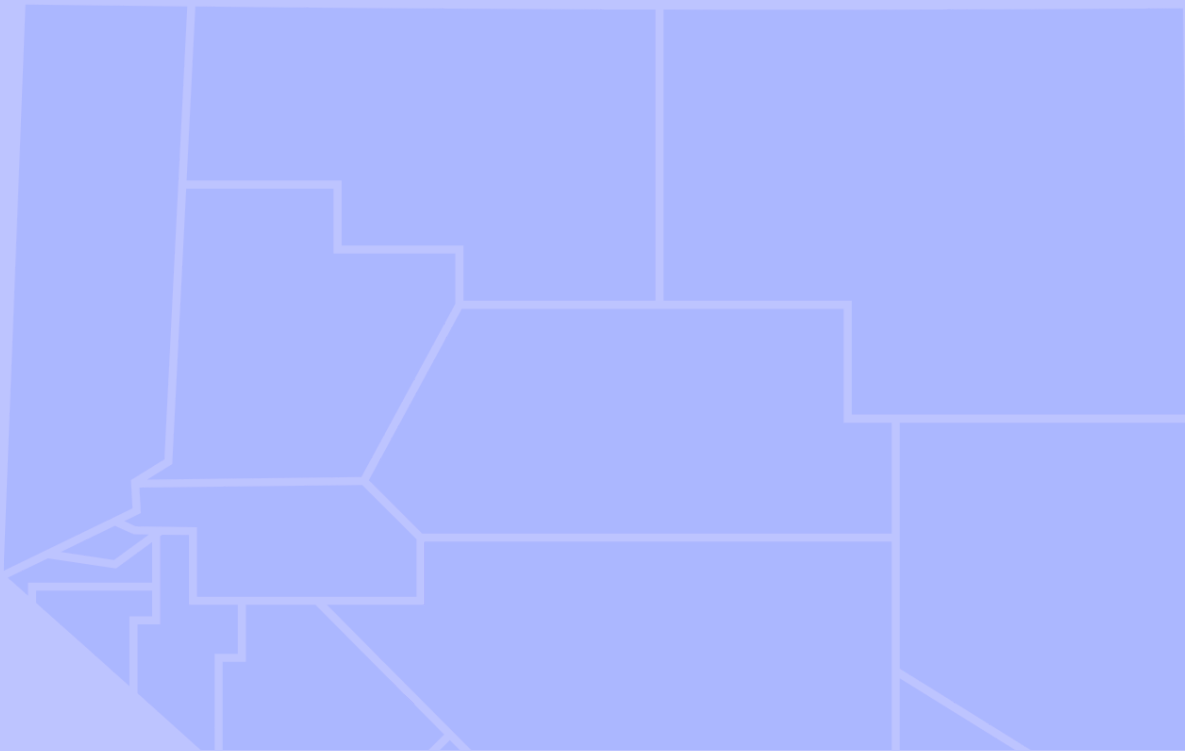
Build trust with a values-driven, community-focused audience

Contribute to meaningful, measurable impact.

Align your brand with a credible, mission-driven initiative. This is more than brand visibility—it is a commitment to protecting children and strengthening communities through informed, responsible action.

We provide free, professionally designed magazines. Our content is prevention-focused and thoughtfully created for families, educators, and community members. There is no cost—only an opportunity to help keep families safe and our community informed.

Locations



Phase 1 - Northern Nevada
Washoe County, Carson City

Phase 2 - Northern Nevada
Douglas County, Lyon County

High-Impact Placement Priorities

Libraries
Grocery Stores
Community Centers
Medical Offices
Colleges (UNR + TMCC)
Coffee Shops with community boards
Restaurants
Casinos

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