



Elevate Your Business Presence with Erie's Premier Media Platform

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MEDIA KIT 2024

● Feature Your Story in the Erie Reader Quarterly Business Issue

As an integral part of the Erie industry landscape, seize this unique opportunity to showcase your business's story and achievements. Our full-page custom editorial in the Erie Reader Quarterly Business Issue offers an exclusive platform to highlight your company's impact on the community.

● Collaborate with Award-Winning Journalists

Customized Content Creation: Our experienced, award-winning journalistic team will craft a sponsored content piece under your guidance, ensuring that your business's narrative is told compellingly and authentically.

● Strategic Editorial Process: We assign a dedicated writer to collaborate with you in establishing a relevant topic, conducting in-depth interviews, and providing up to two proofs to ensure the content meets your expectations.

VISUAL ENGAGEMENT

● Complimentary Professional Photography: Enhance your story with vivid imagery. Our package includes the services of a professional photographer at no additional cost, along with the inclusion of two high-quality photos in the article.

EXTENSIVE REACH AND ONLINE PRESENCE

- **Digital and Community Distribution:** The issue will be prominently featured on eriereader.com and mailed directly to the Erie business community, ensuring your story reaches a wide and relevant audience.
- **Search Engine Optimization (SEO):** Leverage the SEO benefits associated with the article, enhancing your online visibility and searchability.
- **Social Media Campaign:** Benefit from a tailored social media campaign, amplifying your story across various digital platforms for maximum exposure.
- **Valuable Backlinking:** Gain a valuable backlink to your website, further boosting your SEO and online presence.

USE YOUR STORY TO ENHANCE YOUR BRAND

- **Repurpose Across Platforms:** The content and photos are not just limited to our publication. You are encouraged to repurpose them on your website and other marketing materials, extending the value and reach of your featured story.

**In partnering with
Erie Reader, you're
not just gaining
an article; you're
investing in a
comprehensive
storytelling and
marketing package
designed to elevate
your brand in the
Erie community
and beyond.**



ERIE READER BUSINESS QUARTERLY

Elevate Your Business Presence with Erie's Premier Media Platform

RATES

Custom Editorials:

Full Page: \$2,000
Half Page: \$1,200

Display Ads:

Full Page \$1,800
Half Page \$1,000
Quarter Page \$500

SIZING & DIMENSIONS

FULL PAGE	1/2 PAGE	1/4 PAGE
8.7" x 10.7" (+.25" bleed)	7.4" x 4.7"	3.6" x 4.7"

PUBLICATION DATES

February 23
June 24
September 20
December 20

Special Advertising Section

Reveling in Romolo Chocolates

Erie Forward

Confectioner perennially an Erie sweetheart

While many may have their hearts set on Valentine's Day as the biggest day for candy and sweets, Easter is actually Romolo Chocolates' biggest holiday for confections. An Erie native, you'd be hard pressed to find someone in the area who hasn't tried one of Romolo Chocolates' incredible creations, but some may not be familiar with the history behind the company.

"Romolo Chocolates was created from a family," Romolo Chocolates owner Tony Stefanelli explains. "I expected to continue as the third generation of chocolatier owners, but when my father retired and my uncle sold the business, I was able to create Romolo with my wife, Jennie, and my son and daughter, Tony and Roman. The business was named for Tony's beloved grandpa, Romolo Stefanelli, the family's first chocolatier and one of Tony's teachers."

"It has been exciting, painful, joyous, and hard, hard work to start from scratch," Tony continued. But luckily for Romolo Chocolates, they had expertise and ambition in their toolbox, and were ready to hit the ground running. "I had years of training and experience cooking and solid relationships with vendors, so I knew I could make an outstanding product in my grandpa's tradition."

In 1994, Romolo Chocolates opened its doors at its first location in the Schaal Plaza on West 12th Street. While the business was just getting started, it was the beginning of a long and successful journey.



A staple on West Eighth St. since 2003, Romolo Chocolates carries on a tradition and a namesake begun by current owner Tony Stefanelli's grandfather, Romolo Stefanelli. Now in their fourth generation of chocolate-making, Romolo Chocolates continues on with their delicious family legacy.

Romolo Chocolates we know and love today. In 2003, the business opened at their current location on West Eighth Street, next to the Greenhagen Plaza and across from Frontier Park, ushering in that new vision with more clarity than ever. Comprising a chocolate shop, a gift shop, and the Cocoa Cafe, the location offers something for everyone, and was voted both Best Local Business and Best Chocolates/Candies in the Erie Reader's 2022 Best of Erie Awards.

Tony and Jennie take a lot of pride in Romolo Chocolates as an Erie business and love providing the service that goes to other businesses and finding that hometown Erie services," Jennie says. "From our auto shop to Tony's bar-

neys Tony. "Sometimes we just didn't make a confection, or an ice cream, or change in quality or flavor."

With Easter, each year seems to grow busier holiday, each year seems to grow customer demand at Romolo Chocolates. "We prepare for Easter by focusing on our molding process, setting day to day as a team, like we always do," customer demand, we incorporate more machinery each year."

Easter time also brings around some fan favorites and best sellers, some of which include the solid chocolate miniature Easter pieces like the Running Classic Rabbit, the Sitting Rabbit with

Special Advertising Section

Allegheny Beverage Company's Local Focus

Erie Forward

Serving Pennsylvania's employee, customer, and beer culture

Brewers make the beer - whether they're large national brands or small independent local brewers. Retail stores and distributors then sell the beer to customers. But how does the beer get from the brewer to the store shelves? That's where Allegheny Beverage comes in. Allegheny Beverage is a beer wholesaler responsible for delivering beer to stores, bars, restaurants, gas stations, grocery stores, and beer stores within 13 counties throughout Northwestern Pennsylvania. Their mission is, quite simply, to bring the people of Pennsylvania the best beer in the most efficient way possible. Serving communities from the Allegheny Mountains, their goal is to provide customers with great beers and outstanding service.

That's no easy feat, and Allegheny Beverage Company President John DiMario (who recently became one of Erie's 40 Under 40 in 2022) credits his hard-working team for making the day-to-day operations of such a large organization run smoothly. He comments, "Our sales team spends their days working with all of the local retailers to help their businesses and provide them with the best possible service. Our delivery team will then deliver our beer to these stores at least once a week - they are always out there working hard in all the elements."

The beer wholesaler Glenwood Beer had been a staple in Erie since 1961 and in 2016, the long-standing business was acquired by the company, who then spent a great deal of time and effort rebranding to reflect new goals and a new atmosphere while at the same time expanding the scope of their service. The name was changed to Allegheny Beverage to better reflect the breadth of the business of Pennsylvania that they serve, and along with the name change came some much, much bigger changes.

Most significantly, a brand new, body these standards and values."



In 2022, construction was completed on a brand new, 110,000-square-foot facility in house design was to help employees work more comfortably and efficiently.

110,000-square-foot facility that was designed around helping their 80+ employees' daily tasks run more smoothly, and, more fun. The building, completed in April 2022, is a brand new facility located in the Fairview Business Park at 7265 Klier Drive and was built exclusively by local architects and contractors. The new, state-of-the-art space was designed with employees' well-being in mind and includes areas like a company gym, multiple up-to-date kitchen and break spaces, and an outdoor beer garden with a grill and ping pong table.

Those standards and values have been understood, adopted, and taken seriously - and the result is visibly reflected within the employees themselves. The average tenure of an employee at Allegheny Beverage is 12 years. DDMa - ment that have been fostered by the company also offers many competitive benefits and upward opportunities for their team members, which help morale and overall work ethic high.

"We are a local business and everyone lives here, locally. All of the employees know each others' families. In fact, most of our employees have been hired based on recommendations and referrals from members who are family members or spouses. The beer business is supposed to be a fun business and we always try to emphasize that to our team through trips, company events, and Friday happy hours in our new tasting room," DiMario reflects. This focus on staying local