LOCAL JOURNALISM. REAL COMMUNITY REACH.

Reach the people who live here.

A direct line to Saucon Valley and the greater Lehigh Valley—through trusted local news, email and social.



35,000+	6,500+	15,000+
monthly unique visitors	newsletter subscribers	Facebook followers
SAUCONSOURCE.COM	42.1% open rate 21% click rate	As of Sept. 30, 2026

WHY SAUCON SOURCE?

One campaign. Three connected digital audiences.

As an independent, locally-owned news company, Saucon Source is accountable to its readers and advertisers. Your message appears where community members come for relevant local information.

WHO YOU REACH

70–80%
of readers are Lehigh Valley residents

About two-thirds are women

Largest age group: 35–54

About 70% access content on mobile

“Saucon Source has been a great investment to my company. This was my first time advertising and I was hesitant at first, but Josh explained the process to me and was confident it would work. Within the first week I had already made the money back that I spent on the advertising. Four months later, I was able to acquire over $15,000 in additional work just from his ad. I will continue to use Saucon Source until there is no Saucon Source!”

BOBBY YOVISH / SILVER CREEK LANDSCAPING

Audience and newsletter figures as of September 30, 2026. Advertising performance varies by campaign and creative.

READY TO REACH YOUR COMMUNITY?

josh@sauconsource.com | 610-442-3370

ADVERTISING OPTIONS

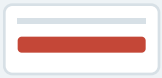
Choose how you want to reach readers.

Website packages include newsletter exposure. Newsletter-only options are also available.

WEBSITE AD PLACEMENTS

Your website ad also appears in the newsletter in the position associated with your package.

TOP ZONE



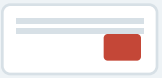
Top of the page
on SauconSource.com

INLINE ZONE



Within article content
on SauconSource.com

SIDEBAR ZONE



Beside main content
on SauconSource.com

WEBSITE ADVERTISING RATES

CAMPAIGN LENGTH	TOP ZONE	INLINE ZONE	SIDEBAR ZONE
1 week	$200	$150	$100
2 weeks	$350	$250	$200
1 month	$550	$450	$350

SPONSORED CONTENT

Choose a sponsored story or a newsletter-only ad. Nonprofit pricing is shown in each option.

WEBSITE + NEWSLETTER

Sponsored Story

Full sponsored story on the website, plus newsletter promotion and priority placement.

$325 regular

Nonprofit: $275

NEWSLETTER ONLY

Featured Newsletter Ad

Image, headline, short copy and a link in the newsletter.

$175 regular

Nonprofit: $125

NEWSLETTER ONLY

Standard Newsletter Ad

Logo or image, brief copy and a link in the newsletter.

$75 regular

Nonprofit: $50

Newsletter-only ads appear below existing website-package placements. Sponsored content is clearly labeled.

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