

## One Ad. Three Touchpoints.

Mountain Monthly helps local businesses turn print attention into real customer action by pairing trusted print ads with QR engagement and online reach.



Sample QR code (actual size in print)

**Scan for hours, directions, and more.** Each ad includes a QR code that takes readers to a Mountain Monthly page for your business.

### How It Works

- **Print:** Your ad appears in Mountain Monthly, read by locals, second-home owners, and visitors.
- **QR:** Readers scan to visit your business online, get directions, or call instantly.
- **Online:** Your business is featured on a Mountain Monthly landing page.

### Why It Matters

- Print builds trust and awareness
- QR turns interest into immediate action
- You get measurable engagement from your ad

Mountain Monthly manages the QR code, landing page, and tracking so your ad works harder than print alone.

**Bottom line:** Print builds credibility. QR drives action. Online extends your reach.