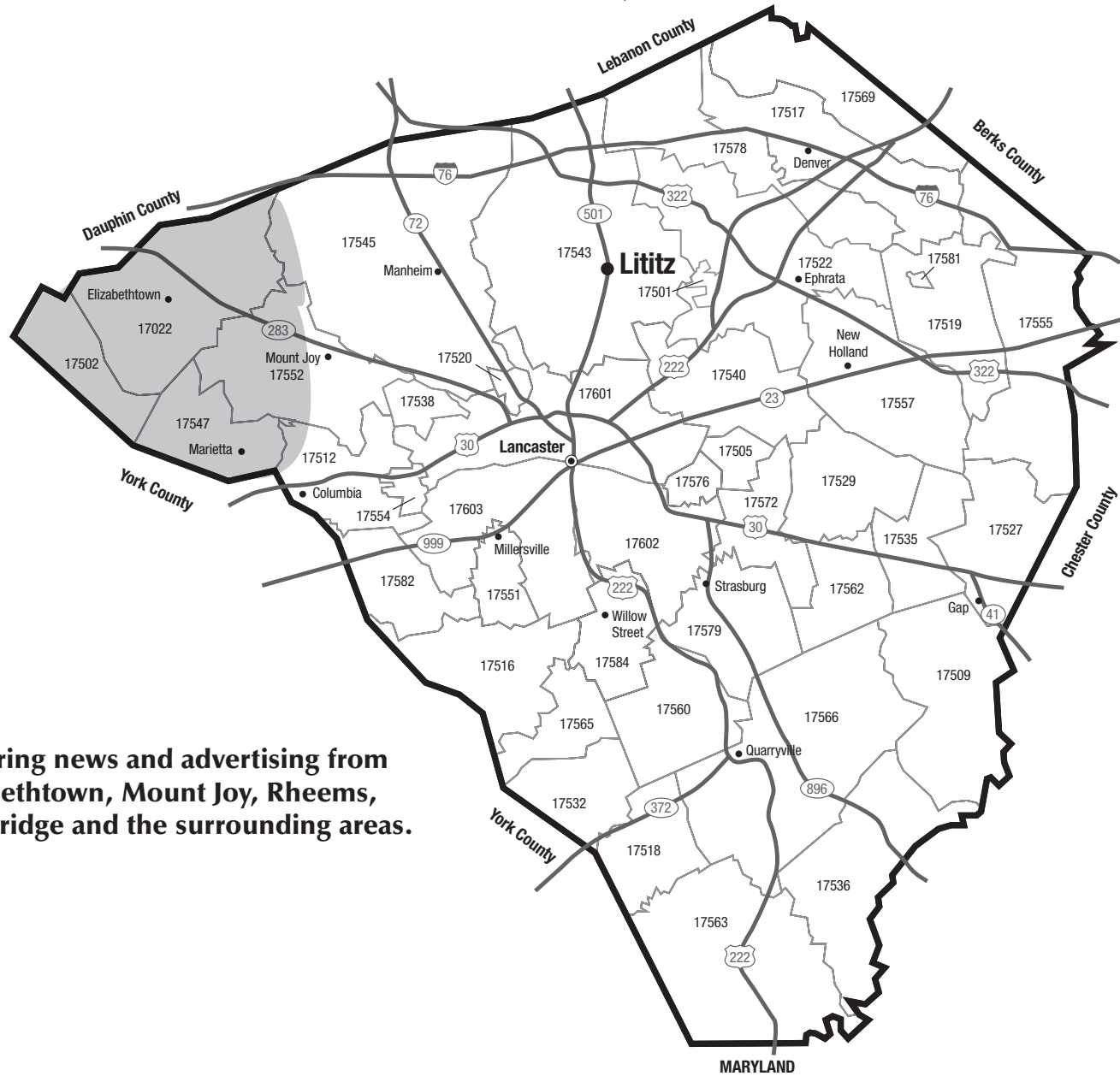


PAID CIRCULATION IN LANCASTER COUNTY, PENNSYLVANIA



Featuring news and advertising from Elizabethtown, Mount Joy, Rheems, Bainbridge and the surrounding areas.

ADVERTISING RATE POLICIES

- a. Rates, discounts and other provisions of this rate card may be revised at any time on 30 days notice.
- b. Publisher will not be responsible or liable for delay or failure in performance if publication and/or distribution of any edition is delayed or suspended for any reason.
- c. Advertising depth is measured in quarter-inch increments. Ads that fall between quarter inch increments will be billed at the next highest increment.
- d. Ad must be as many inches deep as columns wide (i.e.: 2-col. ads must be 2 inches deep, etc.)
- e. No ads accepted for editorial page.
- f. Publisher not bound by any terms or conditions, printed or otherwise, appearing on order forms, advertiser's forms or copy instructions when in conflict with terms and conditions on publisher's rate card or policies.

The Elizabethtown Advocate

A community newspaper serving western Lancaster County.
Published each Thursday by Lancaster County Weeklies, Inc.



PERSONNEL

President William J. Burgess
Editor Dan Robrish
Advertising Manager Beverly Kent
Circulation Manager Brandon Rennix
Prepress/System Manager Angela Faust
Pressroom Manager Wayne Fauser

The Elizabethtown Advocate

9 South Market Street, Elizabethtown
P.O. Box 547 • Elizabethtown, PA 17022
Retail Advertising: 717.733.6397 • Fax: 717.733.6058
Classified Advertising: 717.733.6397 • Fax: 717.733.6058
e-mail: bkent.eph@LNPnews.com
www.etownpa.com

Retail Advertising

MECHANICAL REQUIREMENTS

Retail ROP Display:

- a. Width of page: 11.5 inches
- b. Depth of page: 21.375 inches
- c. Six columns to a page
- d. 128.28 inches to a page
- e. Printed Offset
- f. Column Widths
 - 1 Column 1.78 inches
 - 2 Columns 3.72 inches
 - 3 Columns 5.67 inches
 - 4 Columns 7.61 inches
 - 5 Columns 9.56 inches
 - 6 Columns 11.5 inches

Tabloid:

- 5 Columns x 11.5 Inches - 57.5 Inches Per Page
- Retail Display Advertising Rates Apply

ADVERTISING DEADLINES

- a. Elizabethtown Advocate Retail Display Ads 4:45 PM Mon
- b. Elizabethtown Advocate Classified Display Ads...4:45 PM Mon
- c. Elizabethtown Advocate Reader Classified 11:45 AM Tuesday
- d. Elizabethtown Advocate Public Sales & Legal Notices...5 PM Mon
- e. Lancaster County Weeklies Combination Ads.....4:45 PM Mon
(Weeks with a Monday Holiday: Deadline 5 PM Friday)

ELECTRONIC FILE SUBMISSION

E-mail files to your advertising representative or bkent.eph@LNPnews.com. We accept Adobe InDesign, Adobe Photoshop and PDF files with embedded fonts.

COMMISSIONS & TERMS OF PAYMENT

Rates displayed in this card are non-commissionable, except where noted.

COLOR RATES

- a. Spot Color, use Black and White Inch Rate Plus..... \$30
- b. Each Additional Color \$20
- c. 4 Color \$75

NATIONAL ADVERTISING RATES

- a. \$10.00 per column inch
- b. 15% commission to recognized advertising agents only
- c. No commission on legal notices

SERVING YOU IS OUR BUSINESS

Run a business card-size ad in this section for only \$10.00 per week and receive a large feature ad one time during the 13 week package.

BULLETIN BOARD RATE

Run any ad for four Thursdays with minimal changes to earn the four-week Bulletin Board Rate of \$3.75/column inch.

NON-PROFIT RATE

\$3.00/column inch.

ADVERTISER FURNISHED PREPRINT INSERT RATES

TABLOID PAGES

2 to 6
8 to 12
16 to 20
24 to 28

SUB-SIZE PAGES

2 to 6
8 to 12
16 to 20
24 to 28

COST PER 1000

\$19
\$24
\$27
\$30

Classified Advertising

CLASSIFIED DISPLAY

\$10.00 per column inch per insertion

IN-COLUMN ADVERTISING

Ephrata Review & Lititz Record

Light Face	Bold Face
Minimum 5 lines	Minimum 5 lines
\$5.60	\$6.25
each additional line, \$1.12	each additional line, \$1.25

LEGAL SECTION - \$22.00/column inch per week with a minimum charge of \$85.00

ESTATE NOTICES - \$185.00 for three consecutive insertions.

PUBLIC SALES - \$11.11/column inch

COMBINATION CLASSIFIED RATES

Ads picked up from The Elizabethtown Advocate (same week, same size) run at an additional \$7.96/column inch in the Lititz Record Express and The Ephrata Review.

CLOSING TIMES

Classified Display Advertising MONDAY 5 PM
Classified In-Column Reader Advertising .. TUESDAY 11:45 AM
Legal Notice (In-Column) TUESDAY 11:45 AM

MECHANICAL DATA

- a. Width of page 11.5 inches
- b. Depth of page 21.375 inches
- c. Columns to a page 7
- d. Inches to a full page 150
- e. Printed offset
- f. Classified column widths:
 - 1 Column 1.54 inches
 - 2 Columns 3.2 inches
 - 3 Columns 4.86 inches
 - 4 Columns 6.52 inches
 - 5 Columns 8.18 inches
 - 6 Columns 9.84 inches
 - 7 Columns 11.5 inches

COLOR RATES

Add color premiums to applicable space prices.
1 SPOT COLOR \$30.07
EACH ADDITIONAL COLOR \$20.00
4 COLOR PROCESS \$75.00

NATIONAL CLASSIFIED RATES

Minimum 5 lines \$24.25
Each additional line \$4.82
National display rate \$21.96

ADVERTISING DEPTH

is measured in quarter-inch increments. Ads that fall between depths will be adjusted to the next quarter inch.

POSITION RATES

An additional 25% charge will be assessed for preferred page position. In no event will any adjustment, rerun or refund be made because of position.

RETAIL ADVERTISING RATES

TOTAL INCHES PER YEAR	OPEN RATE	13 OF 52 WEEKS (contract)	26 OF 52 WEEKS (contract)	48 OF 52 WEEKS (contract)
OPEN	\$4.00	\$3.50	\$3.25	\$3.00