

# Impact 75 PROGRAM

Deliver your message to over 45,000\* Lebanon County Adults who read the Lebanon Daily News each day.

A new **seven day advertising impact plan**, offering five 15" ads and 25,000 impressions on ldnews.com. You pick the days of the week, **including Sunday!**

Your investment only **\$1,120** *no contract necessary.*

**Process color and online presence included!\*\***

Ad content and size may not vary throughout your one week campaign. Advertising will be billed in its entirety on the day that your first ad is published. Advertising inches do not count toward your current contract fulfillment.

To advertise your business, contact your Marketing Consultant at **272-5611**

Rates effective 1/2/09

Source \*: 2006 Scarborough Research

Source+: ABC Newspaper Publisher's Statement ending March 31, 2006,

NAA readers per copy research, 2007 (2.3)

\*\* Black and White program available for \$995

Presented by  
**MEDIA One PA**

15" Actual Size  
2 columns x 7½"

Choose from one of  
these popular sizes.

15" Actual Size  
3 columns x 5"

# Impact 120 PROGRAM

Deliver your message to over 45,000\* Lebanon County Adults who read the Lebanon Daily News each day.

A new **fourteen day advertising impact plan**, offering eight 15" ads and 25,000 impressions on ldnews.com. You pick the days of the week, **including Sunday!**

Your investment only **\$1,500** *no contract necessary.*

**Process color and online presence included!\*\***

Ad content and size may not vary throughout your one week campaign. Advertising will be billed in its entirety on the day that your first ad is published. Advertising inches do not count toward your current contract fulfillment.

To advertise your business, contact your  
Marketing Consultant at **272-5611**

Rates effective 1/2/09

Source \*: 2006 Scarborough Research

Source+: ABC Newspaper Publisher's Statement ending March 31, 2006,  
NAA readers per copy research, 2007 (2.3)

\*\* Black and White program available for \$1,350

Presented by  
**MEDIA One PA**

15" Actual Size  
2 columns x 7½"

Choose from one of  
these popular sizes.

15" Actual Size  
3 columns x 5"

# Impact 180 PROGRAM

Deliver your message to over 45,000\* Lebanon County Adults who read the Lebanon Daily News each day.

A new **seven day advertising impact plan**, offering four 30" ads and 25,000 impressions on ldnews.com. You pick the days of the week, **including Sunday!**

Your investment only **\$1,740** *no contract necessary.*

**Process color and online presence included!\*\***

Ad content and size may not vary throughout your one week campaign. Advertising will be billed in its entirety on the day that your first ad is published. Advertising inches do not count toward your current contract fulfillment.

To advertise your business, contact your Marketing Consultant at **272-5611**

Rates effective 1/2/09

Source \*: 2006 Scarborough Research

Source+: ABC Newspaper Publisher's Statement ending March 31, 2006,

NAA readers per copy research, 2007 (2.3)

\*\* Black and White program available for \$1,500

Presented by  
**MEDIA One PA**

30" Actual Size - Vertical  
3 columns x 10"

Choose from one of  
these popular sizes.

30" Actual Size - Horizontal  
5 columns x 6"