

# USA TODAY NETWORK CENTRAL PA

As the region's most trusted source for local news and information, USA TODAY NETWORK CENTRAL PA delivers many advertising options and go beyond that to consult with you on strategy, provide creative advice and supply a range of services to help you develop your advertising programs.

By integrating media choices with marketing services, we can help you optimize your media mix to deliver the best result.

## **Access to your customers.**

As the leading local media organization, we reach more adults in South Central Pennsylvania than any other local media – with the widest variety of media platforms. And we are connecting with more people, in more and new innovative ways than ever – reaching the largest audience in South Central Pennsylvania each and every week.

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## OUR ADVERTISING SOLUTIONS

**york daily record**  
ydr.com

**YORKDISPATCH**  
yorkdispatch.com

**REACHLOCAL**

**THE EVENING SUN**  
eveningsun.com

**Lebanon Daily News**  
ldnews.com

**PUBLIC OPINION**  
publicopiniononline.com



**GAMETIME PA**

**Palm**<sup>THE</sup>

**ADVERTISER**

**HOME SOURCE**

**LEBANON VALLEY**  
**Review**

**the job network**



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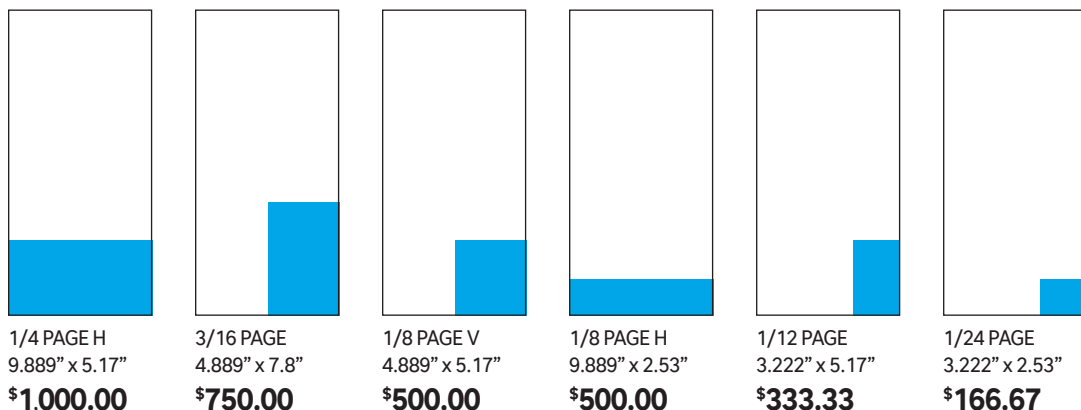
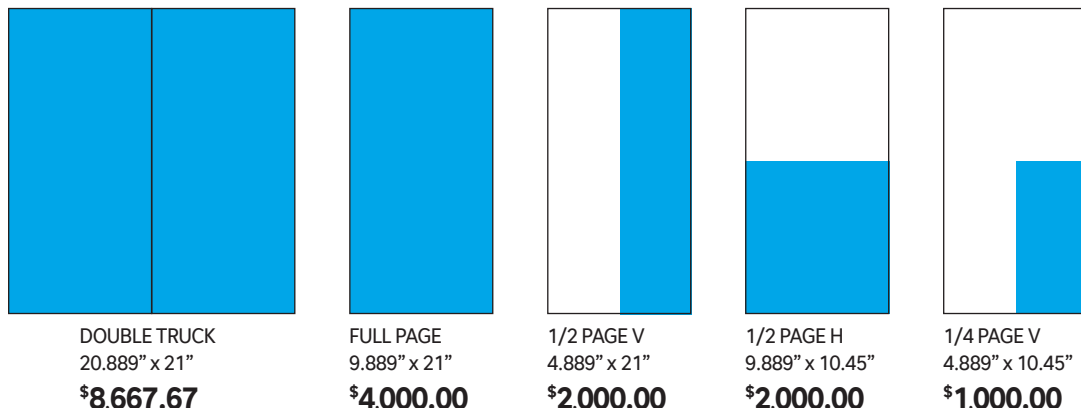
## **REACH. ENGAGE. CONVERT.**

By combining robust reach options through our advertising solutions with sophisticated digital marketing solutions, you will reach, engage and convert more customers.

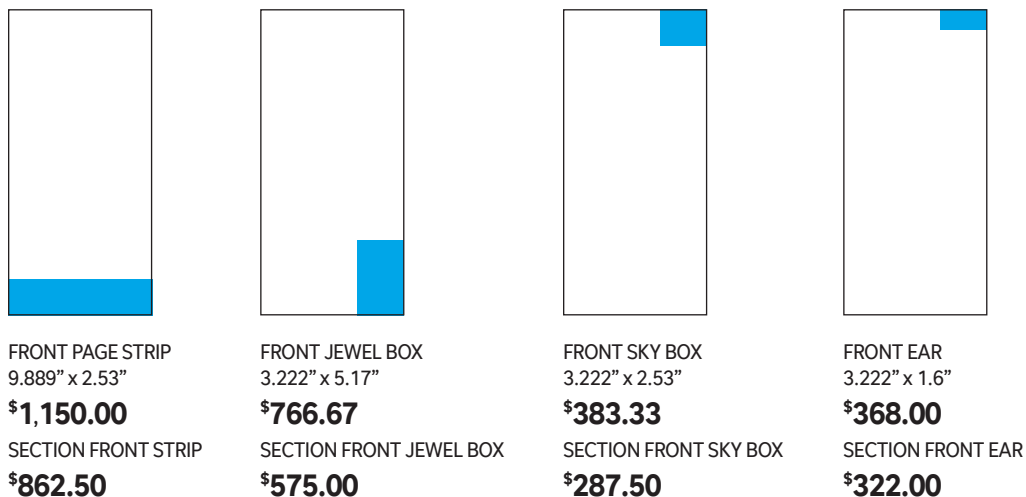
**Contact our advertising team today about creating a custom, integrated solution for your business.**

# YORK RETAIL ADVERTISING RATES

## DAILY BROADSHEET MODULAR SIZES



## DAILY BROADSHEET PREMIUM POSITIONS



## WEEKLY DISCOUNTS

Weekly Frequency	% Discount
1x	0%
2x	40%
3+	60%

*\*Discounts apply to all ads within a 7-day period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).*

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

*\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).*

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

*\*Apply to all Retail Print & Digital Display pricing.*

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

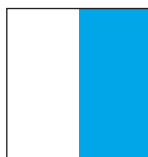
## TABLOID MODULAR SIZES



DOUBLE TRUCK  
20.889" x 9.5"  
**\$4,333.33**



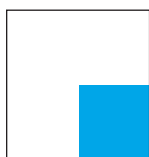
FULL PAGE  
9.889" x 9.5"  
**\$2,000.00**



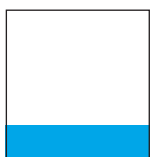
1/2 PAGE V  
4.889" x 9.5"  
**\$1,000.00**



1/2 PAGE H  
9.889" x 4.7"  
**\$1,000.00**



1/4 PAGE V  
4.889" x 4.7"  
**\$500.00**



1/4 PAGE H  
9.889" x 2.3"  
**\$500.00**



1/6 PAGE  
3.222" x 4.7"  
**\$250.00**



1/12 PAGE  
3.222" x 2.3"  
**\$166.67**

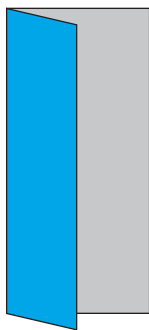
## TABLOID PREMIUM POSITION



FRONT PAGE STRIP  
9.889" x 1.1"  
**\$575.00**

\*Premium Position pricing includes color.

## SPADEA MAIN AND SECTION FRONT



MAIN SPADEA  
**\$8,300.00**



### SPADEA SIZING

FRONT ..... 4.889" x 21"  
INSIDE FRONT ..... 4.889" x 21"  
INSIDE BACK ..... 9.889" x 21"  
BACK ..... 9.889" x 21"

SECTION SPADEA  
**\$6,200.00**

\*Discounts do not apply to Spadea's.

## GATEFOLD MAIN AND SECTION FRONT



MAIN GATEFOLD  
**\$5,500.00**



### GATEFOLD SIZING

FRONT ..... 4.889" x 21"  
INSIDE FRONT ..... 4.889" x 21"  
INSIDE BACK ..... 4.889" x 21"  
BACK ..... 4.889" x 21"

SECTION GATEFOLD  
**\$4,100.00**

\*Discounts do not apply to Gatefold's.

## WEEKLY DISCOUNTS

Weekly Frequency	% Discount
1x	0%
2x	40%
3+	60%

\*Discounts apply to all ads within a 7-day period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

\*Apply to all Retail Print & Digital Display pricing.

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

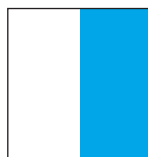
## FLIPSIDE MODULAR SIZES



DOUBLE TRUCK  
20.889" x 9.5"  
**\$2,167.67**



FULL PAGE  
9.889" x 9.5"  
**\$1,000.00**



1/2 PAGE V  
4.889" x 9.5"  
**\$500.00**



1/2 PAGE H  
9.889" x 4.7"  
**\$500.00**



1/4 PAGE V  
4.889" x 4.7"  
**\$250.00**



1/4 PAGE H  
9.889" x 2.3"  
**\$250.00**



1/6 PAGE  
3.222" x 4.7"  
**\$166.67**



1/12 PAGE  
3.222" x 2.3"  
**\$83.33**

## TABLOID PREMIUM POSITION



FRONT PAGE STRIP  
9.889" x 1.1"  
**\$287.50**

*\*Premium Position pricing includes color.*

## YES! SUNDAY SELECT AVAILABLE POSITIONS



**PAGE 1**  
FRONT PAGE STRIP  
9.889" x 2.53"



**PAGE 2**  
NO AD SPACE AVAILABLE



**PAGE 3**  
1/2 PAGE H  
9.889" x 10.45"



**PAGE 4**  
FULL PAGE  
9.889" x 21"

## WEEKLY DISCOUNTS

Weekly Frequency	% Discount
1x	0%
2x	40%
3+	60%

*\*Discounts apply to all ads within a 7-day period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).*

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

*\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).*

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

*\*Apply to all Retail Print & Digital Display pricing.*

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

# YORK SPECIAL ADVERTISING RATES

## PRE-PRINT SUPPLEMENTS

Size	Daily/Sunday
Single Sheet to 14 Tab	\$38.00 cpm
16 Tab or More	\$61.00 cpm
Zoning (min. 5000 pieces/\$500)	\$7.00 cpm

\*Frequency Discounts - 5% @ 13 per yr, 10% @ 26 per yr.

## FRONT PAGE NOTES

Full Run	Cost
Daily	\$825
Sunday	\$1,265

\*Zoning is available. Please ask your Account Executive for details.

## AUTOMOTIVE

Classified Display	Cost
Open Rate	\$4.75 pci

Color Options	Color Rates
Spot Color	\$300
Full Color	\$425
Full Color by the Inch	\$3.35 pci

Monthly Commitment	BW	Spot	FC
1 Full Page	\$700	\$825	\$950
2 Full Pages	\$650	\$775	\$900
3 Full Pages	\$600	\$700	\$800
4 Full Pages	\$550	\$625	\$700
8 Full Pages	\$450	\$525	\$600
12 Full Pages	\$400	\$475	\$550

Monthly Commitment	BW	Spot	FC
1 Half Page	\$525	\$625	\$725
2 Half Pages	\$500	\$600	\$675
3 Half Pages	\$450	\$550	\$625
4 Half Pages	\$400	\$475	\$550
8 Half Pages	\$350	\$425	\$475
12 Half Pages	\$300	\$375	\$400

## PRINT & DELIVER

Full Run	Cost
Daily 2 Page	\$1,485
Sunday 2 Page	\$2,275
Daily 4 Page	\$2,145
Sunday 4 Page	\$3,285

\*Zoning is available. Please ask your Account Executive for details.

## REAL ESTATE

Annual Agreements	Daily	Daily Line	Sunday	Sunday Line
Open Rate	\$39.00	\$5.84	\$42.00	\$7.35
50 inches	\$36.00	\$3.05	\$39.00	\$3.30
200 inches	\$24.00	\$2.00	\$25.00	\$2.15
500 inches	\$21.00	\$1.80	\$22.00	\$1.90
1,500 inches	\$17.00	\$1.46	\$18.00	\$1.50
3,500 inches	\$13.00	\$1.26	\$14.00	\$1.31

Color Options	Color Rates
Spot Color	\$200
Full Color	\$425
Spot Color by the Inch	\$10.00 pci
Full Color by the Inch	\$12.00 pci

Home Source Front Page Banner	Cost
Open Rate	\$375

\*13 week minimum. Frequency Discounts - 10% @ 26 weeks, 20% @ 52 weeks.

# YORK CLASSIFIED ADVERTISING RATES

## RECRUITMENT

Small Business Package	Cost
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Daily/Sunday - 1x2 / 24 Lines	\$525
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*\*Includes 5 days in print, 30 day Monster posting, 30 day Real Match posting.*

Color Options	Color Rates
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Spot Color	\$200
Full Color	\$350
Full Color by the Inch	\$6.00 pci

Add-Ons / Miscellaneous	Rates
-------------------------	-------

Bold for line ads	\$1.00 per line
Logo/Eyecatchers/Borders for line ads	Earned line rate
Line Pickup rate (Monday-Saturday)	50% off earned rate
Display Pickup rate (Monday-Saturday)	50% off earned rate
Hanover Line Rate with York purchase	\$2.00 per line
Lebanon Line Rate with York purchase	\$2.00 per line
Hanover Display Rate with York purchase	\$15.00 pci
Lebanon Display Rate with York purchase	\$15.00 pci
Lebanon Review pickup rate for line ads	\$1.00 per line
Lebanon Review pickup rate for display ads	\$12.00 pci
The Palm pickup rate for line ads	\$1.00 per line
The Palm pickup rate for display ads	\$12.00 pci
Chambersburg TMC pickup rate for line ads	\$1.00 per line
Chambersburg TMC pickup rate for display ads	\$12.00 pci

Display - Annual Commitment	Daily	Sunday
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Open Rate	\$55.00 pci	\$65.00 pci
10,000 inches	\$45.00 pci	\$55.00 pci
15,000 inches	\$42.00 pci	\$52.00 pci
20,000 inches	\$39.00 pci	\$49.00 pci
25,000 inches	\$36.00 pci	\$46.00 pci

*\*50% repeat discounts available within 6 days of original insertion. Excludes Sundays.*

Liners - Annual Commitment	Daily	Sunday
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Open Rate	\$5.00 per line	\$5.91 per line
10,000 inches	\$4.09 per line	\$5.00 per line
15,000 inches	\$3.81 per line	\$4.73 per line
20,000 inches	\$3.55 per line	\$4.45 per line
25,000 inches	\$3.27 per line	\$4.18 per line

*\*50% repeat discounts available within 6 days of original insertion. Excludes Sundays.*

## LEGAL NOTICES

Type	Cost
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Open Rate	\$2.70 per line
Estate Notices	\$2.70 per line

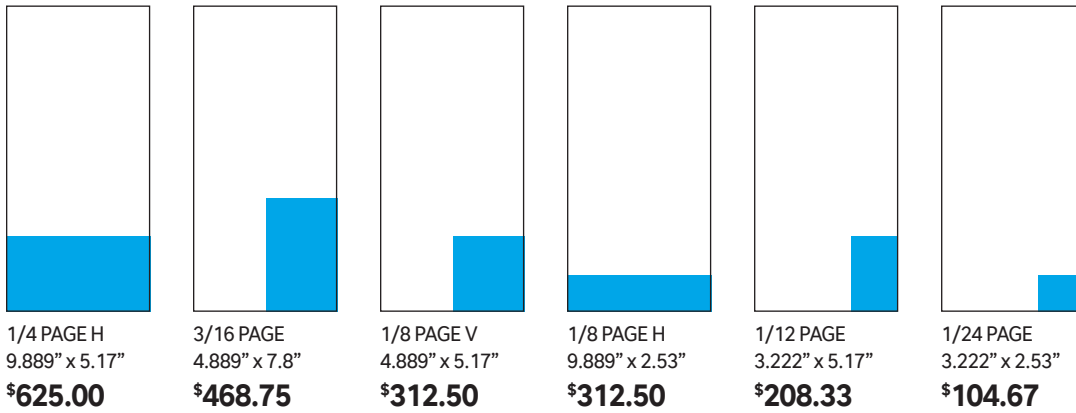
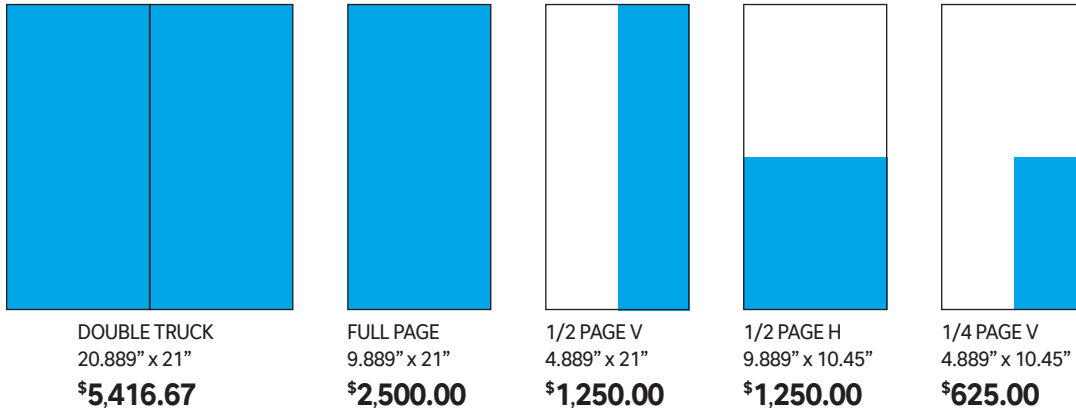
*\*Estate Notices run three consecutive Thursdays.*

Add-Ons	Cost
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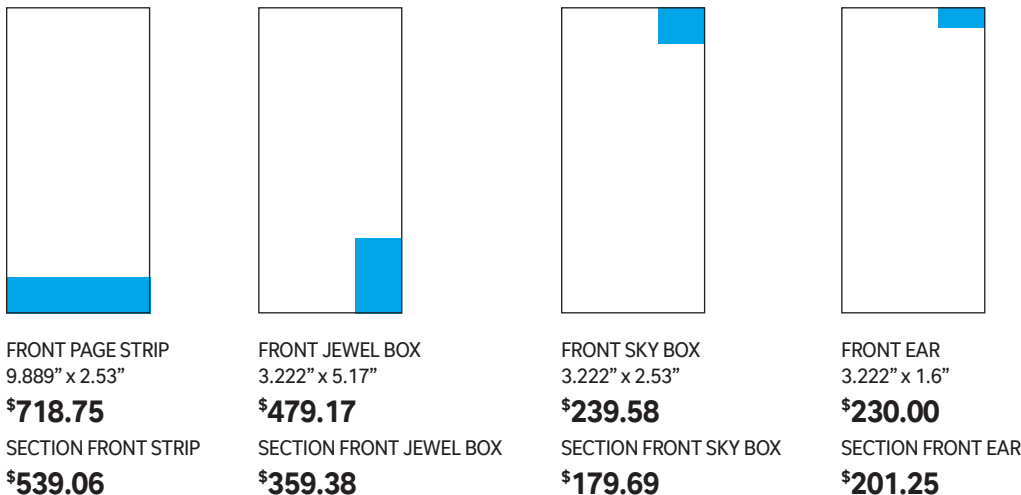
Bold for line ads	\$1.00 per line
Notary Fee (Proof of Pub)	\$5.00

# HANOVER RETAIL ADVERTISING RATES

## DAILY BROADSHEET MODULAR SIZES



## DAILY BROADSHEET PREMIUM POSITIONS



## WEEKLY DISCOUNTS

Weekly Frequency	% Discount
1x	0%
2x	40%
3+	60%

*\*Discounts apply to all ads within a 7-day period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).*

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

*\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).*

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

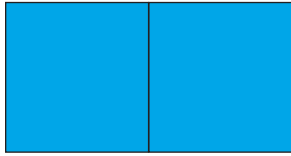
*\*Apply to all Retail Print & Digital Display pricing.*

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

# HANOVER RETAIL ADVERTISING RATES

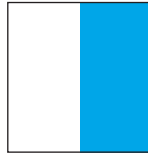
## TABLOID MODULAR SIZES



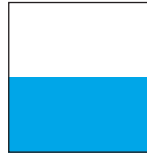
DOUBLE TRUCK  
20.889" x 9.5"  
**\$2,708.33**



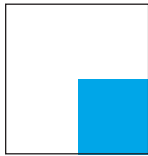
FULL PAGE  
9.889" x 9.5"  
**\$1,250.00**



1/2 PAGE V  
4.889" x 9.5"  
**\$625.00**



1/2 PAGE H  
9.889" x 4.7"  
**\$625.00**



1/4 PAGE V  
4.889" x 4.7"  
**\$312.50**



1/4 PAGE H  
9.889" x 2.3"  
**\$312.50**



1/6 PAGE  
3.222" x 4.7"  
**\$208.33**



1/12 PAGE  
3.222" x 2.3"  
**\$104.17**

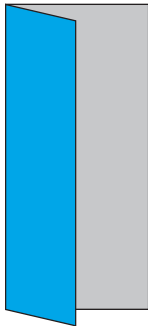
## TABLOID PREMIUM POSITION



FRONT PAGE STRIP  
9.889" x 1.1"  
**\$359.38**

\*Premium Position pricing includes color.

## SPADEA MAIN AND SECTION FRONT



MAIN SPADEA  
**\$5,200.00**



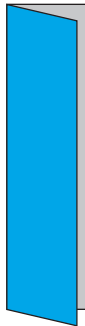
### SPADEA SIZING

FRONT ..... 4.889" x 21"  
INSIDE FRONT ..... 4.889" x 21"  
INSIDE BACK ..... 9.889" x 21"  
BACK ..... 9.889" x 21"

SECTION SPADEA  
**\$3,900.00**

\*Discounts do not apply to Spadea's.

## GATEFOLD MAIN AND SECTION FRONT



MAIN GATEFOLD  
**\$3,500.00**



### GATEFOLD SIZING

FRONT ..... 4.889" x 21"  
INSIDE FRONT ..... 4.889" x 21"  
INSIDE BACK ..... 4.889" x 21"  
BACK ..... 4.889" x 21"

SECTION GATEFOLD  
**\$2,600.00**

\*Discounts do not apply to Gatefold's.

## WEEKLY DISCOUNTS

Weekly Frequency	% Discount
1x	0%
2x	40%
3+	60%

\*Discounts apply to all ads within a 7-day period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

\*Apply to all Retail Print & Digital Display pricing.

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%



# HANOVER SPECIAL ADVERTISING RATES

## PRE-PRINT SUPPLEMENTS

Size	Daily/Sunday
Single Sheet to 14 Tab	\$45.00 cpm
16 Tab or More	\$65.00 cpm

## PRINT & DELIVER

Full Run	Cost
Daily 2 Page	\$980
Sunday + Daily	\$1,190
Sunday + 2 Dailies	\$1,560

\*Two sides full color on 60-lb. paper. Two run minimum.

## FRONT PAGE NOTES

Full Run	Cost
Daily	\$750
Sunday	\$850

## AUTOMOTIVE

Classified Display	Cost
Open Rate	\$4.75 pci

Color Options	Color Rates
Spot Color	\$300
Full Color	\$425
Full Color by the Inch	\$3.35 pci

Monthly Commitment	BW	Spot	FC
1 Full Page	\$700	\$825	\$950
2 Full Pages	\$650	\$775	\$900
3 Full Pages	\$600	\$700	\$800
4 Full Pages	\$550	\$625	\$700
8 Full Pages	\$450	\$525	\$600
12 Full Pages	\$400	\$475	\$550

Monthly Commitment	BW	Spot	FC
1 Half Page	\$525	\$625	\$725
2 Half Pages	\$500	\$600	\$675
3 Half Pages	\$450	\$550	\$625
4 Half Pages	\$400	\$475	\$550
8 Half Pages	\$350	\$425	\$475
12 Half Pages	\$300	\$375	\$400

## REAL ESTATE

Classified Display	Cost
Open Rate	\$16.36 pci

Color Options	Color Rates
Spot Color	\$195
Full Color	\$320
Spot Color by the Inch	\$10.00 pci
Full Color by the Inch	\$12.00 pci

Annual Agreements	< 1/4 Page	1/4 Page	1/2 Page	Full Page
13 Week	\$15.07 pci	\$625	\$1,000	\$1,850
26 Week	\$13.89 pci	\$500	\$750	\$1,000
50 Week	\$12.60 pci	\$425	\$625	\$925

Real Estate Extras	Rates
Home Source Cover	TBD
Sun Marketplace Pickup	50% off rate
Plan of the Week	\$375
Mortgage Chart Open	\$8.07 pci
Mortgage Chart Multi-Week	\$5.65 pci

# HANOVER CLASSIFIED ADVERTISING RATES

## RECRUITMENT

Small Business Package	Cost
------------------------	------

Daily/Sunday - 1x2 / 24 Lines	\$525
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*\*Includes 5 days in print, 30 day Monster posting, 30 day Real Match posting.*

Color Options	Color Rates
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Spot Color	\$200
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Full Color	\$350
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Full Color by the Inch	\$6.00 pci
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Add-Ons / Miscellaneous	Rates
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Bold for line ads	\$1.00 per line
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Logo/Eyecatchers/Borders for line ads	Earned line rate
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Line Pickup rate (Monday-Saturday)	50% off earned rate
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Display Pickup rate (Monday-Saturday)	50% off earned rate
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Hanover Line Rate with York purchase	\$2.00 per line
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Lebanon Line Rate with York purchase	\$2.00 per line
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Hanover Display Rate with York purchase	\$15.00 pci
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Lebanon Display Rate with York purchase	\$15.00 pci
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Lebanon Review pickup rate for line ads	\$1.00 per line
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Lebanon Review pickup rate for display ads	\$12.00 pci
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The Palm pickup rate for line ads	\$1.00 per line
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The Palm pickup rate for display ads	\$12.00 pci
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Chambersburg TMC pickup rate for line ads	\$1.00 per line
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Chambersburg TMC pickup rate for display ads	\$12.00 pci
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Display - Annual Commitment	Daily / Sunday
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Open Rate	\$30.00 pci
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10,000 inches	\$24.00 pci
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15,000 inches	\$22.00 pci
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20,000 inches	\$20.00 pci
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25,000 inches	\$18.00 pci
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*\*50% repeat discounts available within 6 days of original insertion. Excludes Sundays.*

Liners - Annual Commitment	Daily / Sunday
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Open Rate	\$4.18 per line
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10,000 inches	\$3.44 per line
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15,000 inches	\$3.22 per line
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20,000 inches	\$3.00 per line
---------------	-----------------

25,000 inches	\$2.77 per line
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*\*50% repeat discounts available within 6 days of original insertion. Excludes Sundays.*

## LEGAL NOTICES

Type	Cost
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Open Rate	\$1.21 per line
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Estate Notices	\$95 for 3 inserts
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*\*Estate Notices run three consecutive Thursdays.*

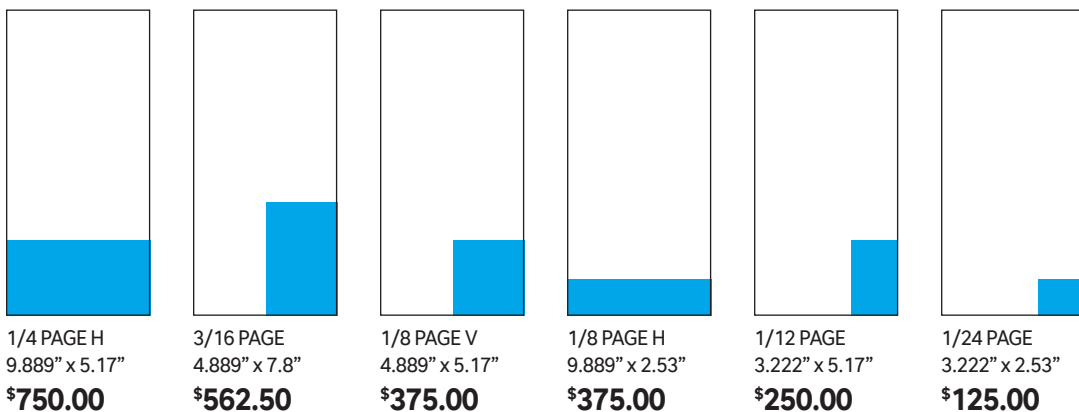
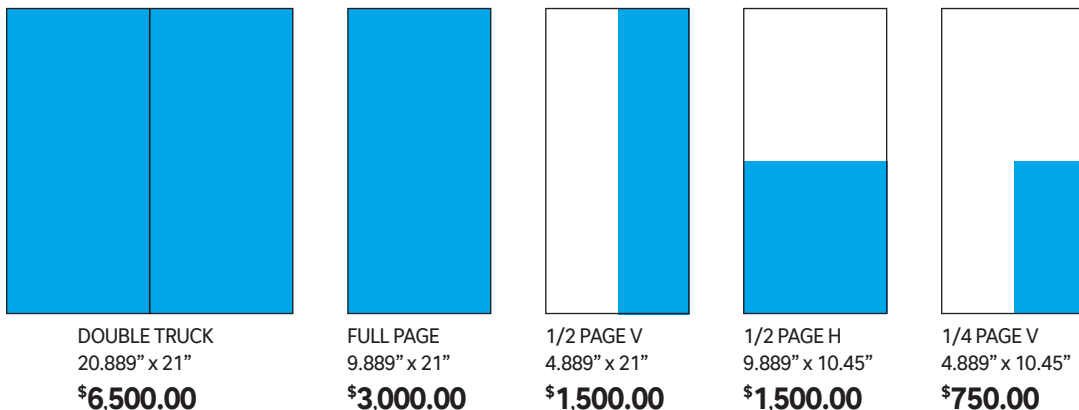
Add-Ons	Cost
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Bold for line ads	\$1.00 per line
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Notary Fee (Proof of Pub)	\$5.00
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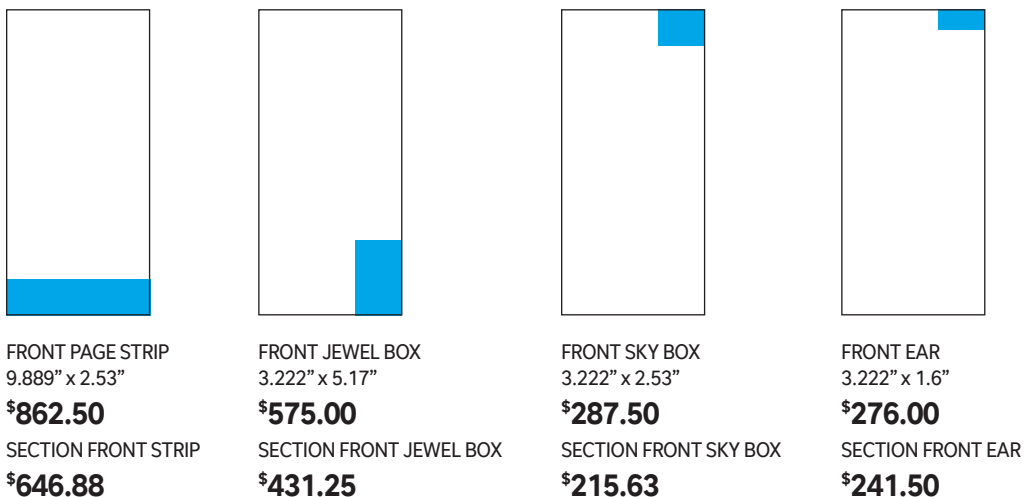
# LEBANON RETAIL ADVERTISING RATES

## DAILY BROADSHEET MODULAR SIZES



## DAILY BROADSHEET PREMIUM POSITIONS

\*Premium Position pricing includes color.



## WEEKLY DISCOUNTS

Weekly Frequency	% Discount
1x	0%
2x	40%
3+	60%

\*Discounts apply to all ads within a 7-day period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

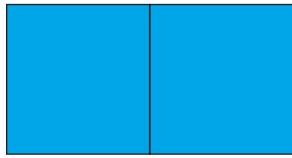
\*Apply to all Retail Print & Digital Display pricing.

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

# LEBANON RETAIL ADVERTISING RATES

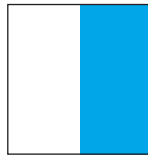
## TABLOID MODULAR SIZES



DOUBLE TRUCK  
20.889" x 9.5"  
**\$3,250.00**



FULL PAGE  
9.889" x 9.5"  
**\$1,500.00**



1/2 PAGE V  
4.889" x 9.5"  
**\$750.00**



1/2 PAGE H  
9.889" x 4.7"  
**\$750.00**



1/4 PAGE V  
4.889" x 4.7"  
**\$375.00**



1/4 PAGE H  
9.889" x 2.3"  
**\$375.00**



1/6 PAGE  
3.222" x 4.7"  
**\$250.00**



1/12 PAGE  
3.222" x 2.3"  
**\$125.00**

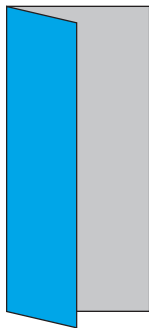
## TABLOID PREMIUM POSITION



FRONT PAGE STRIP  
9.889" x 1.1"  
**\$431.25**

\*Premium Position pricing includes color.

## SPADEA MAIN AND SECTION FRONT



MAIN SPADEA  
**\$6,200.00**



### SPADEA SIZING

FRONT ..... 4.889" x 21"  
INSIDE FRONT ..... 4.889" x 21"  
INSIDE BACK ..... 9.889" x 21"  
BACK ..... 9.889" x 21"

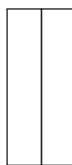
SECTION SPADEA  
**\$4,700.00**

\*Discounts do not apply to Spadea's.

## GATEFOLD MAIN AND SECTION FRONT



MAIN GATEFOLD  
**\$4,100.00**



### GATEFOLD SIZING

FRONT ..... 4.889" x 21"  
INSIDE FRONT ..... 4.889" x 21"  
INSIDE BACK ..... 4.889" x 21"  
BACK ..... 4.889" x 21"

SECTION GATEFOLD  
**\$3,100.00**

\*Discounts do not apply to Gatefold's.

## WEEKLY DISCOUNTS

Weekly Frequency	% Discount
1x	0%
2x	40%
3+	60%

\*Discounts apply to all ads within a 7-day period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

\*Apply to all Retail Print & Digital Display pricing.

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

# LEBANON WEEKLY PUBLICATION ADVERTISING RATES

## LEBANON VALLEY REVIEW MODULAR SIZES

DOUBLE TRUCK 20.889" x 21" <b>\$1,841.67</b>	FULL PAGE 9.889" x 21" <b>\$850.00</b>	1/2 PAGE V 4.889" x 21" <b>\$425.00</b>	1/2 PAGE H 9.889" x 10.45" <b>\$425.00</b>	1/4 PAGE V 4.889" x 10.45" <b>\$212.50</b>

1/4 PAGE H 9.889" x 5.17" <b>\$212.50</b>	3/16 PAGE 4.889" x 7.8" <b>\$159.38</b>	1/8 PAGE V 4.889" x 5.17" <b>\$106.25</b>	1/8 PAGE H 9.889" x 2.53" <b>\$106.25</b>	1/12 PAGE 3.222" x 5.17" <b>\$70.83</b>	1/24 PAGE 3.222" x 2.53" <b>\$35.42</b>

## LEBANON VALLEY REVIEW PREMIUM POSITIONS

\*Premium Position pricing includes color.

FRONT PAGE STRIP 9.889" x 2.53" <b>\$244.38</b>	FRONT JEWEL BOX 3.222" x 5.17" <b>\$162.92</b>	FRONT SKY BOX 3.222" x 2.53" <b>\$81.46</b>	FRONT EAR 3.222" x 1.6" <b>\$39.10</b>

## MULTI-PRODUCT DISCOUNT

Number of Products	% Discount
2+	10%

\*Applies to campaigns that include more than one non-daily product (does not apply to Full-Run ROP). Pricing does not include OwnLocal charge.

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).

## ANNUAL DISCOUNTS

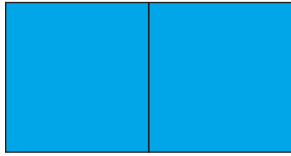
Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

\*Apply to all Retail Print & Digital Display pricing.

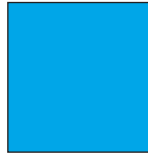
## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

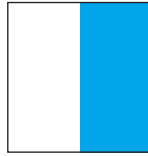
## THE PALM MODULAR SIZES



DOUBLE TRUCK  
20.889" x 9.5"  
**\$1,408.33**



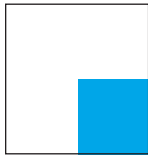
FULL PAGE  
9.889" x 9.5"  
**\$650.00**



1/2 PAGE V  
4.889" x 9.5"  
**\$325.00**



1/2 PAGE H  
9.889" x 4.7"  
**\$325.00**



1/4 PAGE V  
4.889" x 4.7"  
**\$162.50**



1/4 PAGE H  
9.889" x 2.3"  
**\$162.50**



1/6 PAGE  
3.222" x 4.7"  
**\$108.33**



1/12 PAGE  
3.222" x 2.3"  
**\$54.17**

## THE PALM PREMIUM POSITION



FRONT PAGE STRIP  
9.889" x 1.1"  
**\$186.88**

*\*Premium Position pricing includes color.*

## MULTI-PRODUCT DISCOUNT

Number of Products	% Discount
2+	10%

*\*Applies to campaigns that include more than one non-daily product (does not apply to Full-Run ROP). Pricing does not include OwnLocal charge.*

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

*\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).*

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

*\*Apply to all Retail Print & Digital Display pricing.*

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

# LEBANON SPECIAL ADVERTISING RATES

## PRE-PRINT SUPPLEMENTS

Size	Daily/Sunday
Single Sheet to 14 Tab	\$49.00 cpm
16 Tab or More	\$55.00 cpm

\*Price is per thousand inserts. Frequency Discounts - 5% @ 13 per yr, 10% @ 26 per yr.

## PRINT & DELIVER

Full Run	Cost
Daily	\$1,165
Sunday	\$1,380
The Palm	\$1,695
Lebanon Valley Review	\$1,000

\*For alternative sizes, quantities and rates contact your Account Executive.

## FRONT PAGE NOTES

Full Run	Cost
Daily	\$750
Sunday	\$850

## AUTOMOTIVE

Classified Display	Cost
Open Rate	\$4.75 pci

Color Options	Color Rates
Spot Color	\$300
Full Color	\$425
Full Color by the Inch	\$3.35 pci

Monthly Commitment	BW	Spot	FC
1 Full Page	\$700	\$825	\$950
2 Full Pages	\$650	\$775	\$900
3 Full Pages	\$600	\$700	\$800
4 Full Pages	\$550	\$625	\$700
8 Full Pages	\$450	\$525	\$600
12 Full Pages	\$400	\$475	\$550

Monthly Commitment	BW	Spot	FC
1 Half Page	\$525	\$625	\$725
2 Half Pages	\$500	\$600	\$675
3 Half Pages	\$450	\$550	\$625
4 Half Pages	\$400	\$475	\$550
8 Half Pages	\$350	\$425	\$475
12 Half Pages	\$300	\$375	\$400

## REAL ESTATE

Classified Display	Cost
Open Rate	\$13.60 pci

Color Options	Color Rates
Spot Color	\$300
Full Color	\$425
Full Color by the Inch	\$3.35 pci

Annual Agreements	< 1/4 Page	1/4 Page	1/2 Page	Full Page
13 Week	\$15.07 pci	\$625	\$1,000	\$1,850
26 Week	\$13.89 pci	\$500	\$750	\$1,000
50 Week	\$12.60 pci	\$425	\$625	\$925

Annual Agreements	Rates
250 inches	\$12.25 pci
500 inches	\$11.00 pci
1,000 inches	\$9.75 pci
2,000 inches	\$8.25 pci

LVR/Palm Pickup Rates	Rates
Retail	\$8.40 pci
Classified	\$3.50 pci

# LEBANON CLASSIFIED ADVERTISING RATES

## RECRUITMENT

Small Business Package	Cost
------------------------	------

Daily/Sunday - 1x2 / 24 Lines	\$525
-------------------------------	-------

*\*Includes 5 days in print, 30 day Monster posting, 30 day Real Match posting.*

Color Options	Color Rates
---------------	-------------

Spot Color	\$200
Full Color	\$350
Full Color by the Inch	\$6.00 pci

Add-Ons / Miscellaneous	Rates
-------------------------	-------

Bold for line ads	\$1.00 per line
Logo/Eyecatchers/Borders for line ads	Earned line rate
Line Pickup rate (Monday-Saturday)	50% off earned rate
Display Pickup rate (Monday-Saturday)	50% off earned rate
Hanover Line Rate with York purchase	\$2.00 per line
Lebanon Line Rate with York purchase	\$2.00 per line
Hanover Display Rate with York purchase	\$15.00 pci
Lebanon Display Rate with York purchase	\$15.00 pci
Lebanon Review pickup rate for line ads	\$1.00 per line
Lebanon Review pickup rate for display ads	\$12.00 pci
The Palm pickup rate for line ads	\$1.00 per line
The Palm pickup rate for display ads	\$12.00 pci
Chambersburg TMC pickup rate for line ads	\$1.00 per line
Chambersburg TMC pickup rate for display ads	\$12.00 pci

Display - Annual Commitment	Daily / Sunday
-----------------------------	----------------

Open Rate	\$30.00 pci
10,000 inches	\$24.00 pci
15,000 inches	\$22.00 pci
20,000 inches	\$20.00 pci
25,000 inches	\$18.00 pci

*\*50% repeat discounts available within 6 days of original insertion. Excludes Sundays.*

Liners - Annual Commitment	Daily / Sunday
----------------------------	----------------

Open Rate	\$4.18 per line
10,000 inches	\$3.44 per line
15,000 inches	\$3.22 per line
20,000 inches	\$3.00 per line
25,000 inches	\$2.77 per line

*\*50% repeat discounts available within 6 days of original insertion. Excludes Sundays.*

## LEGAL NOTICES

Type	Cost
------	------

Open Rate	\$1.95 per line
Estate Notices	\$1.95 per line

*\*Estate Notices run 3 Wednesdays. Run dates in bottom left corner of ad and all legals are 2 or more columns.*

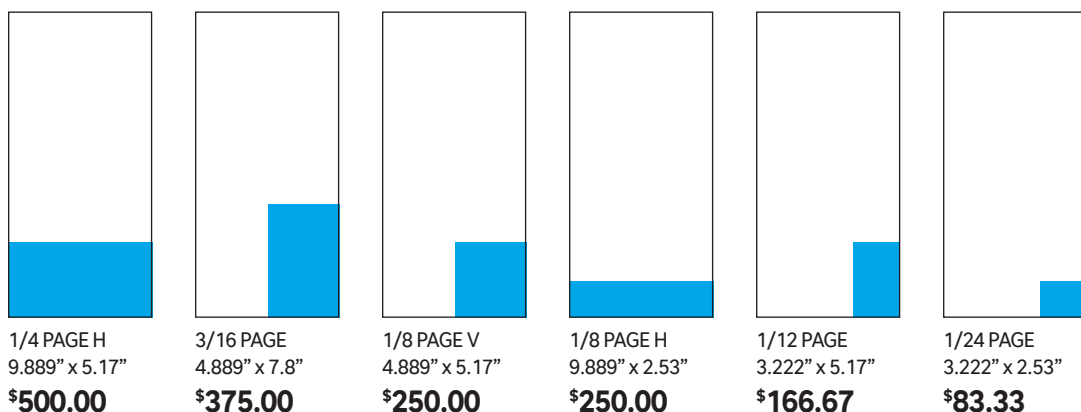
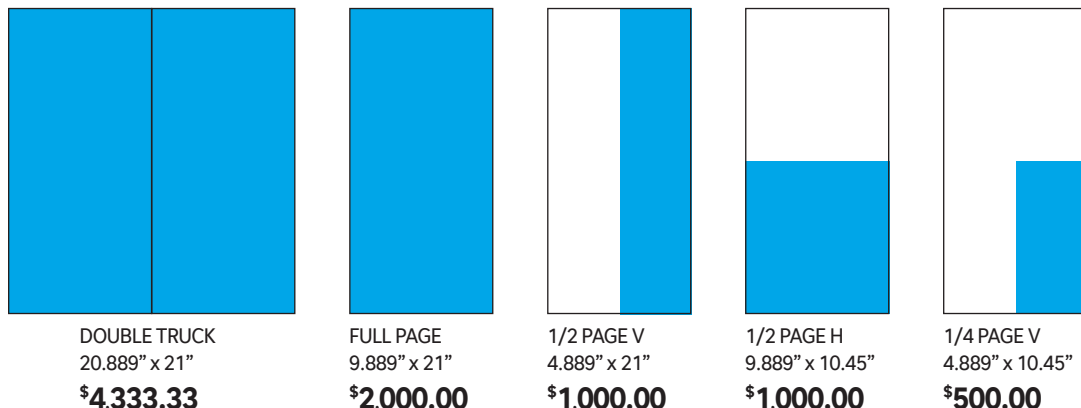
Add-Ons	Cost
---------	------

Bold for line ads	\$1.00 per line
Notary Fee (Proof of Pub)	\$5.00



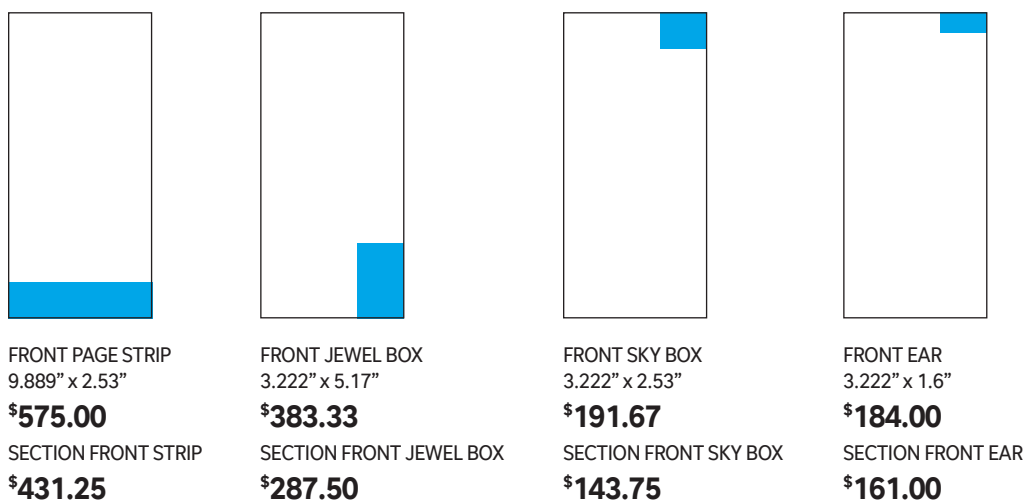
# CHAMBERSBURG RETAIL ADVERTISING RATES

## DAILY BROADSHEET MODULAR SIZES



## DAILY BROADSHEET PREMIUM POSITIONS

\*Premium Position pricing includes color.



## WEEKLY DISCOUNTS

Weekly Frequency	% Discount
1x	0%
2x	40%
3+	60%

\*Discounts apply to all ads within a 7-day period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

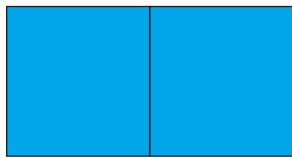
\*Apply to all Retail Print & Digital Display pricing.

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

# CHAMBERSBURG RETAIL ADVERTISING RATES

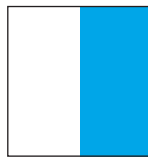
## TABLOID MODULAR SIZES



DOUBLE TRUCK  
20.889" x 9.5"  
**\$2,167.67**



FULL PAGE  
9.889" x 9.5"  
**\$1,000.00**



1/2 PAGE V  
4.889" x 9.5"  
**\$500.00**



1/2 PAGE H  
9.889" x 4.7"  
**\$500.00**



1/4 PAGE V  
4.889" x 4.7"  
**\$250.00**



1/4 PAGE H  
9.889" x 2.3"  
**\$250.00**



1/6 PAGE  
3.222" x 4.7"  
**\$166.67**



1/12 PAGE  
3.222" x 2.3"  
**\$83.33**

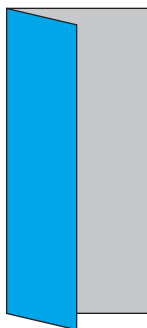
## TABLOID PREMIUM POSITION



FRONT PAGE STRIP  
9.889" x 1.1"  
**\$287.50**

\*Premium Position pricing includes color.

## SPADEA MAIN AND SECTION FRONT



MAIN SPADEA  
**\$4,100.00**



### SPADEA SIZING

FRONT ..... 4.889" x 21"  
INSIDE FRONT ..... 4.889" x 21"  
INSIDE BACK ..... 9.889" x 21"  
BACK ..... 9.889" x 21"

SECTION SPADEA  
**\$3,100.00**

\*Discounts do not apply to Spadea's.

## GATEFOLD MAIN AND SECTION FRONT



MAIN GATEFOLD  
**\$2,700.00**



### GATEFOLD SIZING

FRONT ..... 4.889" x 21"  
INSIDE FRONT ..... 4.889" x 21"  
INSIDE BACK ..... 4.889" x 21"  
BACK ..... 4.889" x 21"

SECTION GATEFOLD  
**\$2,100.00**

\*Discounts do not apply to Gatefold's.

## WEEKLY DISCOUNTS

Weekly Frequency	% Discount
1x	0%
2x	40%
3+	60%

\*Discounts apply to all ads within a 7-day period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).

## QUARTERLY DISCOUNTS

Consecutive Weeks	% Discount
4	20%
8	30%
13	40%

\*Discounts apply to all ads within a 13-week period and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).

## ANNUAL DISCOUNTS

Commitment Level	% Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

\*Apply to all Retail Print & Digital Display pricing.

## PREMIUM UPGRADES

Add-Ons	% Discount
Full Color	15%
Guaranteed Section/Position	15%

# CHAMBERSBURG SPECIAL ADVERTISING RATES

## PRE-PRINT SUPPLEMENTS

Size	Open (cpm)	12x (cpm)
Single Sheet (Card Stock)	\$40.00	\$38.00
4 Tab	\$57.00	\$54.00
8 Tab	\$60.00	\$57.00

\*Add \$1/cpm for Sunday runs. Please ask your Account Executive for zoning details.

## FRONT PAGE NOTES

Full Run	Cost
Daily	\$750
Sunday	\$775
The ADvertiser	\$600
Thanksgiving Day	\$1,000

\*\$35.00 cpm for pre-printed notes.

## AUTOMOTIVE

Classified Display	Cost
Open Rate	\$4.75 pci

\*50% off pickup within 6 days of original insertion.

Color Options	Color Rates
Spot Color	\$300
Full Color	\$425
Full Color by the Inch	\$3.35 pci

Annual Commitment	BW	FC
Open Rate	\$875	\$975
12 Full Pages	\$675	\$775
24 Full Pages	\$575	\$675
48 Full Pages	\$475	\$575

\*Pick-up discounts apply. Pick up ads count toward frequency in 48x only.

Annual Commitment	BW	FC
Open Rate	\$775	\$875
12 Half Pages	\$575	\$675
24 Half Pages	\$475	\$575
48 Half Pages	\$375	\$475

\*Pick-up discounts apply. Pick up ads count toward frequency in 48x only.

## PRINT & DELIVER

Full Run	Cost
Daily 2 Page	\$700
Sunday 2 Page	\$875
Daily 4 Page	\$1,200
Sunday 4 Page	\$1,500

\*For alternative sizes, quantities and rates contact your Account Executive.

## REAL ESTATE

Commitment Level	1/4 Page	1/2 Page	Full Page
Open Rate	\$150	\$270	\$510
Monthly Contract	\$105	\$190	\$350
26 Week Contract	\$85	\$155	\$290
52 Week Contract	\$75	\$140	\$265

\*Monthly contracts must publish 4 consecutive weeks. 52x contracts: Quarter page bottom of 3C is \$90 per ad. Half page top of 3C is \$185 per ad.

Placement	Spot	Full
A/B Section	\$375	\$475
RE Section - Full Page	\$75	\$150
RE Section - Half Page	\$40	\$100
RE Section - 1/4 Page	\$25	\$50

Open House Ads	Cost Per Ad	Pickup Discount
RE Weekly	\$25	10% off
Saturday Pickup	\$15	
Sunday Pickup	\$10	

\*Ads must run Friday, Saturday & Sunday. Ad Size is (4.889" x 2.25")

\*Discount is off RE rate card and must have published in the PO in the past 6 days Discount does not apply to color.

The ADvertiser (TMC)	Rates
Open Rate	\$3.00 pci
Saturday Pickup	20% Discount

\*Discount is off RE rate card and must have published in the PO in the past 7 days.

# CHAMBERSBURG CLASSIFIED ADVERTISING RATES

## RECRUITMENT

Small Business Package	Cost
------------------------	------

Daily/Sunday - 1x2 / 24 Lines	\$525
-------------------------------	-------

*\*Includes 5 days in print, 30 day Monster posting, 30 day Real Match posting.*

Color Options	Color Rates
---------------	-------------

Spot Color	\$200
Full Color	\$350
Full Color by the Inch	\$6.00 pci

Add-Ons / Miscellaneous	Rates
-------------------------	-------

Bold for line ads	\$1.00 per line
Logo/Eyecatchers/Borders for line ads	Earned line rate
Line Pickup rate (Monday-Saturday)	50% off earned rate
Display Pickup rate (Monday-Saturday)	50% off earned rate
Hanover Line Rate with York purchase	\$2.00 per line
Lebanon Line Rate with York purchase	\$2.00 per line
Hanover Display Rate with York purchase	\$15.00 pci
Lebanon Display Rate with York purchase	\$15.00 pci
Lebanon Review pickup rate for line ads	\$1.00 per line
Lebanon Review pickup rate for display ads	\$12.00 pci
The Palm pickup rate for line ads	\$1.00 per line
The Palm pickup rate for display ads	\$12.00 pci
Chambersburg TMC pickup rate for line ads	\$1.00 per line
Chambersburg TMC pickup rate for display ads	\$12.00 pci

Display - Annual Commitment	Daily / Sunday
-----------------------------	----------------

Open Rate	\$30.00 pci
10,000 inches	\$24.00 pci
15,000 inches	\$22.00 pci
20,000 inches	\$20.00 pci
25,000 inches	\$18.00 pci

*\*50% repeat discounts available within 6 days of original insertion. Excludes Sundays.*

Liners - Annual Commitment	Daily / Sunday
----------------------------	----------------

Open Rate	\$3.08 per line
10,000 inches	\$2.58 per line
15,000 inches	\$2.42 per line
20,000 inches	\$2.25 per line
25,000 inches	\$2.08 per line

*\*50% repeat discounts available within 6 days of original insertion. Excludes Sundays.*

## LEGAL NOTICES

Type	Cost
------	------

Open Rate	\$15.25 pci
Estate Notices	\$15.25 pci

*\*Estate Notices run three consecutive Thursdays.*

Add-Ons	Cost
---------	------

Bold for line ads	\$1.00 per line
Notary Fee (Proof of Pub)	\$5.00

# HIGH IMPACT DIGITAL RATES AND MARKETING SOLUTIONS

## Gravity Ads

Homepage	Daily	Weekend
York	\$1,400	\$1,400
Lebanon	\$400	\$400
Chambersburg	\$400	\$400
Hanover	\$265	\$265
GameTimePA	\$100	\$100
FlipSide	\$100	\$100

\*\$2,500 minimum for York. Minimum for all other markets is \$1,500.

## Pushdowns

Homepage	Daily	Weekend
York	\$800	\$800
Lebanon	\$250	\$250
Chambersburg	\$250	\$250
Hanover	\$165	\$165
GameTimePA	\$50	\$50
FlipSide	\$50	\$50

\*\$500 minimum for daily. Minimum for weekend is \$375.

## Hero Flips

Homepage	Daily	Weekend
York	\$650	\$650
Lebanon	\$200	\$200
Chambersburg	\$200	\$200
Hanover	\$125	\$125
GameTimePA	\$75	\$75
FlipSide	\$75	\$75

\*\$500 minimum for daily. Minimum for weekend is \$375.

Section Fronts	Daily	Weekend
York	\$150	\$150
Lebanon	\$100	\$100
Chambersburg	\$75	\$75
Hanover	\$50	\$50
GameTimePA	\$50	\$50

\*\$375 minimum for daily. Minimum for weekend is \$275.

Section Fronts	Daily	Weekend
York	\$250	\$250
Lebanon	\$150	\$150
Chambersburg	\$100	\$100
Hanover	\$60	\$60
GameTimePA	\$60	\$60

\*\$375 minimum for daily. Minimum for weekend is \$275.

## Interactive Takeovers

Homepage	Daily	Weekend
York	\$1,100	\$1,100
Lebanon	\$375	\$375
Chambersburg	\$300	\$300
Hanover	\$250	\$250
GameTimePA	\$100	\$100
FlipSide	\$100	\$100

\*\$750 minimum for daily. Minimum for weekend is \$560.

## Billboards

Homepage	Daily	Weekend
York	\$700	\$700
Lebanon	\$200	\$200
Chambersburg	\$200	\$200
Hanover	\$125	\$125
GameTimePA	\$75	\$75
FlipSide	\$75	\$75

\*\$375 minimum for daily. Minimum for weekend is \$250.

Section Fronts	Daily	Weekend
York	\$200	\$200
Lebanon	\$100	\$100
Chambersburg	\$75	\$75
Hanover	\$50	\$50
GameTimePA	\$70	\$70

\*\$250 minimum for daily. Minimum for weekend is \$175.

Section Fronts	Daily	Weekend
York	\$350	\$350
Lebanon	\$175	\$175
Chambersburg	\$125	\$125
Hanover	\$100	\$100
GameTimePA	\$100	\$100

\*\$560 minimum for daily. Minimum for weekend is \$425.

## High Impact Placements

	Page Position	Base CPM
Gravity	Home Page	\$65.00
Billboard	Home Page & Section Fronts	\$35.00
Hero Flip	Home Page & Section Fronts	\$30.00
Pushdown	Home Page & Section Fronts	\$40.00
Interactive Takeover	Home Page & Section Fronts	\$55.00

- High impact placements include Rich Media creative
- High impact campaigns should be sold as 1-day sponsorships/roadblocks and are not eligible for targeting layers such as geo or demo.
- Ad units should be priced per day (CPD)
- Saturday and Sunday are sold as one day for the same rate (weekend rate)
- Minimums must be met for all CPD and CPM
- Ads must meet minimums required and run in the same monthly billing cycle (ads can be sold across sites to receive minimums)

## READY TO REACH MORE CUSTOMERS?

Contact your audience targeting solution experts for help.

# STANDARD DIGITAL RATES AND MARKETING SOLUTIONS

## Standard Desktop

Ad Types	Ad Specs	Home Page & Section Fronts	Article Pages	Run of Site
Leaderboard	728x90	--	\$8.00	\$7.00
LRG Rectangle	300x250	\$10.00	\$10.00	\$8.00
Half Page	300x600	\$16.00	\$16.00	\$14.00
Blended Option 1	300x250, 728x90	--	\$9.00	\$7.50
Blended Option 2	300x250, 728x90, 300x600	--	\$11.50	\$9.75
Blended Option 3	300x250, 300x600	\$13.00	\$13.00	\$11.00
Blended Option 4	300x600, 728x90	--	\$12.00	\$10.50
Transitional	1080x810	--	\$25.00	--
Weather Sponsorship	100x50	\$3.00	Consult the Premium grid for appropriate targeting/rich media charges to apply to base cpm rates.	
Article with Rails	(2)180x615, 300x250	--	Custom Quote	--

## Video PreRoll & Newsletters

Placement	Ad Specs	Page Position	CPM
PreRoll	920x508 16:9 aspect ratio	Video players	\$40.00
Photo Gallery Transitional	300x250, 600x405	Photo Galleries	\$16.00
Photo Gallery Companion (progressive)	300x250	Photo Galleries	\$10.00
E-Newspaper: Desktop & Mobile Web	300x250 BTF	Article Pages	\$15.00
E-Newspaper: Desktop only	728x90 ATF	Article Pages	\$15.00
E-Newspaper: Desktop only	160x600	Left Rail	\$20.00
E-Newspaper: Apps	300x250, 320x50	Article Pages	\$15.00
Email Newsletters: Top 5 Headlines	300x250	100% SOV	\$35.00
Email Newsletters: All Other Topics	300x250 or 160x600	100% SOV	\$35.00

## Mobile

Universal App (Phones/Tablets)	Ad Specs	Page Position	CPM
Banner	300x250	Fronts & Articles	\$17.00
Transitional	Full page flex	Between Article Pages	\$25.00
PreRoll	16:9 aspect ratio	Video Players	\$20.00
<b>m.Newspaper.com</b>			
Banner	320x50 300x250	All Pages, ATF & BTF, served as a "flex" position with the 320x50	\$17.00
PreRoll	16:9 aspect ratio	Video Players	\$20.00
<b>Blended Mobile</b>			
All Mobile Sizes	180x430, 320x50 468x60, 300x250	Across All Screens & Apps	\$17.00
First Impressions Ad	300x250	--	\$350 CPD
Gallery Transitional iPad Tablet	768x768 1280x1280	--	\$20.00

## USA Today.com

Placement	Ad Specs	Base ROS CPM	CPM*
Desktop Large Rectangle	300x250	\$8.00	\$9.20
Desktop Half Page	300x600	\$10.50	\$12.07
Desktop PreRoll	920x508, 4:3 or 16:9 aspect ratio	\$20.00	\$23.00
Mobile Banner: Cross Platform	300x250, 320x50	\$17.00	\$19.55
Mobile PreRoll: Cross Platform	16:9 aspect ratio	\$20.00	\$23.00
Blended Desktop	300x250, 300x600	\$9.25	\$10.64

\*Prices on the far right column represent CPM with 15% DMA targeting.

- The Article with Rails position can be delivered on all site article pages or by specific section. It will not deliver to fronts, photo galleries or video pages in a given section.
- Expandable Rich Media Banners on desktop and mobile additional \$5 cpm
- In-Banner Video desktop and mobile additional \$5 cpm

## Local Network & Audience Extension

Placement	Ad Specs	Yahoo.com				AdExchange			Retargeting	
		Behavioral	Demo or Geo	ROY!	Section/Content & Search Retargeting	DMA/Geo	DMA/Geo +1**	Multiple	Site	Search
Leaderboard	728x90	\$12.00	\$8.00	\$6.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
LRG Rectangle	300x250	\$15.00	\$11.00	\$9.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
Skyscraper	160x600	\$13.00	\$9.00	\$7.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
Monster	300x600	\$18.00	\$15.00	\$12.00	Custom	\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
IAB Billboard	970x250	--	--	--	--	\$20.00	\$25.00	\$30.00	\$25.00	\$25.00
Half Banner	234x60	Custom	Custom	Custom	Custom	--	--	--	--	--
Rectangle	180x150	Custom	Custom	Custom	Custom	--	--	--	--	--
Native (all screens)*	Text/ image responsive	\$6.00*	\$6.00*	\$6.00*		\$7.00	\$9.00			
FBX	Text/ image right rail & newsfeed								\$7.00	
Mobile Banner	320x50; 300x250					\$5.00	\$7.00	\$9.00	\$7.00	\$7.00
Mobile Geo Fencing	320x50; 300x250					\$17.00				
PreRoll	16:9 Aspect Ratio; 1080p or higher					\$25.00	\$30.00	\$36.00	\$25.00	\$30.00

When adding the exchange or retargeting to a proposal, there is a minimum \$500 per month requirement and must be accompanied by a premium (Yahoo.com or newspaper.com) campaign of equal or greater value.

\* Yahoo Native requires a \$2500 per month investment. \*\* Geo + 1 other targeting line, demo, BT, or Contextual.

Advertising rate schedule. Rates effective 1/2/2018. The Publication Terms and Conditions that accompany this rate schedule are incorporated herein by reference. Subject to rate increase.

## Digital Premiums & Discounts

Premiums / Discounts	Guidelines	
Interest/Intent/Behavior campaign	\$3.00 cpm	Targeting particular consumer behaviors, shopping intent on a standard newspaper.com or USAToday.com campaign
Geography	15% premium	Targeting on a standard newspaper.com, USAToday.com or Yahoo! campaign
Gender	15% premium	Targeting on a standard newspaper.com, USAToday.com or Yahoo! campaign
Age	15% premium	Targeting on a standard newspaper.com, USAToday.com or Yahoo! campaign
Day-Parting	25% premium	Targeting based on time of day delivery
Frequency Cap	25% premium	Ability to control the number of times your ad is delivered to a visitor in a 24 hour period
Roadblock newspaper.com	25% premium	100% share of voice (SOV) of all standard placements on a page during a predetermined period of time on newspaper.com
Above the Fold (ATF) Only	25% premium	Guaranteed above the fold (ATF) ad placement on newspaper.com
Rich Media	\$5.00 cpm	Enhanced creative functionality accompanied by robust performance metrics
Rich Media Development	Custom Quoted	Advanced custom creative development, quotes available from GIADC (starting at \$1,500)
Spend Level Discounts (example investment levels)	<b>Total digital display investment earns discount; Discount cannot be applied to Classified Ventures; CareerBuilder.com; G/O Digital Products or Video Production.</b>	
\$7,500 - \$10,000	5% Discount	York Market Discount Levels
\$10,001 - \$15,000	10% Discount	York Market Discount Levels
\$15,001 - \$25,000	15% Discount	York Market Discount Levels
\$25,001 - \$35,000	20% Discount	York Market Discount Levels
> \$35,501	30% Discount	York Market Discount Levels
\$4,500 - \$7,000	5% Discount	Hanover, Lebanon, Chambersburg Market Discount Levels
\$7,001 - \$12,000	10% Discount	Hanover, Lebanon, Chambersburg Market Discount Levels
\$12,001 - \$17,000	15% Discount	Hanover, Lebanon, Chambersburg Market Discount Levels
\$17,001 - \$22,000	20% Discount	Hanover, Lebanon, Chambersburg Market Discount Levels
> \$22,001	30% Discount	Hanover, Lebanon, Chambersburg Market Discount Levels

## Video Production Services

Video Production Options	Rate	Description
Custom Video with Professional Voiceover	\$975	Up to a 1 minute video, includes music and professional voiceover; One hour on-site videographer and one client revision based on feedback
Custom Video with Interview	\$850	Up to a 1 minute video, includes music & audio recording (interview, testimonial, etc.); One hour on-site videographer and one client revision based on feedback
Custom Video with Music	\$700	Up to a 1 minute video, includes music; One hour on-site videographer and one client revision based on feedback
Custom Montage	\$500	Up to a 1 minute video, includes voiceover and/or music; Photos provided by Gannett (or Gannett's end client)
Google Maps Business View	\$895	360 degree virtual tour of a local business – special guidelines for shooting types of businesses – see document on Salesforce Shared Library for specifics
Video Production Add-Ons	Rate	Description
Aerial Video	\$560	1 hour custom aerial footage, must be combined with a standard video package offering
Additional Time On-Site	\$275/hour	
Additional Rounds of Editing	\$150/round	
Additional Length to Final Video	\$150/minute	
Additional Video	\$350/video	From previously captured footage
Complete Raw Footage File Delivery	\$425/project	
Rush Order	\$425/occurrence	First version of edited video delivered in fewer than 10 days from footage capture

# DEADLINES PRINT ADVERTISING

## ALL NEWSPAPERS DAILY PUBLICATIONS

*The Hanover Evening Sun publishes Tuesdays, Thursdays and Sundays only. The York Dispatch publishes Monday-Friday.*

PUBLISHED	SPACE RESERVED	TIME	AD MATERIALS DUE	TIME	FINAL APPROVAL	TIME
<b>Monday</b>	Thursday prior	3:00 PM	Thursday prior	4:00 PM	Friday prior	3:00 PM
<b>Tuesday</b>	Friday prior	3:00 PM	Friday prior	4:00 PM	Monday prior	3:00 PM
<b>Wednesday</b>	Friday prior	5:00 PM	Monday prior	4:00 PM	Tuesday prior	3:00 PM
<b>Thursday</b>	Monday prior	5:00 PM	Tuesday prior	4:00 PM	Wednesday prior	3:00 PM
<b>Friday</b>	Tuesday prior	5:00 PM	Wednesday prior	4:00 PM	Thursday prior	3:00 PM
<b>Saturday</b>	Wednesday prior	3:00 PM	Thursday prior	4:00 PM	Friday prior	3:00 PM
<b>Sunday</b>	Wednesday prior	5:00 PM	Thursday prior	4:00 PM	Friday prior	3:00 PM

## YORK WEEKLY PUBLICATIONS

### YES! SUNDAY SELECT

PUBLISHED WEEKLY .....**Sundays**  
 SPACE RESERVED .....2 Mondays prior 5:00 PM  
 AD MATERIALS DUE.....2 Tuesdays prior 4:00 PM  
 FINAL APPROVAL.....2 Wednesdays prior 3:00 PM

### FLIPSIDE (TABLOID)

PUBLISHED WEEKLY .....**Thursdays**  
 SPACE RESERVED .....Friday prior 5:00 PM  
 AD MATERIALS DUE.....Monday prior 4:00 PM  
 FINAL APPROVAL.....Tuesday prior 3:00 PM

### HOME SOURCE (TABLOID)

PUBLISHED WEEKLY .....**Sundays**  
 SPACE RESERVED .....Wednesday prior 12:00 PM  
 AD MATERIALS DUE.....Wednesday prior 4:00 PM  
 FINAL APPROVAL.....Thursday prior 3:00 PM

## LEBANON WEEKLY PUBLICATIONS

### THE PALM (TABLOID)

PUBLISHED WEEKLY .....**Wednesdays**  
 SPACE RESERVED .....Wednesday prior 5:00 PM  
 AD MATERIALS DUE.....Friday prior 4:00 PM  
 FINAL APPROVAL.....Monday prior 3:00 PM

### LEBANON VALLEY REVIEW

PUBLISHED WEEKLY .....**Sundays**  
 SPACE RESERVED .....Tuesday prior 5:00 PM  
 AD MATERIALS DUE.....Wednesday prior 4:00 PM  
 FINAL APPROVAL.....Thursday prior 3:00 PM

## HANOVER WEEKLY PUBLICATIONS

### HOME SOURCE

PUBLISHED WEEKLY .....**Sundays**  
 SPACE RESERVED .....Wednesday prior 5:00 PM  
 AD MATERIALS DUE.....Thursday prior 4:00 PM  
 FINAL APPROVAL.....Friday prior 3:00 PM

### SUN MARKETPLACE (TMC)

PUBLISHED WEEKLY .....**Thursdays**  
 SPACE RESERVED .....2 Mondays prior 12:00 PM  
 AD MATERIALS DUE.....2 Tuesdays prior 4:00 PM  
 FINAL APPROVAL.....2 Wednesdays prior 3:00 PM

## CHAMBERSBURG WEEKLY PUBLICATIONS

### HOME SOURCE

PUBLISHED WEEKLY .....**Fridays**  
 SPACE RESERVED .....Monday prior 5:00 PM  
 AD MATERIALS DUE.....Tuesday prior 4:00 PM  
 FINAL APPROVAL.....Wednesday prior 3:00 PM

### THE ADVERTISER (TMC)

PUBLISHED WEEKLY .....**Wednesdays**  
 SPACE RESERVED .....Thursday prior 11:00 AM  
 AD MATERIALS DUE.....Thursday prior 4:00 PM  
 FINAL APPROVAL.....Friday prior 3:00 PM

## INSERTS FRONT PAGE NOTES/PRINT & DELIVER

SPACE RESERVED .....20 business days prior 5:00 PM  
 AD MATERIALS DUE.....17 business days prior 4:00 PM  
 FINAL APPROVAL.....15 business days prior 3:00 PM



# GENERAL ADVERTISING POLICY

## SHORT RATING

If at the end of the Advertiser's contract with Gannett, the Advertiser shall have (a) purchased more or less than the agreed amount or (b) exceeded or fallen short of the minimum commitment agreed to in the contract to the extent that another rate would be applicable on the current rate schedule, Advertiser's rate for all space used during the contract term shall be adjusted to the appropriate rate and Advertiser shall pay or receive a credit for the difference. Rebate credits are limited to (2) annual contract brackets.

## TERMS OF PAYMENT

All advertising is cash with order unless credit has been established with Gannett. Should an application be delayed, prepayment may be required. As a convenience, Mastercard, Visa, American Express and Discover are accepted for payment. Open and contract rates for retail and classified space are non-commissionable.

## PAYMENT FOR ADVERTISING

Advertiser shall pay for advertising purchased under its contract according to the terms indicated on Gannett's invoices, and, in the event that it fails to make timely payment as requested on invoice, Gannett may reject ads and immediately cancel Advertiser's contract, and Advertiser agrees to indemnify Gannett for all expenses incurred in connection with the collection of amounts payable, including court costs and attorney's fees. If contract is cancelled for failure to timely pay, Gannett may rebill the Advertiser for the outstanding balance due at the open or earned contract rate applicable.

## INDEMNIFICATION

Advertiser agrees to indemnify, defend and hold harmless Gannett from all claims (whether valid or invalid) suits, judgements, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which Gannett or any of its affiliates may become liable by reason of publication of Advertiser's ad.

## OWNERSHIP OF AD COPY

All ad copy that is the creative effort of Gannett and/or the use of creativity, illustrations, labor, composition or material furnished by it, is the property of Gannett, including all rights of copyright. Advertiser agrees that it cannot authorize reproduction, in whole or part of any ad copy for use in any other medium without Gannett's prior written consent.

## RIGHT TO EDIT OR REJECT

Gannett may, in its sole discretion, edit, classify or reject at any time any ad copy submitted by Advertiser.

## FORCE MAJEURE

All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of Gannett, excluding the advertiser's failure and/or inability to perform.

## CANCELLATIONS

The closing time for cancellations is two working days prior to the scheduled publication date for all ad material. Cancellations will not be accepted after applicable closing time. Advertiser will be responsible for any production provided by Gannett, regardless of the cancellation of the Advertiser's ad.

## POSITIONING

Gannett shall have full latitude with respect to positioning all ads; provided however, that Gannett will use reasonable efforts to accommodate positioning requests.

## CONTACT & SHIPPING INFORMATION

USA TODAY NETWORK CENTRAL PA  
1891 Loucks Road • York, PA 17408

Phone 717-767-3554 • Fax 717-764-6130

www.mediaonepa.com • info@mediaonepa.com

*Receiving: Monday through Friday, 8am to 1:45pm.*

*10 days PRIOR to insertion. Receiving Phone 717-767-3434*

## TYPO ERRORS, INCORRECT INSERTIONS OR OMISSIONS

Advertiser's contract cannot be invalidated, and Gannett will not be liable for (a) the incorrect publication (including, without limitation, typographical errors) or insertion or any omission of the Advertiser's ad or (b) any resulting losses.

## ADVERTISING DEADLINES

Advertisements not approved by deadline will be published at the advertiser's risk. Such ads cannot be changed and are automatically released. Gannett will not be responsible for errors in copy accepted after regular deadlines.

## BROKERED ADVERTISING

Gannett deals directly and individually with its local advertisers and does not accept brokered advertising.

## JOINT AND SEVERAL LIABILITY

If Advertiser utilizes an agency, Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the Advertiser's contract, including payment for all advertising.

## NO SEQUENTIAL LIABILITY

Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without written consent of MediaOnePA's credit department. It is further agreed that Gannett does not accept ad orders claiming sequential liability.

## ADS IMITATING NEWS ARTICLES

Any ad designed to imitate news material will have the word "advertisement" set in bold type above and/or below the ad. It must also have a solid border around it with a thickness of at least 1pt. and may not use the font Unify Serif for the body text.

## MECHANICAL SPECIFICATIONS

Advertising may be transmitted electronically from an external source in PDF format. Submitted files should have all fonts embedded and be cropped to actual size with no bleed or trim marks. To ensure the best quality print reproduction, ads should be created using a CMYK color palette with all rasterized art and images set at 200dpi.

## RETAIL COLUMN TO INCH CONVERSION

width 9.889" • depth 21" • gutter 0.1"

1 column	1.556"
2 columns	3.222"
3 columns	4.889"
4 columns	6.556"
5 columns	8.222"
6 columns	9.889"

## CLASSIFIED COLUMN TO INCH CONVERSION

width 9.889" • depth 21" • gutter 0.1"

1 column	0.889"
2 columns	1.889"
3 columns	2.889"
4 columns	3.889"
5 columns	4.889"
6 columns	5.889"
7 columns	6.889"
8 columns	7.889"
9 columns	8.889"
10 columns	9.889"

## ADVERTISING CONTACTS

**George Troyano**, Interim President

**Michael Wynegar**, Sales Manager York/Hanover

**T. Reed Price**, General Manager Lebanon

**Ginny Harriger**, General Manager Chambersburg