

East Lycoming Shopper and News Proposed Special Sections

EAST LYCOMING *Shopper* AND NEWS

P.O. Box 266, HUGHESVILLE, PA 17737
(570) 584-2134 • 1-877-878-3076 • Fax (570) 584-5399

Email: shopper@elsnonline.com



ADVERTISING RATE CARD

effective April 1, 2018

*Established
1957*

JANUARY
Health & Fitness • Prom Page
Student of the Month
Pizza Pages • Bridal Section
Super Bowl Pages

FEBRUARY
Boy Scout Pages • Student of the Month
Valentine Gift Pages
Pizza Pages
Presidents' Day Sales • Bridal Section

MARCH
Girl Scout Pages • Student of the Month
Spring Lawn & Garden • Pizza Pages
Bridal Section • St. Patrick's Day Sales
Spring Home Improvement • SPCA

APRIL
Trout & Turkey • Student of the Month
Spring Lawn & Garden • Easter Pages
Spring Home Improvement
Secretary's Day Pages • Bridal Section

MAY
Mother's Day Gifts • Student of the Month
Bridal Section • Motorcycle Safety Pages
Graduation Pages
Memorial Day Pages

JUNE
Graduation Pages • Ice Cream Pages
Flag Day Page • Father's Day Gifts
Bridal Section • Independence Day Pages

JULY
Lycoming County Fair
Ice Cream Pages
LAPS • Summer Sales
Back to School Pages

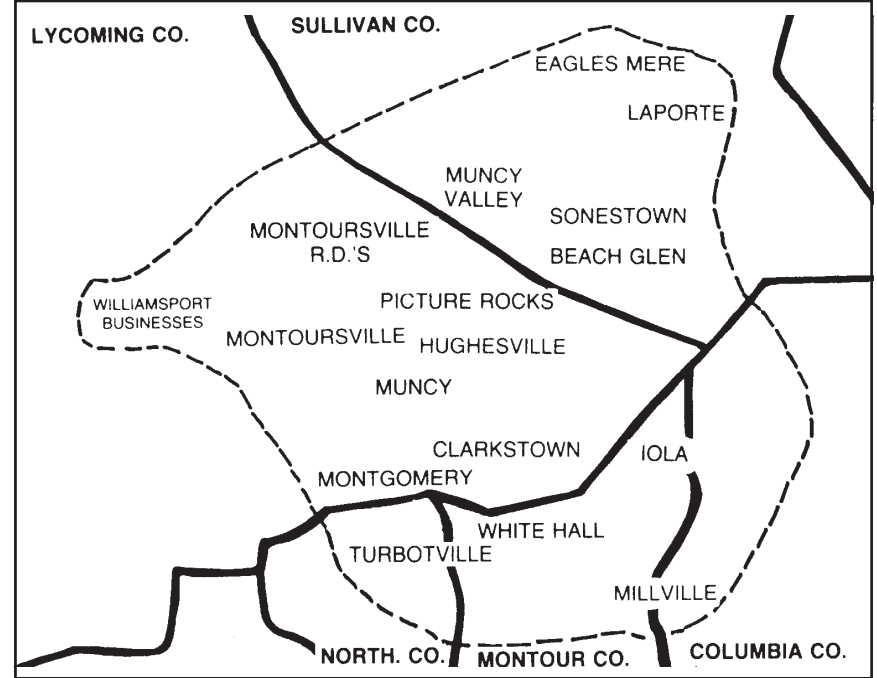
AUGUST
Dog Days of Summer
Ice Cream Pages • Football Pages
ELSD Newsletter • Labor Day Pages

SEPTEMBER
Fall Home Improvement
Bridal Section
Mom's Day Out

OCTOBER
Red Ribbon Week
Fire Prevention Week
Early Bird Shoppers • Student of the Month
Halloween Safety Page
A-Z Directory • Bridal Section

NOVEMBER
Holiday Gift Guide
Veterans Day Page
Student of the Month
A-Z Directory

DECEMBER
Holiday Gift Guide
Student of the Month
Christmas Greetings
New Year's Greetings
Drunk Driving/Safety Pages



East Lycoming Shopper & News Circulation Area
18,500 Copies Distributed Providing Total Market Coverage to:

- Montoursville • Hughesville • Montgomery • Muncy • Turbotville
- Muncy Valley • Picture Rocks • Sonestown • Eagles Mere • Laporte
- Pennsdale • Lairdsville • Unityville • Millville • Benton • Lycoming Mall
- Williamsport Business Advertisers

Published Each Monday
Advertising Deadline: before Wednesday 4pm
Prior to Publication Date

1. PERSONNEL

- Sharon Dapp, Manager
- Kay Wallis, Sales Associate
- Nancy Joe, Sales Associate
- Deb Schrader, Office Staff

2. ADVERTISING POLICY

- A. The East Lycoming Shopper and News reserves the right to cancel or reject any advertisement at any time.
- B. Cancellation may not be accepted later than 4 p.m. on Wednesdays.
- C. All "Going Out of Business", moving sales, classifieds, political ads and birthday greetings must be paid in advance. Political ads must bear the name of the candidate or an officer of the committee or organization sponsoring the ad.
- D. Insertion orders or contracts containing liability disclaimers are not accepted.

E. PUBLISHER'S LIABILITY FOR ERROR:

The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

F. INDEMNIFICATION:

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

- G. The East Lycoming Shopper and News does not accept brokered advertising.
- H. The East Lycoming Shopper and News will not extend credit for advertising orders or space reservations that claim sequential liability.

3. ADVERTISING RATES

	Retail -----	Classified
		Rate (col. inch)
Open	\$8.50	\$6.13
Minimum 4 consecutive weeks	\$7.47	\$5.41
Minimum 100 inches per month	\$6.96	\$5.05

PRE-PRINT INSERT RATES

Std. Size Pages Single Sheet	Tab Size Pages Single Sheet	Qtr. Fold Size Pages	Price Per Full Run	Thousand Zoned
4	8	16	33.00	38.00
6	12	24	38.00	43.00
8	16	32	46.00	51.00
10	20	40	54.00	59.00
12	24	48	62.00	67.00
			68.00	72.00

(Must be Full Run)

4. COLOR RATES *(Increase your results with color)*

- One color and black – add \$75.00 to price of ad
 - Two colors and black – add \$130.00 to price of ad
 - Three colors and black – add \$175 to price of ad
- Call for monthly specials

5. SPECIAL SERVICES FOR DISPLAY *(for our publication)*

- Advertising Design – FREE
- Screens and reverses – FREE
- Co-op billing and tearsheets furnished on request

6. SPECIAL FEATURES

- Agriculture
- Entertainment
- Real Estate
- Notice
- Service Directory
- Church
- Special Sections

7. MECHANICAL REQUIREMENTS FOR RETAIL

The East Lycoming Shopper and News is 6 columns, 10 inches deep per page – totaling 60 inches per page.

1 col. – 1.58"
2 col. – 3.26"
3 col. – 4.95"
4 col. – 6.63"
5 col. – 8.31"
6 col. – 10"

8. ADVERTISING DEADLINES

Before 4 p.m. on Wednesday prior to publication date.

9. CLASSIFIED ADS AND RATES

A. RATES

- 5 Lines or less.....\$4.75
- Additional Lines.....\$.90 each
- Legal Advertisements.....\$1.15 per line (6 line minimum)
- Confidential Drawer Ads \$5.00 additional charge per week

10. MECHANICAL REQUIREMENTS FOR CLASSIFIED

The East Lycoming Shopper and News Classified Section is 8 columns, 10 inches deep per page – totaling 80 inches per page.

1 col. – 1.16"	5 col. – 6.21"
2 col. – 2.42"	6 col. – 7.47"
3 col. – 3.68"	7 col. – 8.73"
4 col. – 4.95"	8 col. – 10"