## Advertising Rate Card

**Effective April 1, 2018**

### Established 1957

**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

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### 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
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

<table>
<thead>
<tr>
<th>Open</th>
<th>Retail Rate (col. inch)</th>
<th>Classified Rate (col. inch)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum 4 consecutive weeks</td>
<td>$7.47</td>
<td>$5.41</td>
</tr>
<tr>
<td>Minimum 100 inches per month</td>
<td>$6.96</td>
<td>$5.05</td>
</tr>
</tbody>
</table>

PRE-PRINT INSERT RATES

<table>
<thead>
<tr>
<th>Std. Size</th>
<th>Qty Fold Size Pages</th>
<th>Price Per Thousand Zoned</th>
<th>(Must be Full Run)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet</td>
<td>4</td>
<td>16</td>
<td>33.00</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>24</td>
<td>38.00</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>32</td>
<td>46.00</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>40</td>
<td>54.00</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>48</td>
<td>62.00</td>
</tr>
</tbody>
</table>

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 • Notice • Church
- Entertainment • Service Directory • 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……………………………………$0.90 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”  |

For more information, call [Phone Number]

For advertiser assistance, call [Phone Number]

PUBLISHERS LIABILITY FOR ERROR:
INDEMNIFICATION:
SPECIAL SERVICES:
SPECIAL FEATURES:
MECHANICAL REQUIREMENTS FOR RETAIL:
ADVERTISING DEADLINES:
CLASSIFIED ADS AND RATES:
MECHANICAL REQUIREMENTS FOR CLASSIFIED:
COLOR RATES:
ADVERTISING POLICY:
PERSONNEL: