

Advertising Buyers Guide

Effective February 1, 2020



Guaranteed
Delivery

Merchandiser

THE KEY TO SMART BUYING

www.TheMerchandiser.com
 email: Sales@TheMerchandiser.com

Kapp Advertising Service, Inc.

11 Merchandiser Editions Published Every Wednesday

- GoLocal Magazine
- Commercial Printing
- Preprint Delivery
- eMarketing
- Website Design & Hosting
- Promotional Specialty Products

Corporate Office
 PO Box 840 • 100 E Cumberland St.
 • Lebanon, PA 17042
 (717) 273-8127 Fax (717) 273-0420

Hanover Office
 300 High St. • Route 116
 • Hanover, PA 17331
 (717) 632-8303 Fax (717) 632-7487

Reading Office
 4239 Penn Avenue • Suite 11 Rear
 • Sinking Spring, PA 19608
 (610) 670-2300 Fax (610) 670-9251



4 Community Editions to Serve You



Hanover		
Circulation 35,883		
City	Zips	Total
PA:		
Glen Rock	17327	490
Glenville (Brodbecks)	17329	998
Hanover	17331	22,492
Littlestown	17340	4,223
McSherrystown	17344	1,623
MD:		
Westminister	21158	2,048
(North Rural Rts.)		
Taneytown	21787	4,009

Gettysburg		
Circulation 22,944		
City	Zips	Total
PA:		
Arendtsville	17303	280
Aspers	17304	924
Bendersville	17306	180
Biglerville	17307	1,949
Cashtown	17310	85
Fairfield	17320	2,869
Gardners	17324	788
Gettysburg	17325	10,361
McKnightstown	17343	70
Orrtanna	17353	1,157
York Springs	17372	1,590
MD:		
Emmitsburg	21727	1,594
Rocky Ridge RR1	21778	380
Thurmont RR2	21788	717

Northern Adams/York		
Circulation 24,237		
City	Zips	Total
PA:		
Abbottstown	17301	1,633
Codorus	17311	210
Dover	17315	2,937
East Berlin	17316	2,906
New Oxford	17350	4,748
Seven Valleys	17360	1,109
Spring Grove	17362	5,259
Thomasville	17364	1,470
York New Salem	17371	140
West York	17404	173
West York	17408	3,652

Hampstead/Manchester		
Circulation 15,384		
City	Zip	Total
MD:		
Finksburg	21048	964
Hampstead	21074	5,503
Manchester	21102	3,968
Upperco	21155	943
Westminister	21157	2,846
Westminister	21158	1,160

Advertising Display Rates

Effective
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Classified Ad Rates Available on Request

Adams/York/Carroll/Frederick Counties

Display Copy Deadline - All Editions: Friday 12 Noon

Merchandiser Editions	Circulation	Open Rate
<i>Rates Per Column Inch</i>		
Hanover Area	35,883	15.30
Gettysburg	22,944	10.90
Northern Adams/York	24,237	11.15
Hampstead/Manchester	15,384	7.85

Combination Savings:

Any 2 editions	10%
Any 3 editions	13%
All 4 editions	16%

Combination Rates

Display Copy Deadline - All Editions: Friday 12 Noon

Merchandiser Editions	Circulation	Open Rate
<i>Rates Per Column Inch</i>		
Hanover & Gettysburg	58,827	23.60
Hanover & Northern Adams/York	60,120	23.80
Hanover & Hampstead/Manchester	51,267	20.85
Gettysburg & Northern Adams/York	47,181	19.85
Gettysburg & Hampstead/Manchester	38,328	16.90
Northern Adams/York & Hampstead/Manchester	39,621	17.10
Hanover, Gettysburg & Northern Adams/York	83,064	32.50
Hanover, Gettysburg & Hampstead/Manchester	74,211	29.60
Hanover, Northern Adams/York & Hampstead/Manchester	75,504	29.85
Gettysburg, Northern Adams/York & Hampstead/Manchester	62,565	26.00
All 4 Editions	98,448	38.00

Combination rates reflect savings

Ask about our 7 additional editions... Myerstown, Hershey, Lebanon, Dauphin/Schuylkill and 3 Greater Reading Merchandiser Editions

* Circulation Data 12/31/19

Mechanical Information

Minimum Ad Size For Any Paper
3 Column Inches

Tabloid Page Size (6 Column x 14")
84 Column Inches

Column Inches

1 Column	1.57"
2 Column	3.29"
3 Column	5.03"
4 Column	6.77"
5 Column	8.51"
6 Column	10.25"

Subject to slight shrinkage to accommodate tab size.

Monthly Accumulative Inch Discount Rates

Discount applies to all accumulated inches per month in any or all papers when paid by the 10th of the following month.

Inches are Accumulated Per Month	Discount Level
20" - 79"	10%
80" - 159"	15%
160" - 319"	20%
320" - 479"	25%
480" - 719"	30%
720" - 1039"	35%
1040" & over	40%



The Merchandiser delivers motivated buyers.

94% of households in our coverage areas receive the Merchandiser weekly.**

Ask your advertising consultant what products and services our readers plan to purchase in the next 12 months.

**Circulation Verification Council 3/31/19

Place your message where people are looking...



94%

of households in our coverage areas receive the Merchandiser weekly*

77%

frequently buy products or services advertised in the Merchandiser*



Pre-Print Distribution Rates

Quantity	Number of Insertions Per Year				
	1-11x	12x	24x	36x	48x
500-9,999	\$48	\$46	\$44	\$41	\$38
10,000-29,999	\$42	\$40	\$37	\$34	\$31
30,000-49,999	\$37	\$35	\$33	\$30	\$28
50,000 +	\$32	\$30	\$29	\$28	\$26

- Rates shown are price per thousand.
- All rates shown Net.
- These rates indicate a maximum of 2 1/2 oz. each (approx. an 8 page circular)
- Ask for a custom quote for any pre-print heavier than 2 1/2 oz. each.
- Maximum finished size: 8 1/2" x 11"

We can zone your circular down to individual carrier routes

Advertising Policies

Discount will not be allowed to any advertiser with past due charges against his account. Open rate is due 30 days after invoice date.

Advertising may not be cancelled after display deadline.

Recognized Advertising Agencies may choose, when setting up their account, either the cumulative inch discount, which requires payment with 10 days of invoice, or the standard 15% agency discount payable in 45 days. Agencies must submit camera ready ad materials to Kapp Advertising on or before deadline.

All political advertising and all "Going Out Of Business" advertising requires payment with copy. Political Advertising must include the words "Paid Advertisement"

and "By the authority of..." along with the name of the person, or group that is placing the ad.

Advertising designed to look like editorial, must include the word "Advertisement" on the top or bottom of the ad.

Advertisements exceeding 12.5" height will be charged at the 14" height rate, except on pages containing headers.

Requests for guaranteed special positioning is available at an additional cost. These are subject to a first-come first-served basis and press capabilities. Additional charge for intricate composition will be determined and discussed with the advertiser before the advertisement is created.

Alteration charges of \$45/hour will be billed if the advertiser changes the original layout of the ad after

the ad has been composed by the graphics department. This does not apply to typographical errors.

Kapp Advertising Service, Inc. is not liable for any errors in any advertisement published beyond the cost of the space actually occupied by the item in which the error occurred. Errors must be reported within 10 days after publication date.

We will not be responsible or liable for delay or failure of delivery in the event an edition is delayed or suspended for any reason.

The advertiser assumes all responsibility for the content and statements made within their advertisement and will indemnify Kapp Advertising Service, Inc., and their employees, against any liability and loss which may occur due to said content.

The publisher reserves the right to refuse or cancel any advertisement at any time.