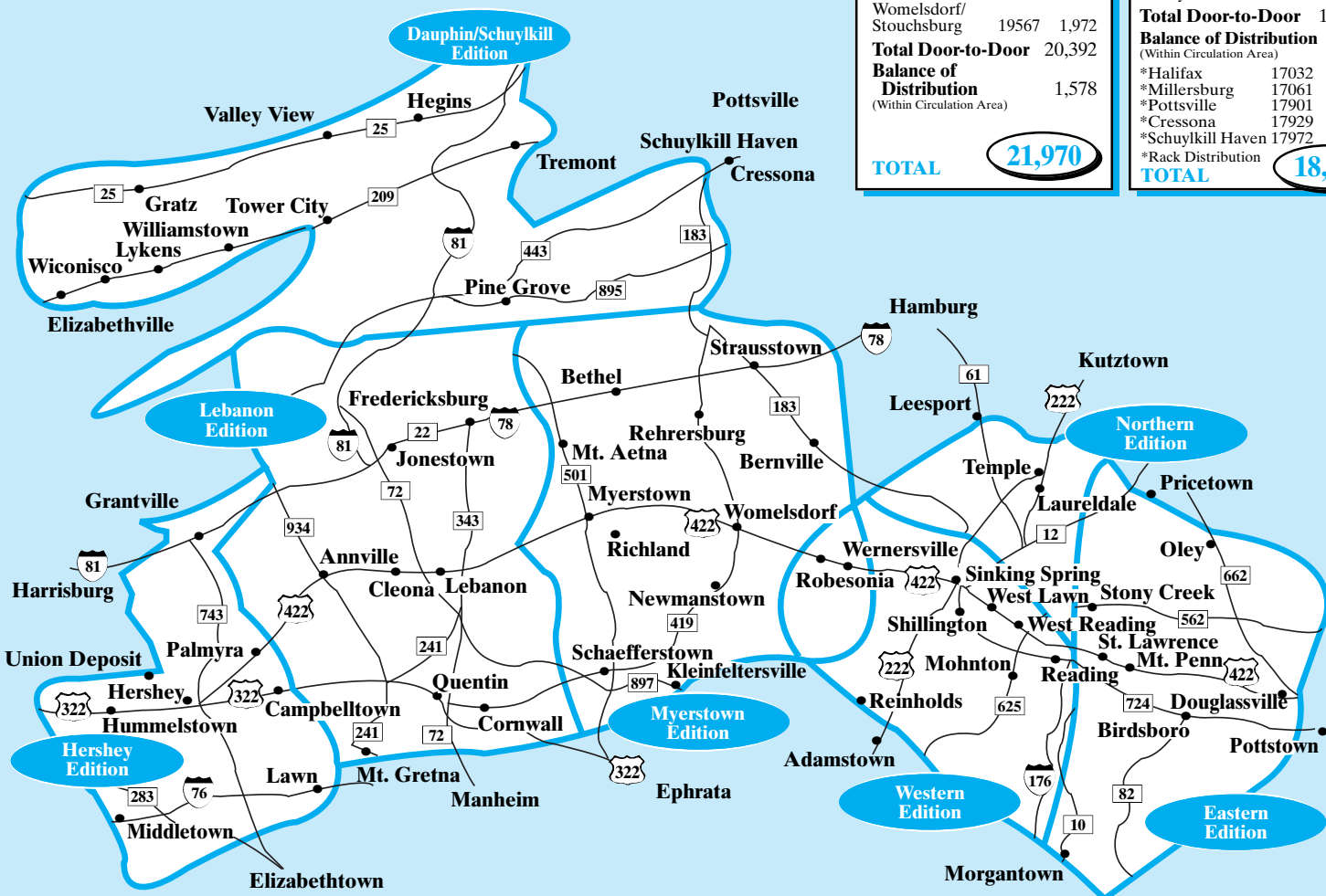


7 Community Editions to Serve You



Myerstown Area Merchandiser			Dauphin/Schuylkill Area Merchandiser		
Zip	Total		Zip	Total	
Kleinfeltersville	17039	60	Berrysburg	17005	150
Myerstown	17067	5,845	Elizabethville	17023	1,043
Newmanstown	17073	1,675	Gratz	17030	272
Richland	17087	1,055	Lykens	17048	1,496
Schaefferstown	17088	375	Wiconisco	17097	435
Bernville	19506	2,559	Williamstown	17098	1,202
Bethel	19507	1,247	Lake Wynonah	17922	500
Mt. Aetna	19544	135	Friedensburg	17933	157
Rehrersburg	19550	181	Hegins	17938	1,074
Robesonia	19551	1,977	Muir	17957	155
Shartlesville	19554	180	Pine Grove	17963	3,778
Strausstown	19559	172	Sacramento	17968	79
Wernersville	19565	2,959	Schuylkill Haven	17972	1,017
Womelsdorf			Tower City	17980	1,704
Stouchsburg	19567	1,972	Tremont	17981	1,080
			Valley View	17983	845
Total Door-to-Door		20,392	Total Door-to-Door		14,987
Balance of Distribution		1,578	Balance of Distribution		1,770
TOTAL		21,970	TOTAL		18,082

Display Advertising Rates

Effective March 1, 2011

Berks/Dauphin/Lebanon/Schuylkill Counties

Merchandiser Editions	Open Rate	Front Page Rate	Back Page Rate	Display Copy Deadline
Myerstown Area	11.45	16.65	14.35	4:00 PM Friday
Lebanon Area	16.00	24.00	20.00	4:00 PM Friday
Hershey Area	9.85	14.75	12.35	4:00 PM Friday
Dauphin/Schuylkill Area	8.45	12.70	10.55	4:00 PM Friday

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%

Berks County

Merchandiser Editions	Open Rate	Front Page Rate	Back Page Rate	Display Copy Deadline
Greater Reading Area Eastern	14.25	-	17.85	12 Noon Previous Wednesday
Greater Reading Area Western	15.40	-	19.25	12 Noon Previous Wednesday
Greater Reading Area Northern	14.25	-	17.85	12 Noon Previous Wednesday
Reading Area Western + (Eastern or Northern)	25.20	-	31.50	12 Noon Previous Wednesday
Reading Area Eastern & Northern	24.00	-	30.25	12 Noon Previous Wednesday
Reading Area All 3 Editions	31.75	-	39.65	12 Noon Previous Wednesday

Mechanical Information

Minimum Ad Size For Any Paper

3 Column Inches

Tabloid Page Size (5 Column x 16")

80 Column Inches

Column Widths

1 Column	1 1/16"
2 Column	4"
3 Column	6 1/16"
4 Column	8 1/8"
5 Column	10 1/4"

Subject to slight shrinkage to accommodate tab size

Advertising Information

Payment of display advertising must be made by the 10th of the following month to receive accumulative inch discount.

No discount will be allowed any advertiser who has past-due charges against his account. Open rate is due 30 days after invoice date.

All political advertising and all "Going Out of Business" advertising requires cash with copy.

Recognized advertising agencies will be offered the opportunity, when setting up their accounts, to choose either a 15% agency discount payable in 30 days or the accumulative inch discount which requires payment 10 days following billing. Discounts apply only when account balances are current.

No advertisements may be canceled after display copy deadline.

Any advertisement exceeding 14 1/2 inches will be charged for the full depth of 16 inches except on pages

which contain headings.

Every consideration will be given to ad positions, however, advertisers requesting that ad position be guaranteed will be charged an extra 25%. (40" minimum)

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

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

Special charge will be made for intricate composition, but such cases will be taken up with the advertiser before advertisement is set.

If the advertiser makes substantial changes of copy after his ad has been set, he shall be charged for "remake" expense by the hour according to rate schedule for commercial layout.

Hershey Area Merchandiser		
Zip	Total	
Campbelltown	17010	800
Grantville	17028	970
(RD #1 & #2)		
Hershey	17033	5,390
Hummelstown	17036	4,634
Lawn	17041	50
Middletown	17057	717
(RD #1 & #2)		
Palmyra	17078	6,956
Chambers Hill	17111	1,180
Total Door-to-Door		20,697
Balance of Distribution		2,863
TOTAL		23,560

Lebanon Area Merchandiser		
Zip	Total	
Annville	17003	4,139
Cornwall	17016	545
Fredericksburg	17026	1,275
Jonestown	17038	2,847
Lebanon	17042	14,264
Lebanon	17046	11,499
Mt. Gretna	17064	60
Quentin	17083	210
Rexmont	17085	300
Gretna Sp.	17545	130
Total Door-to-Door		35,269
Balance of Distribution		1,653
TOTAL		36,922

Greater Reading Area Merchandiser Eastern Edition		
Zip	Total	
Birdsboro	19508	5,373
Douglassville	19518	4,003
Morgantown	19543	1,120
Oley	19547	1,384
Reading	19602	5,082
Mt. Penn	19606	11,431
Total Door-to-Door		28,393
Balance of Distribution		675
TOTAL		29,068

Greater Reading Area Merchandiser Western Edition		
Zip	Total	
Mohnton	19540	4,139
Robesonia	19551	1,977
Wernersville	19565	2,959
Reinholds	17569	632
Shillington	19607	7,707
Sinking Spring	19608	7,294
West Lawn	19609	3,895
Wyomissing	19610	4,838
West Reading	19611	2,937
Total Door-to-Door		36,378
Balance of Distribution		1,095
TOTAL		37,473

Greater Reading Area Merchandiser Northern Edition		
Zip	Total	
Blandon	19510	1,882
Leesport	19533	2,407
Temple	19560	2,884
Reading	19601	8,270
Reading	19604	7,496
Laureldale	19605	5,833
Total Door-to-Door		28,772
Balance of Distribution		600
TOTAL		29,372

*Circulation Figures Based on 12/31/10 Issue CVC Audit