

Display Advertising Rates

Effective March 1, 2008

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%

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 ¹⁵ / 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.



4 Local Editions to Serve You...

12/31/07 Circulation Figures

Gettysburg Area Merchandiser

	PA Zips	Total
Arendtsville	17303	280
Aspers	17304	859
Bendersville	17306	180
Biglerville	17307	1,919
Cashtown	17310	85
Fairfield	17320	2,839
Gardners	17324	628
Gettysburg	17325	10,029
McKnightstown	17343	70
Orrtanna	17353	877
York Springs	17372	1,560

	MD Zips	Total
Emmitsburg	21727	1,594
Rocky Ridge	21778	380
Thurmont	21788	602

Total Door-to-Door 21,902

Balance of Distribution 390
(Within Circulation Area)

TOTAL **22,292**

Hanover Area Merchandiser

	PA Zips	Total
Glen Rock	17327	485
Glenville (Brodbecks)	17329	1,002
Hanover	17331	20,893
Littlestown	17340	4,086
McSherrystown	17344	1,603

	MD Zips	Total
Westminster (North Rural Rts.)	21157	4,256
Taneytown	21787	3,929

Total Door-to-Door 36,254

Balance of Distribution 325
(Within Circulation Area)

TOTAL **36,579**

Northern Adams/York Area Merchandiser

	PA Zips	Total
Abbottstown	17301	1,505
Codorus	17311	210
Dover	17315	2,662
East Berlin	17316	2,643
New Oxford	17350	4,574
Seven Valleys	17360	1,119
Spring Grove	17362	4,940
Thomasville	17364	1,455
York New Salem	17371	140
West York	17404	3,166

Total Door-to-Door 22,414

Balance of Distribution 460
(Within Circulation Area)

TOTAL **22,874**

Hampstead/Manchester Area Merchandiser

	MD Zips	Total
Finksburg	21048	994
Hampstead	21074	5,213
Manchester	21102	4,018
Upperco	21155	983
Westminster	21157	1,935

Total Door-to-Door 13,143

Balance of Distribution 270
(Within Circulation Area)

TOTAL **13,413**

Adams/York/Carroll/Frederick Counties

Merchandiser Editions	Circulation	Open Rate	Front Page Rate	Back Page Rate
Hanover Area	36,579	10.95	16.45	13.70
Gettysburg Area	22,292	7.90	11.85	9.90
Northern Adams/York Area	22,874	8.10	12.15	10.15
Hampstead/Manchester Area	13,413	5.70	-	7.15

Combination Rates

Merchandiser Editions	Circulation	Open Rate	Front Page Rate	Back Page Rate
Hanover & Gettysburg	58,871	16.75	25.70	20.90
Hanover & Northern Adams/York	59,453	16.90	25.35	21.10
Hanover & Hampstead Manchester	49,992	14.80	-	18.50
Gettysburg & Northern Adams/York	45,166	14.20	21.30	17.75
Gettysburg & Hampstead Manchester	35,705	12.10	-	14.55
Northern Adams/York & Hampstead/Manchester	36,287	12.25	-	14.70
Hanover, Gettysburg & Northern Adams/York	81,745	23.15	34.75	28.95
Hanover, Gettysburg & Hampstead/Manchester	72,284	21.10	-	26.40
Hanover, Northern Adams/York & Hampstead/Manchester	72,866	21.30	-	26.65
Gettysburg, Northern Adams/York & Hampstead/Manchester	58,579	18.65	-	23.30
All 4 Editions	95,158	27.40	-	34.25

Copy Deadline - All Editions:
Friday 12 Noon