

Display Advertising Rates

Effective March 1, 2010

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.

Adams/York/Carroll/Frederick Counties				
Merchandise Editions	Circulation	Open Rate	Front Page Rate	Back Page Rate
Hanover Area	36,759	11.50	17.25	14.40
Gettysburg Area	22,495	8.25	12.40	10.30
Northern Adams/York Area	23,211	8.45	12.70	10.55
Hampstead/Manchester Area	13,196	5.95	-	7.45

Combination Rates				
Merchandise Editions	Circulation	Open Rate	Front Page Rate	Back Page Rate
Hanover & Gettysburg	59,254	17.55	26.30	21.95
Hanover & Northern Adams/York	59,970	17.70	26.55	22.15
Hanover & Hampstead Manchester	49,955	15.50	-	19.40
Gettysburg & Northern Adams/York	45,706	14.85	22.30	18.55
Gettysburg & Hampstead Manchester	35,691	12.60	-	15.75
Northern Adams/York & Hampstead/Manchester	36,407	12.80	-	16.00
Hanover, Gettysburg & Northern Adams/York	82,465	24.20	36.30	30.25
Hanover, Gettysburg & Hampstead/Manchester	72,450	22.10	-	27.60
Hanover, Northern Adams/York & Hampstead/Manchester	73,166	22.25	-	27.80
Gettysburg, Northern Adams/York & Hampstead/Manchester	58,902	19.45	-	24.30
All 4 Editions	95,661	28.65	-	35.80

Copy Deadline - All Editions:
Friday 12 Noon



4 Local Editions to Serve You ...

12/31/09 Circulation Figures

Gettysburg Area Merchandiser		
PA Zips	Total	
Arendtsville 17303	280	
Aspers 17304	864	
Bendersville 17306	180	
Biglerville 17307	1,934	
Cashtown 17310	85	
Fairfield 17320	2,839	
Gardners 17324	686	
Gettysburg 17325	10,019	
McKnightstown 17343	70	
Orrtanna 17353	1,142	
York Springs 17372	1,590	
MD Zips	Total	
Emmitsburg 21727	1,594	
Rocky Ridge 21778	380	
Thurmont 21788	637	
Total Door-to-Door	22,300	
Balance of Distribution (Within Circulation Area)	195	
TOTAL	22,495	

Hanover Area Merchandiser		
PA Zips	Total	
Glen Rock 17327	485	
Glenville (Brodecks) 17329	962	
Hanover 17331	21,103	
Littlestown 17340	4,116	
McSherrystown 17344	1,603	
MD Zips	Total	
Westminster 21157	4,236	
(North Rural Rts.)		
Taneytown 21787	3,934	
Total Door-to-Door	36,439	
Balance of Distribution (Within Circulation Area)	320	
TOTAL	36,759	

Northern Adams/York Area Merchandiser		
PA Zips	Total	
Abbottstown 17301	1,505	
Codorus 17311	190	
Dover 17315	2,642	
East Berlin 17316	2,715	
New Oxford 17350	4,619	
Seven Valleys 17360	1,109	
Spring Grove 17362	4,950	
Thomasville 17364	1,460	
York New Salem 17371	140	
West York 17404	3,196	
West York RR5 17408	240	
Total Door-to-Door	22,766	
Balance of Distribution (Within Circulation Area)	445	
TOTAL	23,211	

Hampstead/Manchester Area Merchandiser		
MD Zips	Total	
Finksburg 21048	964	
Hampstead 21074	5,398	
Manchester 21102	3,893	
Upperco 21155	903	
Westminster 21157	1,848	
Total Door-to-Door	13,006	
Balance of Distribution (Within Circulation Area)	190	
TOTAL	13,196	