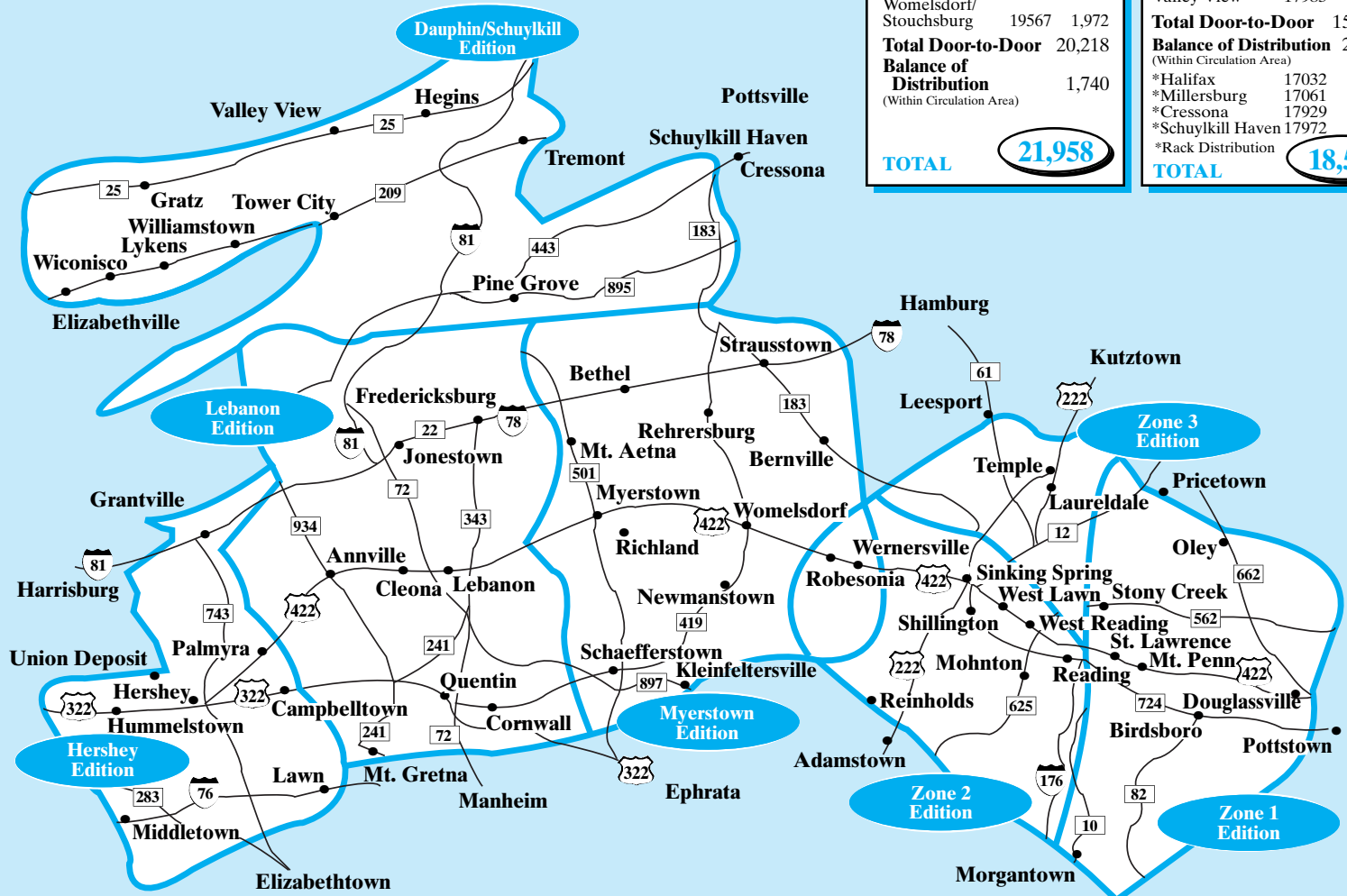


7 Community Editions to Serve You



Myerstown Area Merchandiser

Zip	Total
Kleinfeltersville 17039	60
Myerstown 17067	5,775
Newmanstown 17073	1,580
Richland 17087	1,055
Schaefferstown 17088	375
Bernville 19506	2,535
Bethel 19507	1,262
Mt. Aetna 19544	135
Rehrrsburg 19550	181
Robesonia 19551	1,977
Shartlesville 19554	180
Strausstown 19559	172
Wernersville 19565	2,959
Womelsdorf/Stouchsburg 19567	1,972
Total Door-to-Door	20,218
Balance of Distribution	1,740
(Within Circulation Area)	
TOTAL	21,958

Dauphin/Schuylkill Area Merchandiser

Zip	Total
Berrysburg 17005	150
Elizabethville 17023	1,043
Gratz 17030	272
Lykens 17048	1,523
Wiconisco 17097	435
Williamstown 17098	1,202
Lake Wynonah 17922	500
Friedensburg 17933	157
Hegins 17938	1,074
Muir 17957	155
Pine Grove 17963	3,748
Sacramento 17968	79
Schuylkill Haven 17972	1,129
Tower City 17980	1,677
Tremont 17981	1,080
Valley View 17983	845
Total Door-to-Door	15,069
Balance of Distribution	2,130
(Within Circulation Area)	
*Halifax 17032	300
*Millersburg 17061	325
*Cressona 17929	1,325
*Schuylkill Haven 17972	550
*Rack Distribution	
TOTAL	18,524

Display Advertising Rates

Effective August 1, 2008

Berks/Dauphin/Lebanon/Schuylkill Counties

Merchandiser Editions	Open Rate	Front Page Rate	Back Page Rate	Display Copy Deadline
Myerstown Area	10.65	15.95	13.30	4:00 PM Friday
Lebanon Area	15.00	22.50	18.75	4:00 PM Friday
Hershey Area	9.15	13.75	11.45	4:00 PM Friday
Dauphin/Schuylkill Area	7.85	11.80	9.80	4:00 PM Friday

Berks County

Merchandiser Editions	Open Rate	Front Page Rate	Back Page Rate	Display Copy Deadline
Greater Reading Area Eastern	13.30	-	16.65	12 Noon Previous Wednesday
Greater Reading Area Western	14.35	-	17.95	12 Noon Previous Wednesday
Greater Reading Area Northern	13.30	-	16.65	12 Noon Previous Wednesday
Reading Area Western + (Eastern or Northern)	23.45	-	29.30	12 Noon Previous Wednesday
Reading Area Eastern & Northern	22.55	-	28.20	12 Noon Previous Wednesday
Reading Area All 3 Editions	29.65	-	37.05	12 Noon Previous Wednesday

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

Hershey Area Merchandiser

Zip	Total
Campbelltown 17010	758
Grantville 17028	995
(RD #1 & #2)	
Hershey 17033	6,214
Hummelstown 17036	6,218
Lawn 17041	50
Middletown 17057	1,000
(RD #1 & #2)	
Palmyra 17078	7,186
Chambers Hill 17111	1,210
(including Harrisburg RD #1 & #5)	
Total Door-to-Door	23,658
Balance of Distribution	2,498
(Within Circulation Area)	
TOTAL	26,156

Lebanon Area Merchandiser

Zip	Total
Annville 17003	3,939
Colebrook 17015	50
Cornwall 17016	492
Fredericksburg 17026	1,230
Jonestown 17038	2,720
Lebanon 17042	13,999
Lebanon 17046	11,636
Mt. Gretna 17064	610
Quentin 17083	210
Rexmont 17085	275
Total Door-to-Door	35,161
Balance of Distribution	1,748
(Within Circulation Area)	
TOTAL	36,909

Greater Reading Area Merchandiser Eastern Edition

Zip	Total
Birdsboro 19508	5,308
Douglassville 19518	4,068
Morgantown 19543	1,104
Oley 19547	1,386
Reading 19602	5,517
Mt. Penn 19606	11,531
Total Door-to-Door	28,914
Balance of Distribution	680
(Within Circulation Area)	
TOTAL	29,594

Greater Reading Area Merchandiser Western Edition

Zip	Total
Mohnton 19540	4,219
Robesonia 19551	1,977
Wernersville 19565	2,959
Reinholds 17569	607
Shillington 19607	7,808
Sinking Spring 19608	7,355
West Lawn 19609	3,984
Wyomissing 19610	4,943
West Reading 19611	2,923
Total Door-to-Door	36,775
Balance of Distribution	1,152
(Within Circulation Area)	
TOTAL	37,927

Greater Reading Area Merchandiser Northern Edition

Zip	Total
Blandon 19510	1,882
Leesport 19533	2,421
Temple 19560	2,844
Reading 19601	8,538
Reading 19604	7,329
Laureldale 19605	6,002
Total Door-to-Door	29,016
Balance of Distribution	570
(Within Circulation Area)	
*Fleetwood 19522	35
*Kutztown 19530	45
*Rack Distribution	
TOTAL	29,586

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.

*Circulation Figures Based on 3/26/08 Issue CVC Audit