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# 2018 Pennsylvania Newspaper Directory DISPLAY ADVERTISING

SIZE	Placed		Placed	
	B&W	w/Listing*	4-Color	w/Listing*
<input type="checkbox"/> Inside Front Cover (7.5"W x 10"H) .....			\$850	
<input type="checkbox"/> Inside Back Cover (7.5"W x 10"H) .....			\$850	
<input type="checkbox"/> Full Page (7.5"W x 10"H) .....	\$450	\$540	\$735	\$882
<input type="checkbox"/> Half Page (7.5"W x 5"H) .....	\$375	\$450	\$655	\$786
<input type="checkbox"/> Quarter Page .....	\$225	\$270	\$500	\$600

(choose one of the following):

Vertical (3.6667"W x 5"H)

Horizontal (7.5"W x 2.5"H)

\*Ad will be placed on the same page or facing page as your company's listing.

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

### ARTWORK DEADLINE/SUBMISSION GUIDELINES

Ads must be received by **November 3, 2017**. Please e-mail your ad to [jacquelyn@pa-news.org](mailto:jacquelyn@pa-news.org) or mail it on a CD with your order. Your ad can be submitted in the following formats:

- TIFF or JPG: 300 dpi, CMYK \*This is the preferred format
- PDF: Press Quality with all fonts embedded

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### PAYMENT

Check enclosed (payable to Mid-Atlantic Newspaper Services Inc.)

Bill my credit card

VISA  MC

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Please mail or fax a copy of this contract and artwork to:

**Jaci Lehman**  
**Pennsylvania NewsMedia Association**  
**3899 North Front Street**  
**Harrisburg, PA 17110**  
**Phone: (717) 703-3071**  
**Fax: (717) 703-3001**  
**E-mail: [jacquelyn@pa-news.org](mailto:jacquelyn@pa-news.org)**