



# 2x2 Display Advertising Program

## EASY!

Savvy marketers know that in order to be successful, you have to reach as many people as you can, as frequently as possible. However, having a limited ad budget can make that difficult to do.

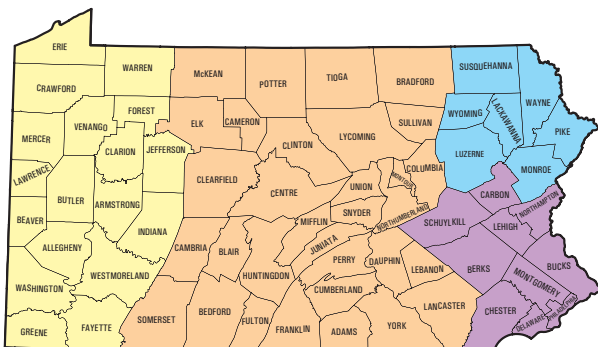
The 2x2 Display Advertising Program allows you to place your 2 column x 2" ad (business card size), in as many as 140 participating newspapers across Pennsylvania, reaching up to 2.5 million Pennsylvanians each week. And best of all, it's easy to do!

### Just follow these simple steps:

1. Select the region(s) of Pennsylvania where you would like to advertise – Northeastern, Southeastern, Central, or Western zones, or the entire state.
2. Decide on the message you would like to convey in your ad.
3. Write the ad copy.
4. Add a photo or graphic image to draw more attention to your ad.
5. Include your business contact information – address, phone number, website address.
6. Send your ad, along with payment, to our office on the Monday before the week of publication.

## AFFORDABLE!

Advertisers can get a lot of exposure for little cost. **Reach more than 2.5 million Pennsylvanians\*** for only \$1,600 per week – a \$250 savings, as compared to purchasing the full state by individual zones.



\*Calculated at 2.0 readers per copy.

3.22"

2"

3.75"

**Ad Size:**  
2 col. x 2" size is 3.75" wide by 2" deep or 3.22" wide by 2" deep, depending on the newspaper width.  
Newspapers may need to alter the borders to fit their column measurement or float the ad in the space.  
2 col. x 4" available upon request.

## Rate Information

2x2 ad	1 week	4 weeks	12 weeks	24 weeks
Statewide	\$1,600	\$1,360	\$1,280	\$1,120
West Zone	\$600	\$510	\$480	\$420
Central Zone	\$400	\$340	\$320	\$280
Northeast Zone	\$270	\$230	\$216	\$189
Southeast Zone	\$580	\$495	\$460	\$406
2x4 ad	1 week	4 weeks	12 weeks	24 weeks
Statewide	\$3,200	\$2,720	\$2,560	\$2,240
West Zone	\$1,200	\$1,020	\$960	\$840
Central Zone	\$800	\$680	\$640	\$560
Northeast Zone	\$540	\$460	\$432	\$378
Southeast Zone	\$1,160	\$990	\$920	\$812

**For more information about the 2x2 Display Advertising Program, contact:**

**Chris Kazlauskas**

717-703-3025 · [chrisk@mansimedia.com](mailto:chrisk@mansimedia.com)

# 2x2 Display Advertising Program

## PARTICIPATING NEWSPAPERS

### WESTERN ZONE

D= Daily Newspaper

Aspinwall, The Herald	Grove City Allied News	NantyGlo, The Journal	Scottsdale, The Independent Observer
Blairsville Dispatch	Kittanning Leader Times (D)	New Bethlehem, The Leader Vindicator	Sewickley Herald
Brookville, Jeffersonian Democrat	Latrobe Bulletin (D)	New Castle News (D)	Sharon, The Herald (D)
Connellsville, Daily Courier (D)	Ligonier Echo	Northern Cambria Star Courier	South Hills Record
Corry, The Corry Journal (D)	Meadville Tribune (D)	Norwin Star	Tarentum, Tribune Review Valley News Dispatch (D)
Cresson, The Mainliner	McMurray Almanac	Penn-Trafford Star	Titusville Herald (D)
Ebensberg The Mountaineer Herald	Monroeville Times Express	Pine Creek Journal	Washington Observer Reporter (D)
Greensburg Tribune-Review (D)	Mount Pleasant Journal	Plum Advance Leader	
Greenville, The Record-Argus (D)	Murrysville, Penn-Franklin News	Portage, The Dispatch	
	Murrysville Star		

### CENTRAL ZONE

Altoona Mirror (D)	Greencastle, The Echo-Pilot	Milton Standard Journal (D)	St. Marys, The Daily Press (D)
Bedford Gazette (D)	Harrisburg Central Voice	New Bloomfield, Perry County-Times	State College, Centre County Gazette
Bloomsburg, Press Enterprise (D)	Huntingdon, The Daily News (D)	Newport, The News Sun	Sunbury, The Daily Item (D)
Bradford Era (D)	Juniata Sentinel	Potter Leader Enterprise	Towanda Daily Review (D)
Canton Independent Sentinel/Troy Gazette Register	Kane Republican (D)	Reedsville County Observer	Tyrone, The Daily Herald (D)
Carlisle Sentinel (D)	Lewistown, The Sentinel (D)	Renovo, The Record	Upper Dauphin Sentinel
Clearfield, The Progress (D)	Lock Haven, The Express (D)	Ridgway Record (D)	Waynesboro Record Herald (D)
Dillsburg Banner	Martinsburg, Morrisons Cove Herald	Sayre, The Morning Times (D)	Wellsboro Gazette
DuBois Courier Express (D)	Mercersburg Journal	Shamokin, The News Item (D)	Westfield, Free Press-Courier
Duncannon Record	Meyersdale, The New Republic	Somerset Daily American (D)	Williamsport Sun Gazette (D)
Dushore, The Sullivan Review			

### SOUTHEASTERN ZONE

Ambler Gazette	Hellertown Valley Voice	Philadelphia Gay News
Ardmore, Main Line Times	Holmes, Town Talk	Philadelphia, Juniata News
Avon Grove Sun	Huntingdon Valley, The Globe	Philadelphia Public Record
Bethlehem Press	Jenkintown Times Chronicle	Philadelphia Roxborough Review
Boyertown Area Times	Kennett Paper	Philadelphia, Scoop USA
Bucks County Courier Times (D)	King of Prussia Courier	Philadelphia Sunday Sun
Bucks County Herald	Kutztown Area Patriot	Phoenixville Reporter & Item
Catasauqua Press	Lansdale Reporter (D)	Plymouth Meeting Colonial
Chester County Press	Lehighon, The Times News (D)	Pottsville, The Republican Herald (D)
Community Connections	MainLine Suburban Life	Salisbury Press
Doylestown, Intelligencer (D)	Newtown Square, County Press	Souderton Independent
East Penn Press	Newtown Advance of Bucks Co.	Southern Berks News
Garnet Valley Press	Norristown, The Times Herald (D)	Springfield Press
Glenolden, Delaware County Spirit	North Penn Life	Springfield Sun
Glenside News	Northampton Press	Whitehall Coplay Press
Hamburg Area Item	Northwestern Press	Willow Grove Guide
Hatboro, Public Spirit	Parkland Press	
	Perkasie News-Herald	

### NORTHEASTERN ZONE

Blakeslee, Journal of the Pocono Plateau
Forest City News
Hazleton Standard-Speaker (D)
Mountaintop Eagle
Northeast PA Business Journal
Scranton, The Times-Tribune (D)
Stroudsburg Pocono Record (D)
Tri-County Independent (D)
Valley View Citizen Standard
White Haven, The Journal Herald
Wilkes-Barre, The Citizens' Voice (D)
Wilkes-Barre, Times Leader (D)
Wyoming County Press Examiner

**AD DESIGN:** Camera-ready copy is preferred. Email PDF with all fonts attached to **Chris Kazlauskas** at [chrisk@mansimedia.com](mailto:chrisk@mansimedia.com).

**TEARSHEETS:** Upon request the advertiser may receive a tearsheet along with an affidavit of copy submission to the newspapers.

**DEADLINE:** Ad copy and prepayment must be received by Monday at 11 a.m. for placement the following week.

**PAYMENT:** All 2x2 Network advertisements must be prepaid. Visa/Mastercard or American Express are accepted. Checks should be made payable to PNA.

**QUESTIONS:** Contact **Chris Kazlauskas** at [Chrisk@mansimedia.com](mailto:Chrisk@mansimedia.com) or 717-703-3025.