



The PennSCAN Network



The classifieds. You know, that place in the back of the paper where people look for jobs, sell cars, research real estate, and adopt cute kittens. Did you know that it's one of the most read sections of the newspaper? It's also an affordable way to get your message in front of readers.

EASY!

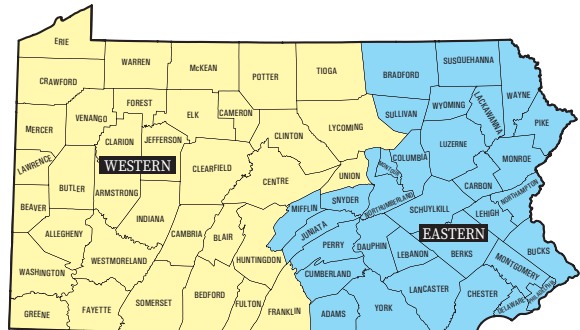
Quickly and easily place your line ad in classified sections all across Pennsylvania. Through our PennSCAN network, we can help you reach thousands of readers from Pittsburgh to Philadelphia, and anywhere in between – with just one phone call!

Just send us your line ad and payment by the Wednesday before the week of publication, and we'll take care of the rest!

AFFORDABLE!

The PennSCAN network allows you to reach more than 2.5 million readers across Pennsylvania¹ for the deeply discounted rate of \$495 per week. If you don't need that much coverage, you can simply advertise in either our western or eastern zone – which is also economically priced. And as an added bonus, we'll include a fifth week of advertising for free with the purchase of a four-week campaign!

	# Papers	Cost	Circulation
Full State	128	\$495*	969,754
Western Zone	57	\$275*	495,453
Eastern Zone	71	\$330*	474,301



We can also extend the reach of your message across the country to more than 30 million readers through our nationwide network of SCAN programs. Ask for details.

*Calculating the cost of your classified ad is simple. Telephone numbers (including area code) count as one word. For addresses, count house number and street as two words; box number and route numbers are two words; post office and box numbers count as two words. Name of city, state and zip code each count as one word. The cost for the first 25 words is only \$495 for full state, \$275 for western zone, and \$330 for eastern zone. Cost is \$10 for each additional word. Payment must be made prior to publication.

¹ Calculated at 2.0 readers per copy.

For more information about the PennSCAN Network, contact:

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PARTICIPATING NEWSPAPERS

WESTERN ZONE

D= Daily Newspaper

Altoona Mirror (D)	Ligonier Echo	Potter Leader Enterprise
Aspinwall, The Herald	Lock Haven, The Express (D)	Ridgway Record (D)
Bedford Gazette (D)	Martinsburg, Morrisons Cove Herald	Renovo, The Record
Blairsville Dispatch	McMurray, The Almanac	Scottdale, The Independent Observer
Bradford Era (D)	Mercersburg Journal	Sewickley Herald
Brookville, Jeffersonian Democrat	Meyersdale, The New Republic	Sharon, The Herald (D)
Clearfield, The Progress (D)	Monroeville Times Express	Somerset Daily American (D)
Connellsville Daily Courier (D)	Mount Pleasant, The Journal	St. Marys, The Daily Press (D)
Corry, The Corry Journal (D)	Murrysville Star	State College, Centre County Gazette
Cresson, The Mainliner	Nanty Glo, The Journal	South Hills Record
DuBois, The Courier-Express (D)	New Bethlehem, The Leader Vindicator	Tarentum, Tribune-Review Valley News
Ebensburg, The Mountaineer-Herald	New Castle News (D)	Dispatch (D)
Greensburg, Tribune-Review (D)	Northern Cambria, The Star Courier	Titusville Herald (D)
Greenville, The Record-Argus (D)	Norwin Star	Tyrone, The Daily Herald (D)
Grove City, Allied News	Oil City, The Derrick (D)	Warren Times Observer (D)
Huntingdon, The Daily News (D)	Penn-Trafford Star	Washington Observer-Reporter (D)
Indiana Gazette (D)	Pine Creek Journal	Waynesboro, The Record Herald (D)
Kane Republican (D)	Plum Advance Leader	Wellsboro Gazette
Kittanning Leader Times (D)	Portage, The Dispatch	Westfield, Free Press Courier
Latrobe Bulletin (D)		

EASTERN ZONE

Ambler Gazette	Juniata Sentinel	Philadelphia Public Record
Ardmore Main Line Times	King of Prussia Courier	Philadelphia, Roxborough Review
Bethlehem Press	Lehighon, The Times News (D)	Philadelphia, Scoop USA
Blakeslee, Journal of the Pocono Plateau	Milton Standard-Journal (D)	Philadelphia Sunday Sun
Boyertown Area Times	Mainline Suburban Life	Phoenixville Reporter & Item
Bucks County Courier Times (D)	Milford Pike County Dispatch	Pottsville, The Republican-Herald (D)
Canton Independent Sentinel/Troy	Millersburg, Upper Dauphin Sentinel	Reedsville County Observer
Gazette Register	Mountaintop Eagle	Salisbury Press
Carlisle, The Sentinel (D)	New Bloomfield, Perry County Times	Sayre, The Morning Times (D)
Catasauqua Press	Newport, The News-Sun	Scranton, The Times-Tribune (D)
Chester County Press	News & Press of Delaware County	Shamokin, The News Item (D)
Community Connections	Newtown Advance of Bucks Co.	Souderton Independent
Dillsburg Banner	Norristown, The Times-Herald	South Chester News
Doylestown, Intelligencer	North Penn Life	Southern Berks News
Duncannon Record	Northampton Press	Stroudsburg, Pocono Record (D)
Dushore, The Sullivan Review	Northeast PA Business Journal	Sunbury, The Daily Item (D)
East Penn Press	Northern Berks Patriot-Item	Towanda, The Daily Review (D)
Forest City News	Northwestern Press	Tri-County Independent
Gettysburg Times (D)	Parkland Press	Valley Voice Hellertow
Glenolden, Delaware County Spirit	Pennsburg, Town & Country	White Haven, Journal-Herald
Hazleton, Standard-Speaker (D)	Perkasie News Herald	Whitehall-Coplay Press
Hatboro Public Spirit	Philadelphia Gay News	Wilkes-Barre, The Citizens' Voice (D)
Holmes, Town Talk	Philadelphia Jewish Exponent	Wilkes-Barre, Times Leader (D)
Jenkintown Times Chronicle	Philadelphia, Juniata News	Wyoming County Press Examiner

FORMAT: Statewide classifieds are line ads only. Each of our newspapers will run your ad in keeping with their classified policies — some run the whole ad in caps or bold, while others run only the first three words in caps or bold.

DEADLINES: Mail or fax the ad and payment to our office by Wednesday at noon prior to the week of publication.

QUESTIONS: Contact **Chris Kazlauskas** at chrisk@mansimedia.com or 717-703-3025.