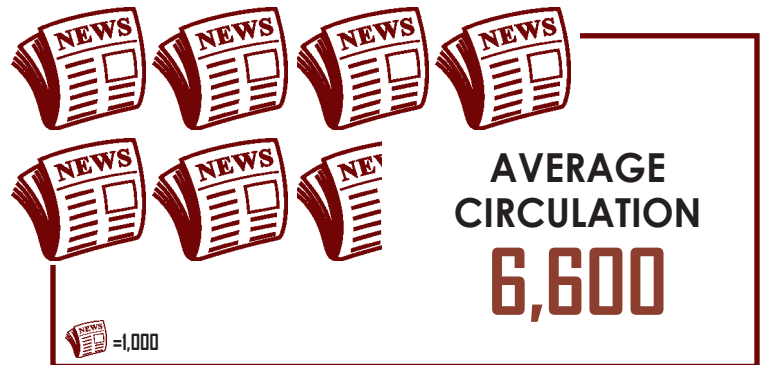


# Pennsylvania Newspapers Benchmark Information

A look at the Keystone state's news media companies by staff and size

## NEWSPAPERS UNDER 10,000 CIRCULATION

EDITORIAL AND SALES TEAMS ARE CLOSE TO PARITY



AVERAGE STAFF SIZE:

**8** editorial

**5** sales

**1** sales support

**2** circulation

**0** marketing

**\$2.6 million**  
in annual revenue



**\$.73 of every dollar**  
generated by advertising

**2.33% of advertising**  
written off due to lack of payment

Average of **44 days**  
to be paid for advertising



The **majority** of newspapers use the **U.S. Postal Service** for delivery.