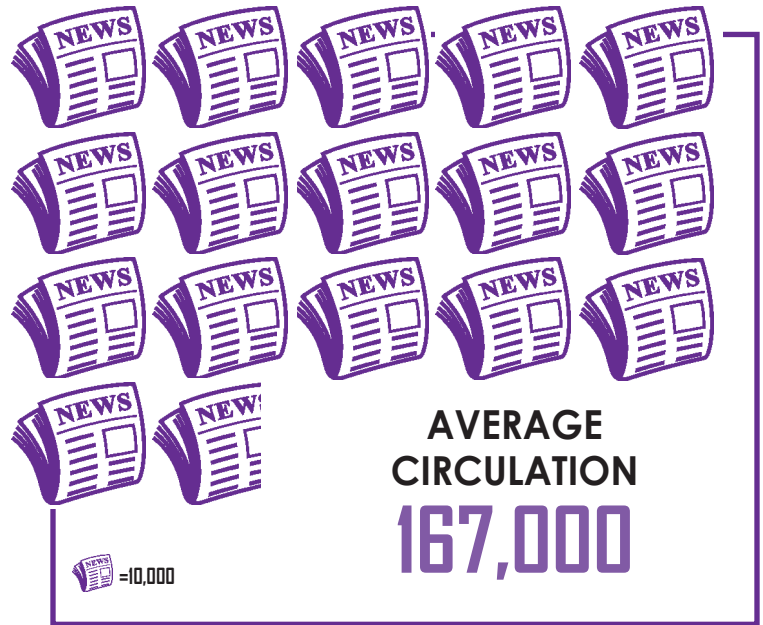


Pennsylvania Newspapers Benchmark Information

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

NEWSPAPERS OVER 50,000 CIRCULATION

EDITORIAL AND SALES TEAMS ARE CLOSE TO PARITY



AVERAGE STAFF SIZE:

136 editorial

90 sales

7 sales support

64 circulation

11 marketing

\$20 million in annual revenue



\$.60 of every dollar generated by advertising

1.2% of advertising written off due to lack of payment

Average of **46 days** to be paid for advertising



The **majority** of newspapers use **carriers** for delivery.