Lancaster County Woman is excited about educating our readers about your business! Lancaster County Woman newspaper is a bi-monthly publication with a proven success record of over 19 years in the Lancaster County community.

Readership: Lancaster County Woman is read by over 72,000 people in Lancaster County.

Distribution: With over 3,000 authorized private and public business locations throughout Lancaster County, LCW is without a doubt the most widely distributed publication in the area.

Demographics: Our target demographic is adult women 25 to 65+. Statistics show that 92 percent of women make or heavily influence decisions for their household, particularly for medical services. Seventy percent of Lancaster County Woman is dedicated to health and medical services.

What makes advertising in Lancaster County Woman different from other publications?

- It’s our mission to educate readers about your business, highlighting your unique services, credentials, specialized training, and team members. Readers are provided with vital information that can help them make informed decisions.

- We put a face on your business, allowing readers to form an emotional bond long before they meet you, and enabling them to know something about who they will be dealing with.

- We provide some of the lowest prices for print advertising in the county.

Our clients make room for Lancaster County Woman in their advertising budget, acknowledging that we reach their target market by educating potential customers.

We will be calling and look forward to speaking with you in the near future.

JoAnn Notargiacomo
Managing Editor
Lancaster County Woman
Jono213@comcast.net
717-299-5766

www.LancasterCountyWoman.com
www.facebook.com/LancasterCountyWoman
RATE SHEET FOR ADVERTISERS (Effective 1/15/2017)
Reaches Total Readership of 72,000

<table>
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<th>1/10 Page (1 col x 6)</th>
<th>1/4 Page Small (2 col x 6)</th>
<th>1/4 Page Large (3 col x 6)</th>
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Full page 10.25” × 12.25”  1 col = 1.95”    4 col = 8.17”
Half page 10.25” × 6”       2 col = 4”      5 col = 10.25”
Qtr page 4” × 6”             3 col = 6.08”

DESIGN and WRITING
New ad designs and re-designs of existing . . . $100
Writing fee .................................. $100
Photographer fee ......................... $150
Stock photos available for additional fee.

PROOFS and CHANGES
We allow 2 sets of corrections on proofs.
Additional proofs are billed at $75 per proof.
Proofs not returned within 48 hours with approval or corrections (in writing) are considered approved and will be submitted for print as shown.

ACCEPTABLE FILE FORMATS
PDF • InDesign • QuarkXPress • Illustrator
JPG at 300 dpi actual size

THESE FILE FORMATS ARE NOT PRINT-READY
PowerPoint • Microsoft Word • Publisher
NOT accepted formats for print and will incur additional charges for conversion.
Ads not submitted to correct size will incur charges to resize.

FRONT COVER: FULL COLOR
$3,955
We can now include Inserts, Flyers, and Announcements… Pricing Based on Quantity and Size. Call for pricing.

PO Box 10354, Lancaster, PA 17605-0354

For Advertising or Editorial Information In Lancaster County Woman
Please Call 717/299-5766

PAYMENT REQUIRED PRIOR TO PUBLICATION
February is Heart Health Month

Lancaster County WOMAN™
The Woman’s Journal

www.LancasterCountyWoman.com • January–March 15, 2016

Complimentary Copy

Make Your Dream of Parenthood Come True with Lancaster Fertility, p. 19
Mammograms, No Appointment Necessary 9 a.m.–5 p.m., Monday–Friday, Lancaster Regional Medical Center, p. 29

Bikram Yoga at Brighton Grand Opening February 20 & 21, p. 23
Two Workshops to Create Your Best Year Ever! Sat., Jan. 23 & Mon., Feb. 22 Lititz Family Chiropractic, p. 21

Lancaster Roots & Blues Festival, Feb. 26, 27 & 28, p. 28
What Causes Mental Illness? Dawn M. Baldwin, MS, LPC Life Span Psychological Services, p. 13

Take Simple Steps to Manage Stress Dr. Hyasmine M. Charles, LG Health Physicians Women’s Internal Medicine, p. 18

There’s Still Time to Sign Up for Health Insurance and Avoid a Penalty, p. 10

Dr. Sadiya Cheshty RGAL Provides Care at the LGH Women’s Specialty Center, p. 2
Holly E. Walters, NC, MD Body & Sole Reflexology Continues to Evolve, p. 10
Michael B. Younes, DPM Martin Foot & Ankle Frostbite and Your Feet, p. 14

Shea Stevens, DMD, FICOI Smiles By Stevens, Botox® and Juvederm® Treatments, p. 17
Dawn Cutillo BeBalanced, You Can Be Down 10 lbs. in 2–3 Weeks!, p. 5
John D. Betteridge, MD Lancaster Gastroenterology Winter Cleaning—Getting Your Microbiome in Order, p. 15

Rochelle “Rocky” Welkowitz Transition Solutions, Making House Selling and Buying Easier for Seniors, p. 31, 33

Plastic & Aesthetic Surgical Associates 1535 Highlands Drive, Suite 300 • Lititz 717-625-3509 PlasticSurgeryInLancasters.com

Bryan J. Cicuto, D.O. Fellowship-Trained Reconstruction and Plastic Surgeon

Bryan J. Cicuto, D.O.
Fellowship-Trained
Reconstruction and Plastic Surgeon

More on page 3.

2016... Visit our website for the most current announcements and information:
www.luxelancaster.com/luxe-lititz/
If you or a loved one could benefit from a little TLC, Mennonite Home Personal Care may be the perfect option! Personal Care is designed for men and women ages 60 and older who need some help with daily activities, but who are not quite ready for Skilled Nursing (which Mennonite Home also offers).

We have several different Personal Care households as well as suites so residents have choices. Our Admissions counselor can meet with you to show you around and determine which household is best suited for your loved one.

Our team of caregivers includes nurses, nursing assistants and med techs, all of whom are trained to provide services with the primary goal of encouraging and maximizing the independence, privacy and dignity of each individual.

Pricing is based on the amount of care the resident may need with three different levels available—ranging from minimal assistance to more advanced and/or memory care. If you decide to move in, our Director of Personal Care will meet with you to determine the level of care based on resident needs.

Unlike some communities that specialize solely in Personal Care, with Mennonite Home, you also have access to Skilled Nursing if/when the resident needs care at a higher level. In addition, the Mennonite Home Benevolent Care Fund helps to assist those residents who have exhausted their financial resources, helping to ensure that they continue to receive high quality care as part of our resident family.

Many families also prefer Personal Care over home care because they know that their loved ones are around others at all hours of the day and night. Our staff even does a bed check in the middle of the night with each resident to make sure they are okay!

All Personal Care residents can enjoy:

- Breakfast, lunch and dinner
- Weekly housekeeping
- Laundry services
- Towels and sheets (if desired)
- Cable television
- Telephone service
- Social activities
- Craft room access
- Beauty salon/barber services
- Weekly chapel services
- Clubs
- Games
- Fitness center
- Performances/programs
- Routine check-ins
- Access to medical doctor or nurse practitioner (during the week)
- Medication management
- Bathing
- Dressing
- Memory support
- Physical therapy (Co-pays may apply)

Depending upon their needs, residents may also receive help with:

- Showering
- Dressing
- Toilet training
- Mobility
- Eating assistance
- Medication administration
- Transfer assistance
- Elimination assistance
- Bed mobility
- Incontinence care
- Catheter management
- Catheterization
- Wound care
- IV administration
- Oxygen therapy
- Blood draws
- Fiberoptic examinations
- Bronchoscopy
- Echocardiogram
- Cardiac stress test
- Physical therapy
- Occupational therapy
- Speech therapy
- Occupational therapy

Lancaster County WOMAN: The Woman’s Journal

April 24–30, 2016

The Faces of Fertility & Hope ~ Honoring National Infertility Awareness Week

More on page 3.
If you’re looking for convenient, accessible healthcare for your whole family, you’ll find it with us.

See page 3 for more information.

Dr. Louise Butler, D.O.
Board Certified in Family Medicine
Heartland Family Health

Shea F. Stevens and family, Smiles By Stevens
One-Stop Dental Office, p. 23

Leann Murphy, VMD
VCA Smoketown Animal Hospital
Parasite Prevention in Companion Animals, p. 38

Dr. Mark Snyder
Opens Snyder Eyecare
Downtown Ephrata, p. 11

Rochelle “Rocky” Welkowitz
Transition Solutions
Making House Selling and Buying Easier for Seniors, p. 33, 35

Dr. David Simons, President-Elect, Lancaster City & County Medical Society Leads Fight Against Opioid Addiction, p. 2 & 12

Dr. Louise Butler, D.O.
Board Certified in Family Medicine
Heartland Family Health

Heather D. Harle, MD, Neurological Associates of Lancaster and Murray Flaster, MD, PhD, Medical Director, Stroke Program, Lancaster General Hospital/Penn Medicine
Stroke Affects All Ages, p. 4

Dr. Louise Butler, D.O.
Board Certified in Family Medicine
Heartland Family Health

Happy Father’s Day & Happy 4th of July!

Bridge of Hope 9th Annual Drive Against Homelessness Golf Outing, June 10, p. 37

A.C.T. to Prevent Heat-Related Car Deaths, p. 12

Girls & Grams
Thursday, June 2, p. 24

Save the Date, October 29, 4th Annual Trick or Trot 5K and Monster Run for Kids, p. 36

1st Annual Centerville Pet Rescue, June 4, p. 31

Allegro Chamber Orchestra Summer Series, p. 28

Artist Lucy Latham Leads Exhibit of Top Artists and Best Rock & Roll Bands from Central Pa., Moon Dancer Winery, June 4, Details, p. 20–21

Denise Kling, Owner
Bikram Yoga at Brighton
New 30 for $30 Student Special, p. 17

Join us in July for our Sunday afternoon Belly Dancing Workshop! Check out our website, bikramyogabrighton.com, for additional details!
August is National Immunization Awareness Month

Lancaster County WOMAN™
The Woman’s Journal

www.LancasterCountyWoman.com • July–September 2016
Complimentary Copy

Pennsylvania College of Health Sciences is a dynamic, health-sciences-focused and academically rigorous institution for ambitious individuals who want an excellent, hands-on experience preparing them for a lifetime of success. At PA College, students will experience a unique learning environment at our brand new campus including state-of-the-art simulation labs, high-tech classrooms and more, all the while learning alongside faculty who are experts in their specialty areas.

With an education from PA College, you can graduate quicker from our accelerated programs, work sooner due to the outstanding job outlook in health care, join our alumni ranks in earning more, and owe less in student debt because of the affordable options!

GET READY

New Campus Opening August 2016!

Dr. Christopher Hager
Founding Physician
Novara Concierge Medicine
Primary Care, p. 20

Sarah Eiser, MD, FACOG
Lancaster Physicians for Women
Do You Still Need a Pap?, p. 6

Megan DeMarva
Development Officer for Lancaster’s Community Action Program, p. 22

Nitin K. Tanna, MD, Chief of Breast Imaging, Lancaster Radiology Associates, Ltd., p. 4

Mark Gottlieb, MD, Columbia Regional Health Center, Skin Cancer on the Rise...Protect Yourself, p. 11

Lindsi DeArment, D.O., Highlands Family Medicine
Preventing Mosquito Bites, p. 11

Bronwyn Wilke, DPM
Martin Foot and Ankle
Pinched Nerve in Your Foot or Ankle?, p. 19

The Right Shoe—Comfort Meets Summer Fun!, p. 19

Free Seminar on Back and Neck Pain
Lancaster Regional Medical Center, p. 2

New Body Contouring “Cavi-Lipo”
Now Available at Shear Perfection Salon and Spa, p. 18

Water Contamination Throughout American Cities, p. 31

Changes in Overtime-Pay Regulations and Employee/Employer Ramifications, p. 33

Does My Pet Look Fat?
 Obesity in Dogs and Cats, p. 35

Cruising with Gina Garrett-Mancuso:
Vacation Getaways, p. 32

More on page 3.

PA College of Health Sciences
New Campus Opening August 2016, p. 23

Nitin K. Tanna, MD, Chief of Breast Imaging, Lancaster Radiology Associates, Ltd., p. 4

Bronwyn Wilke, DPM
Martin Foot and Ankle
Pinched Nerve in Your Foot or Ankle?, p. 19

Martin Foot and Ankle and The Right Shoe now have two locations to serve you:
2112 Harrisburg Pike, Suite 321, Lancaster
1040 & 1042 Lititz Pike, Lititz, PA 17543
See page 19 for details.

The Right Shoe—Comfort Meets Summer Fun!, p. 19

Lindsi DeArment, D.O., Highlands Family Medicine
Preventing Mosquito Bites, p. 11

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Development Officer for Lancaster’s Community Action Program, p. 22

Cruising with Gina Garrett-Mancuso:
Vacation Getaways, p. 32
Women’s Night Out!

Join us September 29 for an evening of health education and fun to kick off October as Breast Cancer Awareness Month.

Linda Myers, MD
Breast Health Center

Lancaster Regional Medical Center
Heart of Lancaster Regional Medical Center

See page 3 for more information.
What Our Customers Say about Advertising with Lancaster County Woman

### Martin Foot and Ankle

“Martin Foot and Ankle has been using Lancaster County Woman for several years. Every issue has educational articles as well as informational bits regarding Lancaster County. Working with JoAnn has been a delight! I would highly encourage any business to meet with her and discuss future opportunities.”

– Aimee Miller

### Smiles by Stevens

“We have been advertising with Lancaster County Woman newspaper since we started our business. The staff and quality of work they provide is wonderful. We receive a lot of positive feedback from our patients and will continue our relationship with LCW for years to come.”

– Shea Stevens, DMD, FICOI

### BeBalanced

“I have been advertising in LCW for the past six years that I have had my own business, and for a few years prior when I ran a small business for a larger company. I have always been pleased with the feedback and the results from using this informative publication. I feel it gives me a platform to not only advertise, but also to educate women on different aspects of their health. New clients always tell me they saw it in a doctor’s office or paraprofessional office, which only adds to the credibility. I cannot thank JoAnn and her staff enough for this wonderful educational vehicle in which to advertise women’s health issues!”

– Dawn Cutillo

### Change by Choice Hypnotherapy

“I have been advertising with LCW for 10 years because it gives me an opportunity to tell, in detail, about the unique services Change by Choice offers. People read the articles and save them...one client saved my original article for three years. (Makes it hard to track results of given ad, but that kind of ‘hard’ is easy to take.)

“And, LCW is read by a lot of men. More than half my male clients tell me they called because of something they read in LCW.”

– Lee Mengel

### Write From The Heart

“I’ve been advertising in Lancaster County Woman for 11 years, and the majority of my new clients still tell me that they found me—here—in these pages. I have LCW to thank for a successful business in Lancaster County!”

– Melissa Greene

### Chiropractic 1st

“Chiropractic 1st has had a long-standing relationship with LCW and JoAnn. The publication’s professionalism and far reach in the community in which we serve is just one of the many reasons we value JoAnn and her team.”

– Matt Mullins

### Segro’s Hairport

“LCW hands down has been the best vehicle to support my ongoing information marketing campaign. For the last five years, 95% of my premium conversions have come from advertising my books in LCW. The affordable price point has made a very effective return on investment.”

– Al Segro

### LUXE Salon & Spa

“Luxe has been advertising in Lancaster County Woman Magazine since we opened in 2008. Working with JoAnn and her wonderful staff has continually brought great results and has helped our business grow tremendously over the years. I would recommend LCW to any business owners looking to increase exposure and brand identity.”

– Ana Kitova

### Life Span Psychological Services

“Life Span would like to thank JoAnn for a pleasant and cooperative relationship for many years. Life Span was pleased when JoAnn approached us to be one of the original contributors to this newly created magazine. Life Span’s advertising through LCW has produced many referrals. The articles published have provided an opportunity for Life Span to educate the public about mental-health issues. Best wishes to JoAnn and her staff for many years to come.”

– Lori L. Lewis

### A Loyal Reader

“I have been reading Lancaster County Woman for the past two years each time I go to a doctor’s office. I have to say that I really look forward to seeing each new issue. I really like that there are articles to read, as I find them very informative.”

– Richard Gross, Lititz, PA