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PO Box 10354, Lancaster, PA 17605-0354

## RATE SHEET FOR ADVERTISERS (Effective 1/1/2020)

Reaches Total Readership of 72,000

B&W	1/10 Page (1 col x 6)	1/4 Page Small (2 col x 6)	1/4 Page Large (3 col x 6)	Half Page	Full Page
	\$170	\$385	\$545	\$965	\$1,385

Color Rates	Full Page	Half Page	Quarter Page
Page	\$1,645	\$1,075	\$765
Inside Front/ Back Cover	\$1,865	\$1,265	\$875
Center Fold	\$1,975	\$1,345	\$985
Back Cover	\$2,195	\$1,510	\$1,095
Small Front Cover Photo	\$385 (lower half of page)		
Premier Top Front Cover Photo	\$825		
Front Cover Banner Ads	\$550 (top or bottom)		

## FRONT COVER: FULL COLOR \$3,955

*We can now include Inserts,  
Flyers, and Announcements...  
Pricing Based on Quantity  
and Size. Call for pricing.*

Full page 10.25" x 12.25"	1 col = 1.95"	4 col = 8.17"
Half page 10.25" x 6"	2 col = 4"	5 col = 10.25"
Qtr page 4" x 6"	3 col = 6.08"	

*Ask about digital ad pricing  
for our website and Facebook ads.*

### 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 1 set 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.

### MATERIALS DEADLINES | LATE SUBMISSIONS

Submission deadlines will be provided. Materials submitted  
 past these deadlines will incur RUSH charges.

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

**PAYMENT REQUIRED PRIOR TO PUBLICATION**