

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 22 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
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717-299-5766

Carol Hartsock
Account Manager
Lancaster County Woman
Ads@lancastercountywoman.com
814-937-5109

www.LancasterCountyWoman.com • www.facebook.com/LancasterCountyWoman

2022 Publication Materials Submission and Distribution Dates

FEBRUARY	APRIL	JUNE	AUGUST	OCTOBER	DECEMBER
Materials Cutoff: Feb. 14	Materials Cutoff: April 11	Materials Cutoff: June 13	Materials Cutoff: Aug. 8	Materials Cutoff: Oct. 10	Materials Cutoff: Dec. 5
Distribution: Feb. 21	Distribution: April 18	Distribution: June 20	Distribution: Aug. 15	Distribution: Oct. 17	Distribution: Dec. 12

What Our Customers Say about Advertising with LCW!

Lancaster County + WOMAN™

The Woman's Journal

LC
W

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



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

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

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



UPMC Pinnacle

"UPMC Pinnacle Lancaster and Lititz have been using Lancaster County Woman (LCW) for over ten years to promote our comprehensive healthcare services. I have personally enjoyed a great working relationship with the LCW team the entire time. JoAnn is one of the most generous and caring people I know, both personally and professionally! LCW is a perfect balance of both promotion and education. Advertising rates are reasonable and I believe it is one of the most widely distributed and read publications in Lancaster County. I can't tell you how many times I have heard "Hey, I saw your hospitals in LCW again—nice article!" So I would highly recommend LCW to anyone looking for a cost-effective way to spread the word about their organization."

– Danielle Gilmore, MBA



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 continuously 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



Editor Office: (717) 299-5766
 After Hours: (717) 475-5766
 Advertising: (814) 937-5109

emails

Editor: JoAnn@lanastercountywoman.com
 Advertising: ads@lanastercountywoman.com
 Graphics: lcwgraphics@yahoo.com



PO Box 10354, Lancaster, PA 17605-0354
 www.lancastercountywoman.com

RATE SHEET FOR ADVERTISERS (Effective 1/1/2022)
 Reaches Total Readership of 72,000

FRONT COVER:
\$2,895

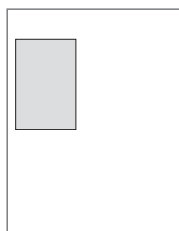
BACK COVER:
\$2,195

Call **717-299-5766** or **717-681-3179**
 for editorial or advertising information.

Special Placement Requests

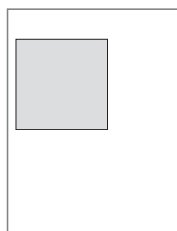
Inside Front/Inside Back Cover, Centerfold	+\$200
Small Front Cover Photo	\$385
Premier Top Front Cover Photo	\$825
Front Cover Banner Ads	\$550

2 column x 6"
 DISPLAY AD
\$425



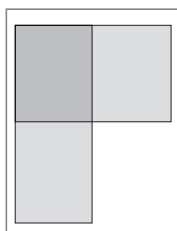
VERTICAL
 W: 4" | H: 6"

3 column x 6"
 DISPLAY AD
\$600



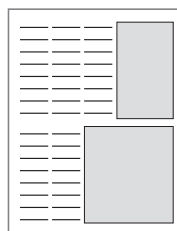
VERTICAL
 W: 6.08" | H: 6"

HALF PAGE
 DISPLAY AD
\$1,100



VERTICAL
 W: 5" | H: 12.25"
 HORIZONTAL
 W: 10.25" | H: 6"

HALF PAGE
 w/ARTICLE



VERTICAL AD
 W: 4" | H: 6"
 SQUARE AD
 W: 6.08" | H: 6"

DESIGN and WRITING

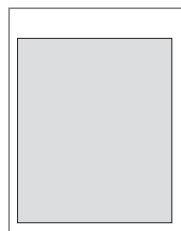
New ad designs and
 re-designs of existing ads \$100
 Writing fee. \$100
 Photographer fee \$150
 Stock photos avail. for additional fee.

PROOFS and CHANGES

We allow 2 sets of corrections on proofs.
 Additional proofs are billed at \$75 each.

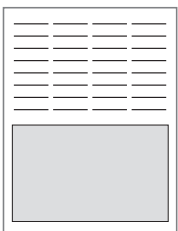
Proofs not returned **within 48 hours**
 with approval or corrections (in writing)
 are considered approved and will be
 submitted for print as shown.

FULL PAGE
 DISPLAY AD



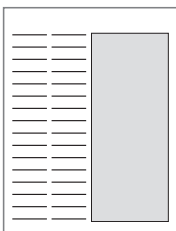
VERTICAL
 W: 10.25" | H: 12.25"

FULL PAGE
 w/ARTICLE



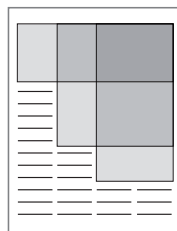
HORIZONTAL AD
 W: 10.25" | H: 6"

FULL PAGE
 w/ARTICLE



VERTICAL AD
 W: 5" | H: 12.25"

FULL PAGE FLEX*
 w/ARTICLE



2col: 4" | Flex H
 3col: 6.08" | Flex H
 4col: 8.17" | Flex H
 5col: 10.25" | Flex H

\$1,650

ACCEPTABLE FILE FORMATS

- PDF • InDesign • Illustrator
- JPG at 300 dpi actual size

**THESE FILE FORMATS ARE
 NOT PRINT-READY**

- PowerPoint • Microsoft Word
- Publisher

NON-accepted formats for print 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.

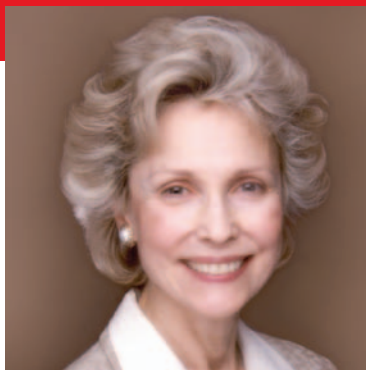
*NOTE: If purchasing full page with article, ad can flex size
 to accommodate article length, but width needs to match 2-, 3-, or 4-column widths.

**SAVE with
 multi-issue
 CONTRACTS!**

3-issue Contract -10% discount • 6-issue Contract -20% discount

PAYMENT REQUIRED PRIOR TO PUBLICATION

February is Heart Health Month



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

Lancaster County WOMAN™

The Woman's Journal

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

Complimentary Copy



Plastic & Aesthetic
Surgical Associates

Bryan J. Cicuto

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



**Plastic & Aesthetic
Surgical Associates**

1535 Highlands Drive, Suite 300 • Lititz
717-625-3509
PlasticSurgeryInLancaster.com

More
on page 3.



Dr. Sadiya Cheshty
RGAL Provides Care at the LGH
Women's Specialty Center, p. 2



Spage Yee, MD
Eye Care Group of Lancaster
and Medical Director Vive Facial
and Bodyworks, p. 9 & 36

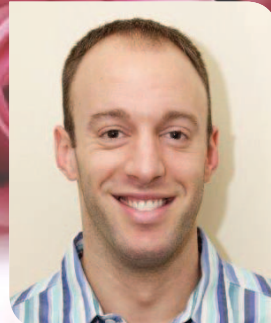


Make Your Dream of Parenthood
Come True with Lancaster Fertility, p. 19

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



Shea Stevens, DMD, FICOI
Smiles By Stevens, Botox® and
Juvéderm® Treatments, p. 17



Holly E. Walters, NC, MR
Body & Sole Reflexology
Continues to Evolve, p. 10



Michael B. Younes, DPM
Martin Foot & Ankle
Frostbite and Your Feet, p. 14



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

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

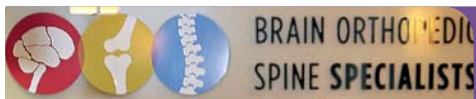


Coming Soon...



LUXE LITITZ

March 2016...
Visit our website for the most
current announcements and information:
www.luxelancaster.com/luxe-lititz/



*Brain Orthopedic Spine Specialists Welcomes
Laleh S. Radfar-Baublitz, DO and Jennie-Corinne
R. Baublitz-Brenenborg, DO, p. 17*

April is National Distracted Driver Awareness Month!

Lancaster County

WOMAN™

The Woman's Journal

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

Complimentary Copy



*National
Infertility
Awareness Week
April 24–30, 2016*

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

More on page 3.

Lancaster
FERTILITY



*David S. Warsaw, DO, MBA
Chief of Plastic Surgery
LGHealth/Penn Medicine
Options for a Beautifully
Contoured Body, p. 24*



*Dr. Dale Rosenberg
Regional Gastroenterology
Associates of Lancaster
(RGAL), Colon Cancer
Screening Saves Lives, p. 19*



*Shawn Hart, Director of
Cardiology, Heart of Lancaster
Regional Medical Center's
Newest State-of-the-Art
Catheter Lab, p. 22*



*David Winand, MD FACS
Advanced Vein & Laser Center
Opening Mid-April,
Across from Park City, p.40*

*Lancaster School of Cosmetology's
National Spa Week Specials
April 11–16, p. 25*

*HLRMC Thanks All of Their Doctors
National Doctor's Day, p. 2*

*Bikram Yoga at Brighton
New Student Special, p. 36*

*Beverly Korman's Brighter Day
Foundation, p. 37*

*Schreiber Pediatrics
34th Annual Gala, April 2, p. 11*

*Bridge of Hope's
Spring Luncheon, April 30, p. 27*

*Woodward Hill Cemetery
and Wheatland Observe James
Buchanan's 225th Birthday, p. 38*

*Save the Date, June 4
Moon Dancer Winery Rocks the Arts
Featuring Headliner Bands
and Artists, p. 20–21*



*Jennifer L. Mulhern, DPM AACFAS
Martin Foot and Ankle
Blast Away Those Bunions
Before Summer, p. 18*



*Christopher S. Underhill, Esq.
May, Metzger & Zimmerman, LLP
To Sue or Not to Sue, p. 13*



*Sue Landes, Executive Director
Lancaster Recreation Commission
Life Commitment to Helping
Others, p. 26*



*Mennonite Home
Personal Care—The
Perfect Option, p. 17*



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



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

Lancaster County WOMAN™



The Woman's Journal

www.LancasterCountyWoman.com • May–July 15, 2016

Complimentary Copy

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



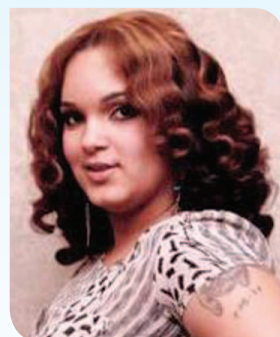
Heather D. Harle, MD, Neurological Associates
of Lancaster and Murray Flaster, MD, PhD, Medical Director,
Stroke Program, Lancaster General Hospital/Penn Medicine
Stroke Affects All Ages, p. 4



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



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



Nicole Vazquez, Owner
That Shuu Girl Boutique
Open in Downtown Lancaster, p. 26



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



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



Denyse 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,
bikramyogaatbrighton.com,
for additional details!

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



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

August is National Immunization Awareness Month

Lancaster County **+ WOMAN™**



The Woman's Journal

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*Erase
SUMMER
SUN
damage!*

Lancaster's EXPERIENCED Cosmetic Plastic Surgeon

WENDELL L. FUNK, M.D.

COSMETIC SURGERY & LASER CENTER



*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**

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**



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



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



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



Megan DeMarra
Development Officer for
Lancaster's Community Action Program, p. 22



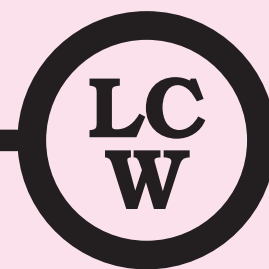
Cruising with Gina Garrett-Mancuso:
Vacation Getaways, p. 32



Attorney Jeffrey C. Goss
Choosing YOUR Fantasy Team, p. 33

October is National Breast Cancer Awareness Month

Lancaster County + WOMAN™



The Woman's Journal

Complimentary Copy

www.LancasterCountyWoman.com • September–November 15, 2016

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.

Lancaster Regional
Medical Center



Heart of Lancaster
Regional Medical Center

See page 3 for more
information.

Linda Myers, MD
Breast Health Center



New Place, New Faces, New Services for LUXE Salon & Spa, p. 2



Michelle C. Shen, MD
Breast Cancer Program Director
Penn Medicine/LG Health
How to Reduce Your Breast Cancer Risk, p. 20



Trudie Weitzel
Lanc School of Cosmetology
Named 2016 Outstanding Educator
of the Year! p. 18



Gayle Jaeger, DVM, MSpVM, DACVS
VCA Smoketown Animal Hospital
Enjoys Caring for Our Best Friends! p. 35



Tim and Susan Sterling
Amazing 3D Imaging Now Available
at Womb with a View, p. 25



Congratulations Mr. & Mrs. Brendon & Elissa Gray, married August 6, 2016. More photos, p. 15



MISSING Toni Lee Sharpless
Holding onto Hope
7 Years Later, p. 27

Kick off A Nutritious School Year with Brain Powering
Breakfast and Lunch Options, p. 11

Interested in Couples Therapy? p. 12

Take Care of Your Shoulders
Lora S. Regan, MD, MPH, FACOEM, p. 6

Pa. College of Health Sciences
Open House, Saturday, Nov. 19, p. 23

Fabulous Jewelry Trunk Show, Bikram Yoga at Brighton
Gorgeous One-of-a-Kind Pieces, Nov. 4–5, p. 17

Heritage Design Interiors
Holiday Open House, Nov. 4–12, p. 22