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PO Box 10354, Lancaster, PA 17605-0354

RATE SHEET FOR ADVERTISERS (Effective 1/1/2021)

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.

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

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"

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.

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