



# ADVERTISING RATES and LAYOUT INFORMATION

## NORTHERN BERKS or EAST PENN VALLEY *Merchandiser*

### GENERAL INFORMATION

The Merchandisers are tabloid sized (refer to "Mechanical Requirements" for column widths and overall size). All typesetting & layout are done on Macintosh equipment with QuarkXpress software. Art Service (clip art) is used freely to improve the appearance of ads. The Windsor Press, Inc. is a fully staffed, fully equipped offset printing and publishing organization, capable of producing your advertisement in a professional manner.

### MECHANICAL REQUIREMENTS

Overall Page Size 11 3/8" x 17"	Column Width.....1 5/8"
Copy Size .....10 1/4" x 16"	Column Depth .....1 6"
Columns Per Page.....6	Inches Per Page .....96"

### PHOTOGRAPHS

We can not guarantee the reproduction of all photographs. We do the best possible with what we are provided with. Please keep in mind that the sharper the picture is that is provided, the better it will reproduce.

### COPY DUE DATE

The Merchandisers carry issue dates of every Wednesday. Copy is due on the Thursday prior to publication date. We will accept no changes in previously submitted ads after Thursday at 5:00 P.M.

PROOFS - If you desire proofs, copy must be in five working days before copy deadlines.

### STATEMENTS ARE RENDERED MONTHLY

Statements rendered are payable upon receipt. A service charge of 1 1/2% per month (annual rate of 18%) will be added to all unpaid balances 30 days or more delinquent. Minimum service charge is 50¢.

### PREFERRED POSITIONS

**FRONT PAGE** – The front page is sold on a reservation basis only. Please check with us for open dates before planning on the use of the front page. Front page is ALWAYS printed in full color.

**OTHER PREFERRED POSITIONS** – Most other preferred positions are previously reserved. If preferred position is desired, please check with us for availability. Preferred positions are not guaranteed for partial pages.

**DOUBLE SPREADS (Double Trucks)** – All middle page spreads are previously reserved. All other double pages must run across two pages elsewhere.

### COLOR CHARGES

All color ads are printed in full color. The charges are: \$25.00 per ad up to 4 column inches; \$50.00 per ad for 5" to 24" in size; \$75.00 per ad for 25" to 48" in size; and \$100.00 per ad for 49" in size and above.

### PRE-PRINTED INSERTS

We have the capabilities to distribute your pre-printed inserts to the areas you desire. The rate is \$52.00/m for supplied inserts. If we print them, the rate is \$43.00/m plus printing charge.

### CLASSIFIED ADS

The charge for classified ads is \$4.80 for the first 20 words and 10¢ per word thereafter. Businesses placing classified ads will be charged \$7.90 for the first 20 words and 10¢ per word thereafter. We offer a **bold type** classified ad for an additional \$2.00 per ad. For your convenience, you can charge your classified advertisement to your Visa, MasterCard or Discover by calling 610.562.6595 or toll free at 1.800.562.5521 Monday through Friday 8:00 AM to 5:00 PM. You can also Fax your classified ad to 610.562.2770 or E-mail it to [classifieds@windsorpress.com](mailto:classifieds@windsorpress.com)

### DIGITAL EDITION

Your ad placed in the East Penn Valley Merchandiser and the Northern Berks Merchandiser will also appear in our Digital Edition at NO ADDITIONAL COST!

Our digital Editions can be viewed ANYTIME at the following websites:

[www.windsorpress.com](http://www.windsorpress.com)  
[www.epvmerchandiser.com](http://www.epvmerchandiser.com)  
[www.nbmerchandiser.com](http://www.nbmerchandiser.com)

When entering any of our websites, just click on the Digital Edition you wish to view.

You can also sign up to be the first notified, via e-subscription, when the Digital Editions are available to be viewed each week. To sign up, just enter your e-mail address in the "E-Subscribe" box under either of our regular editions on the Digital Edition of our home page at [www.windsorpress.com](http://www.windsorpress.com). If you wish to receive both Digital Editions, you must subscribe to each edition separately.

### SPECIAL NOTICE

The Windsor Press, Inc., publishers of the Northern Berks Merchandiser and the East Penn Valley Merchandiser, reserves the right to review all material submitted for publication, and reject any material, in whole or in part, which The Windsor Press, Inc., in its sole opinion, deems inappropriate for publication.

# RATES

## HOW TO FIGURE YOUR DISPLAY ADVERTISING RATES

The Merchandiser is a 6 column paper. You take the number of columns and multiply by the inches in height. This gives you the "Column Inches". Go to the chart and find your number of inches to see the cost of your ad. Example: 2 Column (3.25" wide) x 3" Height = 6 Column Inches. (2c x 3" = 6") Go to chart and find 6 Column inches. Cost of ad is \$51.72.

## FOR MORE INFORMATION

Please feel free to contact your sales representative.

GREG MUNTZ  
greg@windsorpress.com

JIM BRANDT  
jim@windsorpress.com

LINDA AHN  
linda@windsorpress.com

You may also contact our Display Advertising Department at [display@windsorpress.com](mailto:display@windsorpress.com) or call our office at 610.562.2267 or 1.800.562.5521.



Six North Third Street  
P.O. Box 465  
Hamburg, PA 19526-0465  
1.800.562.5521  
Fax: 610.562.2770  
[www.windsorpress.com](http://www.windsorpress.com)



— RATES EFFECTIVE APRIL 25, 2013 —

## INCHES RATE AMOUNT

192 \$4.37/in. \$839.04

## **FULL PAGE:**

96 \$4.72/in. \$453.12

95 \$5.50/in. \$522.50

94 \$5.50/in. \$517.00

93 \$5.50/in. \$511.50

92 \$5.50/in. \$506.00

91 \$5.50/in. \$500.50

90 \$5.50/in. \$495.00

89 \$5.50/in. \$489.50

88 \$5.50/in. \$484.00

87 \$5.50/in. \$478.50

86 \$5.50/in. \$473.00

85 \$5.50/in. \$467.50

84 \$5.50/in. \$462.00

83 \$5.50/in. \$456.50

82 \$5.50/in. \$451.00

81 \$5.50/in. \$445.50

80 \$5.50/in. \$440.00

79 \$5.70/in. \$450.30

78 \$5.70/in. \$444.60

77 \$5.70/in. \$438.90

76 \$5.70/in. \$433.20

75 \$5.70/in. \$427.50

74 \$5.70/in. \$421.80

73 \$5.70/in. \$416.10

72 \$5.70/in. \$410.40

71 \$5.70/in. \$404.70

70 \$5.70/in. \$399.00

69 \$5.70/in. \$393.30

68 \$5.70/in. \$387.60

67 \$5.70/in. \$381.90

66 \$5.70/in. \$376.20

65 \$5.70/in. \$370.50

64 \$5.70/in. \$364.80

63 \$5.86/in. \$369.18

62 \$5.86/in. \$363.32

61 \$5.86/in. \$357.46

60 \$5.86/in. \$351.60

59 \$5.86/in. \$345.74

58 \$5.86/in. \$339.88

57 \$5.86/in. \$334.02

56 \$5.86/in. \$328.16

55 \$5.86/in. \$322.30

54 \$5.86/in. \$316.44

53 \$5.86/in. \$310.58

52 \$5.86/in. \$304.72

51 \$5.86/in. \$298.86

50 \$5.86/in. \$293.00

49 \$5.86/in. \$287.14

## **1/2 PAGE:**

48 \$5.86/in. \$281.28

## INCHES RATE AMOUNT

47 \$7.15/in. \$336.05

46 \$7.15/in. \$328.90

45 \$7.15/in. \$321.75

44 \$7.15/in. \$314.60

43 \$7.15/in. \$307.45

42 \$7.15/in. \$300.30

41 \$7.15/in. \$293.15

40 \$7.15/in. \$286.00

39 \$7.15/in. \$278.85

38 \$7.15/in. \$271.70

37 \$7.15/in. \$264.55

36 \$7.15/in. \$257.40

35 \$7.15/in. \$250.25

34 \$7.15/in. \$243.10

33 \$7.15/in. \$235.95

32 \$7.15/in. \$228.80

31 \$7.58/in. \$234.98

30 \$7.58/in. \$227.40

29 \$7.58/in. \$219.82

28 \$7.58/in. \$212.24

27 \$7.58/in. \$204.66

26 \$7.58/in. \$197.08

25 \$7.58/in. \$189.50

## **1/4 PAGE:**

24 \$7.78/in. \$186.72

23 \$7.78/in. \$178.94

22 \$7.78/in. \$171.16

21 \$7.78/in. \$163.38

20 \$7.78/in. \$155.60

19 \$7.78/in. \$147.82

18 \$7.78/in. \$140.04

17 \$7.78/in. \$132.26

16 \$7.78/in. \$124.48

15 \$8.00/in. \$120.00

14 \$8.00/in. \$112.00

13 \$8.00/in. \$104.00

## **1/8 PAGE:**

12 \$8.00/in. \$ 96.00

11 \$8.62/in. \$ 94.82

10 \$8.62/in. \$ 86.20

9 \$8.62/in. \$ 77.58

8 \$8.62/in. \$ 68.96

7 \$8.62/in. \$ 60.34

6 \$8.62/in. \$ 51.72

5 \$9.20/in. \$ 46.00

## **BUSINESS CARD SIZE:**

4 \$9.20/in. \$ 36.80

3 \$9.20/in. \$ 27.60

PUBLIC SALES: \$8.61/in.

OPEN RATE: \$10.51/in.