



Lancaster County magazine

2015

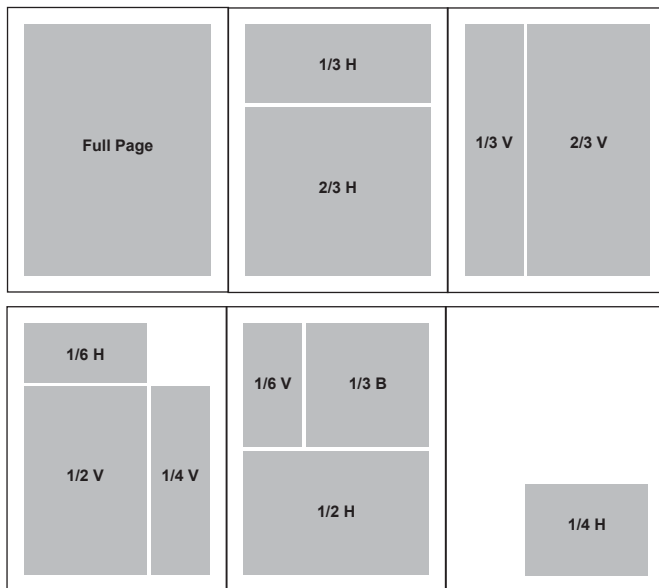
Advertising

PREMIER EXPOSURE FOR YOUR BUSINESS. EVERY MONTH.

Lancaster County magazine is the ORIGINAL local full-color publication published each and every month – which means MORE exposure for your business at a price you can afford.

Beautiful homes, gorgeous gardens, outstanding food, engaging personalities...

Lancaster County magazine has set the standard for more than 25 years!



TWO PAGE SPREAD

non bleed..... 16" w x 10.125" h

with bleed..... 17" w x 11.125" h*

*1/8" trimmed off on all 4 sides

Keep type or anything important in any photos a minimum of 1/4" on either side of the center fold line.

FULL PAGE

non bleed..... 7.625" w x 10.125" h

with bleed..... 8.625" w x 11.125" h*

*1/8" trimmed off on all 4 sides

2/3 PAGE

Horz. 7" w x 6.25" h

Vert. 4.625" w x 9.625" h

1/2 PAGE

Horz. 7" w x 4.625" h

Vert. 4.625" w x 7.125" h

1/3 PAGE

Horz. 7" w x 3" h

Vert. 2.125" w x 9.625" h

Block 4.625" w x 4.625" h

1/4 PAGE

Horz. 4.625" w x 3.375" h

Vert. 2.125" w x 7.125" h

1/6 PAGE

Horz. 4.625" w x 2.25" h

Vert. 2.125" w x 4.625" h

ADVERTISING DEADLINES

MONTH	SPACE	COPY
January	November 10, 2014	November 20, 2014
February	December 9, 2014	December 19, 2014
March	January 15, 2015	January 23, 2015
April	February 13, 2015	February 25, 2015
May	March 13, 2015	March 25, 2015
June	April 15, 2015	April 24, 2015
July	May 15, 2015	May 26, 2015
August	June 15, 2015	June 25, 2015
September	July 15, 2015	July 24, 2015
October	August 14, 2015	August 25, 2015
November	September 13, 2015	September 25, 2015
December	October 15, 2015	October 26, 2015

FILE SPECIFICATIONS

FILE FORMATS

Although we prefer ads submitted as PDFs, we accept files done in Adobe Creative Suite. We also accept non-working files of *.tif, *.jpg and *.eps formats. For PDFs and non-working files, embed all images and convert all text to outlines or embed all fonts; other specifications also may be required. Once received, changes cannot be made to these files.

COLOR

All colors must be built from process colors CMYK. PMS colors must be converted to process CMYK. We will do our best to match color specifications, but cannot guarantee exact color reproduction due to differences in printers, paper stock and pre-press issues.

IMAGES AND ILLUSTRATIONS

All images must be CMYK or grayscale. Do not include ICC profiles or embed any other color profiles. Images must have a resolution of at least 300 dpi at 100% of actual print size. Illustrations placed in layout files must be process CMYK or grayscale; spot color must be process CMYK. For illustrations, convert all text to outlines or include fonts with the original art.



Circulation

READERSHIP

55,000

READER PROFILE

Age 30 to retirement

Home owners

Business owners

Middle to upper income

DISTRIBUTION (Lancaster County)

Newsstands

Subscriptions

Professional offices

Lancaster Chamber of Commerce members

Building Industry Association of Lancaster County members

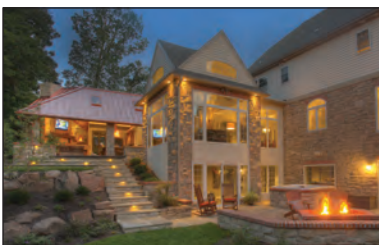
Mount Joy Chamber of Commerce members

Elizabethtown Chamber of Commerce members

Also available in Adams, Berks, Chester, Cumberland, Lebanon and York counties, plus additional regional locations

WE HAVE STAYING POWER!

We've been around for more than 25 years! Our issues stay in professional offices, reception areas and individual homes, so your advertisement – in addition to interesting articles, columns and monthly features – will be viewed over and over. We are a quality magazine – one with which you'll want your business to be associated.



NEWSSTAND LOCATIONS*

LANCASTER COUNTY

Available at all:

- Darrenkamp's Markets
- Giant Food Stores
- Stauffers of Kissel Hill Supermarkets
- Weis Markets

Available at select:

- Rutter's Farm Stores
- Turkey Hill Minit Markets

Also available at the following locations:

AKRON:

- Weiser's Market

COLUMBIA:

- Musser's Market
- Hinkle's Pharmacy
- Stover's News Agency

DENVER

- Weaver Markets

EAST EARL:

- Shady Maple Farm Market

EPHRATA:

- Martin's Country Market
- Royer Pharmacy

GAP:

- Dutchman's Country Market

LANCASTER:

- Attitudes Hair & Nail Salon
- Barnes & Noble
- Colonial News
- The Coffee Co.
- Next to New Fine Clothing
- Teck's News Agency

LITITZ

- Oregon Dairy Supermarket

MANHEIM:

- New Image Salon

MILLERSVILLE:

- John Herr's Village Market
- Millersville University, Student Memorial Center

NEW HOLLAND:

- Yoder's Country Market

QUARRYVILLE:

- Ferguson & Hassler Supermarket
- Musser's Market

RONKS:

- Strasburg Market Basket

CENTRAL PENNSYLVANIA

Available at select locations in Adams, Berks, Chester, Cumberland, Dauphin, Lebanon and York counties:

- Rutter's Farm Stores
- Turkey Hill Minit Markets

Also available at the following locations:

HANOVER:

- Hanover News

LEBANON:

- Musser's Market
- Penn Corner Newsstand

PALMYRA:

- Pages Cards & Gifts

EASTERN PENNSYLVANIA & DELAWARE

Available at the following locations:

BENSALEM:

- Keystone News Agency

BETHLEHEM:

- Moravian Book Store

BRISTOL:

- Bristol News World

WILMINGTON, DELAWARE:

- Books & Tobacco
- Delaware News Center
- Fairfax Newsstand

*This is an active list that is updated regularly.
Locations are subject to change. Last updated 1/15/15

