

2013 PUBLICATION SCHEDULE AND AD DEADLINES

APRIL EDITION

Ad Deadline - March 19th

Publishes - March 30th

MAY EDITION

Ad Deadline - April 18th

Publishes - April 27th

JUNE EDITION

Ad Deadline - May 16th

Publishes - May 25th

JULY EDITION

Ad Deadline - June 19th

Publishes - June 29th

AUGUST EDITION

Ad Deadline - July 17th

Publishes - July 27th

SEPTEMBER EDITION

Ad Deadline - August 21st

Publishes - August 31st

OCTOBER EDITION

Ad Deadline - September 18th

Publishes - September 28th

NOVEMBER EDITION

Ad Deadline - October 17th

Publishes - October 26th

DECEMBER EDITION

Ad Deadline - November 20th

Publishes - November 30th

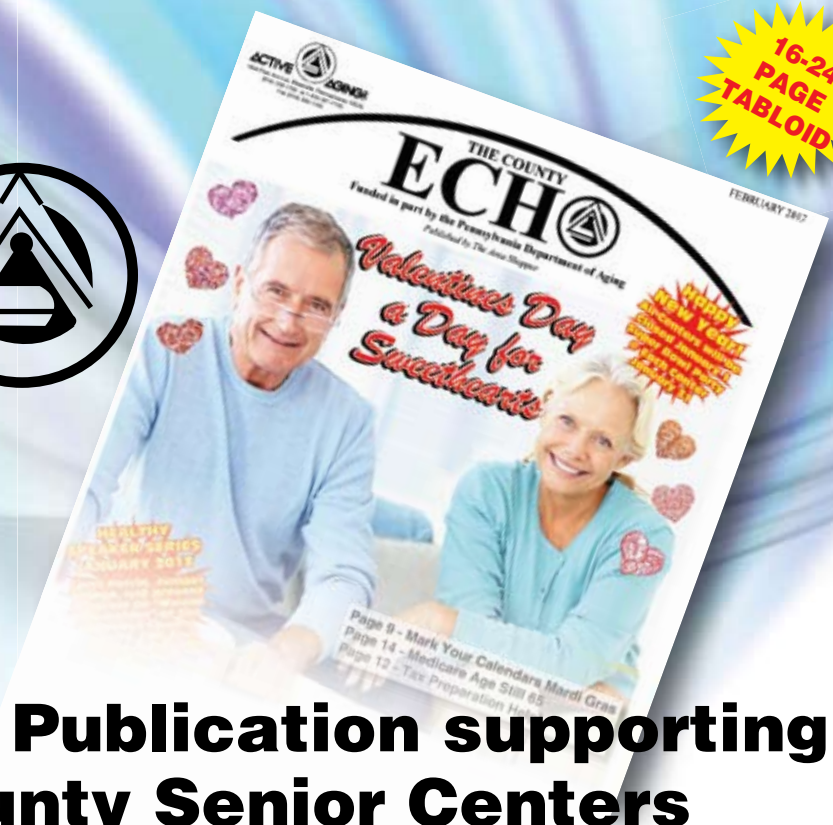


*Official Publication for the
Crawford County Senior Centers*

Published by The Area Shopper

Welcome to THE COUNTY ECHO

MONTHLY PUBLICATION



16-24 PAGE TABLOID

Active Aging Official Publication supporting the Crawford County Senior Centers

SENIOR NEWS · PROGRAMS · TRAVEL · HEALTH AND MORE!

The County ECHO will be home delivered inside The Area Shopper to over 24,000 homes in Crawford County, and over 2,000 additional copies will be delivered to ALL County Senior Centers in Meadville, Titusville, Linesville, Cambridge Springs, Canadohta Lake and Guys Mills

PUBLISHES THE LAST SATURDAY OF EVERY MONTH



Ad Sizes and Prices EXAMPLES

\$12.00 PCI PER COLUMN INCH, ADD \$1 FOR SPOT COLOR \$2 FOR FULL COLOR

3col x 2" (4.4in. x 2") actual size

only \$72 b/w

COLOR POSITIONS MAY BE LIMITED

**1/4 PAGE AD - \$270 B/W
\$290 COLOR
\$300 FULL COLOR**

2col x 4" (3.22in. x 4") actual size

**1/2 PAGE AD - \$540 B/W
\$585 ONE COLOR
\$600 FULL COLOR**

only \$96 b/w

PREMIUM POSITIONS/FULL PAGES

FRONT PAGE BANNER	FULL PAGE	BACK PAGE
10" x 2.5"	10" x 15"	10" x 15"
\$500 full color	\$800 b/w \$875 spot color \$900 full color	\$1,000 full color

**COLOR PLACEMENT FIRST COME FIRST SERVE BASIS
SAVE 10-15% WITH 3 MONTH COMMITMENT OR MORE!**

AD SPECIFICATIONS

- 1 COL = 1.4"
- 2 COL = 3.2"
- 3 COL = 4.4"
- 4 COL = 5.9"
- 5 COL = 7.5"
- 6 COL = 10"

IF SENDING YOUR OWN FILES PLEASE SEND AS: PDF, JPG, TIF FORMAT FOR ALL ADS