



news

www.BerksEncorePA.org

Berks Encore News 2012 Advertising Contract

In 2012, **Berks Encore News** will be inserted in the Sunday edition of the Reading Eagle for the months of January, March, May, July, September, and November. These issues will result in approximately 90,000 copies distributed, as an insert, and also place in strategic public locations, such as the lobbies at our local hospitals and libraries. On the alternating months of February, April, June, August, October, and December, approximately 8,000 copies will be mailed to our members, and also be placed in the strategic public locations. Our lowest rates are available to our advertisers that contract for 12 consecutive months.

See our 2012 schedule for ad close dates, ad due dates, printing dates and Sunday Reading Eagle insert dates.

Ads must be emailed directly to berksencoreads@readingeagle.com. A high resolution PDF file is required for camera ready ad submission.

Questions concerning **Berks Encore News** advertising should be directed to 610-374-3195, ext. 223.

"Berks Encore News" Advertising Policy

1. All ads submitted to "Berks Encore News" for publication will be reviewed by staff for suitability. If there is a question concerning the content of any proposed advertisement, Berks Encore will contact the advertiser to see if any adjustments can be made.
2. Berks Encore reserves the right to refuse any advertisement deemed inappropriate for "Berks Encore News".
3. The publication of any advertisement in "Berks Encore News" does not imply endorsement of that product, service or company/organization supplying their product/service by Berks Encore.

Advertising Contract

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT PERSON _____ PHONE _____

AUTHORIZED SIGNATURE _____ FAX _____

Circle Month: **Jan.** **Feb.** **Mar.** **Apr.** **May** **June** **July** **Aug.** **Sept.** **Oct.** **Nov.** **Dec.**

My ad will be: Color Ad Total Monthly Cost \$ _____.

Full Page Half Page Horiz. Half Page Vert. Quarter Page Third Page Eighth Page

I will mail a CORRECT SIZE camera ready ad to Berks Encore, 40 N. 9th St., Reading, PA 19601.

I will use the same ad that appeared in Berks Encore News _____ (supply date).

I will e-mail my electronic file, created to the CORRECT SIZE, directly to

berksencoreads@readingeagle.com. File must be received by the 1st week of the previous month.

I would like help in designing an ad. (No charge if ad is run for 3 consecutive months or more.)

If paying by check, make check payable to:

Berks Encore, 40 North 9th St., Reading, PA 19601
p: 610.374.3195 f: 610.374.3483

Or pay online at
www.berksencorepa.org