

Berks Encore News 2012 Monthly Advertising Rates

Current rates effective January 1, 2011

All Full and Half Page Ads include color at no extra charge.

Full Page

Contract (12 consecutive months)
\$812.00 per month

Contract (6 consecutive months)
\$867.00 per month

Non-contract (months of Feb., April,
 June, Aug., Oct., Dec.)
\$921.00 per month

Non-Contract (months of Jan.,
 March,
 May, July, Sept., Nov.)
\$2332.00 per month

Half Page Horizontal

Contract (12 consecutive months)
\$406.00 per month

Contract (6 consecutive months)
\$433.00 per month

Non-contract (months of Feb., April,
 June, Aug., Oct., Dec.)
\$461.00 per month

Non-Contract (months of Jan., March,
 May, July, Sept., Nov.)
\$1166.00 per month

Dimensions: 7.708" x 5.1875"

Half Page Vertical

Contract (12 consecutive months)
\$406.00 per month

Contract (6 consecutive months)
\$433.00 per month

Non-contract (months of Feb., April,
 June, Aug., Oct., Dec.)
\$461.00 per month

Non-Contract (months of Jan., March,
 May, July, Sept., Nov.)
\$1166.00 per month

Dimensions: 3.792" x 10.5"

Color available for all 1/4 and 1/8 Page Ads for a nominal fee.

Quarter Page

Contract (12 consecutive months)
\$224.00 per month

Contract (6 consecutive months)
\$239.00 per month

Non-contract (months of Feb., April,
 June, Aug., Oct., Dec.)
\$254.00 per month

Non-Contract (months of Jan., March,
 May, July, Sept., Nov.)
\$602.00 per month

Color Charge—\$46.00

Dimensions: 3.792" x 5.1875"

Eighth Page

Contract (12 consecutive months)
\$116.00 per month

Contract (6 consecutive months)
\$124.00 per month

Non-contract (months of Feb., April,
 June, Aug., Oct., Dec.)
\$132.00 per month

Non-Contract (months of Jan., March,
 May, July, Sept., Nov.)
\$309.00 per month

Color Charge—\$28.00

Dimensions: 3.792" x 2.5312"

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

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 are also placed 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 strategic public locations. Our lowest rates are available to our advertisers that contract for 12 consecutive months.