



# *inside* *Pennsylvania*

MEDIA INFORMATION KIT

PUBLISHED BY

**The Daily Item**

[dailyitem.com](http://dailyitem.com)

*More for You!*



# Reach the Susquehanna Valley's

Best of the Best



(TOP)  
REASONS

Magazines Make  
A Difference



**Magazine advertising moves readers to action, including visiting and searching on the web:** More than half of readers took action or had a more favorable opinion about the advertiser in response to magazine ads, according to Affinity Research. Numerous studies prove that magazine advertising drives web visits and searches more than other media.

**Magazine advertising improves advertising ROI:** Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

**Magazine advertising sells – and it delivers results consistently:** Several studies show that magazines are the strongest driver of purchase intent and boost other media's effectiveness. What's more, magazines deliver results more consistently throughout the purchase funnel than TV or the Internet.

**Magazines reach the most desirable consumers:** Across major demographic groups, the combination of the top 25 magazines delivers more rating points than the top 25 TV shows. In addition, heavy magazine readers are likely to be among the highest spenders across most product categories.

**Magazines have a lasting impact:** Consumers refer to magazines multiple times, even saving them, giving advertisers the opportunity for multiple exposures.

**Magazines supply credibility:** Consumers trust and believe magazine advertising more than advertising in other media. In addition, consumers turn to magazines as a source for information on new products.

Source: Starcom; Northwestern University Magazine Reader Experience Study; Affinity Research; How Media Measure Up; Documenting the Role of Magazines in the Mix; ROI for DTC; ROI for Kraft Measuring the Mix; What Drives Automotive Sales; American Advertising Federation (AAF) Study; Retail Advertising and Marketing Association (RAMA) Study; Measuring Media Effectiveness; Dynamic

# MAGAZINE ADVERTISING AGREEMENT

# *inside Pennsylvania*

Rates effective January 1, 2020  
These rates are applied to 6 standard issues.

Standard Advertising	Open Rate <sup>1</sup>	6 Issues <sup>2</sup>
Full Page w/ Bleed (8.625" x 11.125")	\$900	<b>\$720</b>
Full Page w/o Bleed (7.5" x 10")	\$900	<b>\$720</b>
½ Page - Horizontal (7.5" x 5")	\$550	<b>\$440</b>
½ Page - Vertical (3.625" x 10")	\$550	<b>\$440</b>
¼ Page (3.625" x 5")	\$400	<b>\$320</b>
⅙ Page (3.625" x 3")	\$250	<b>\$200</b>
Premium Guaranteed <sup>3</sup> Positions		
Center Spread (17" x 11.125")	\$2,000	<b>\$1,600</b>
Back Cover: <input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed	\$1,900	<b>\$1,520</b>
Inside Front: <input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed	\$1,250	<b>\$1,000</b>
Inside Back: <input type="checkbox"/> Bleed <input type="checkbox"/> No Bleed	\$1,250	<b>\$1,000</b>
Editor's Letter (½ V)	\$600	<b>\$480</b>

## Ad Schedule

Ins. #	Date	Ad #
1		
2		
3		
4		
5		
6		

NOTES:

<sup>1</sup>Open rate shown is per single (one-time) insertion. <sup>2</sup>Discounted rates shown are applied per issue with a signed 6-issue commitment. <sup>3</sup>All premium positions require a signed 6-issue commitment.

Advertiser: \_\_\_\_\_ Account #: \_\_\_\_\_

Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

\_\_\_\_\_ Email: \_\_\_\_\_

## "INSIDE PENNSYLVANIA" ADVERTISING TERMS

### ADVERTISING

- All advertising with Inside Pennsylvania, also referred to as "the magazine" is subject to the terms set forth in this agreement.
- Billing will be adjusted at the end of the agreement period to reflect the actual level fulfilled by the total advertising expenditure. In the event an agreement is cancelled prior to the end date, all ads that have run will revert back to open rate and the advertiser will be billed accordingly.
- Cancellation may not be accepted by publisher 14 business days prior to publication. Ads cancelled prior to publication may be subject to production charges of 25% of the agreement.

### ADVERTISER RESPONSIBILITY

- Advertisements/copy not received by the publisher's deadlines may be replaced by another advertisement for publication and result in forfeiture of the position for the duration of the agreement.
- The Daily Item will not provide proofs for copy submitted after deadline. If copy is received after deadline, The Daily Item will not be held responsible for errors nor for any portion of an issue in which an advertisement does not appear.

I agree to the advertising investment as outlined above. I understand that all dollars spent with the magazine will be counted toward fulfilling this commitment. I understand that if I cancel this contract before the agreed upon completion date I will not receive the same rate. I agree to the terms of this contract. Rates, agreements and terms may change upon 30 days notice.

Start Date

End Date

Advertiser Signature

Date

Advertising Representative

Date

Print Name