

Now Over
144,000
Homes!

Front Full Page

8.305" x 16.3125"

ZONES:

West Shore	\$1,225
Mechanicsburg	\$1,225
Carlisle	\$1,225
Perry County	\$900
Harrisburg	\$1,225

Front 1/2 Page

8.305" x 6.4"

ZONES:

West Shore	\$625
Mechanicsburg	\$625
Carlisle	\$625
Perry County	\$430
Harrisburg	\$625

*Listed rates subject to change

Your
**WEST
SHORE**
Edition

HarrisburgSavingsGuide.com
717-691-1044 Ext. 0501
The Savings Guide

Top Horizontal Ad

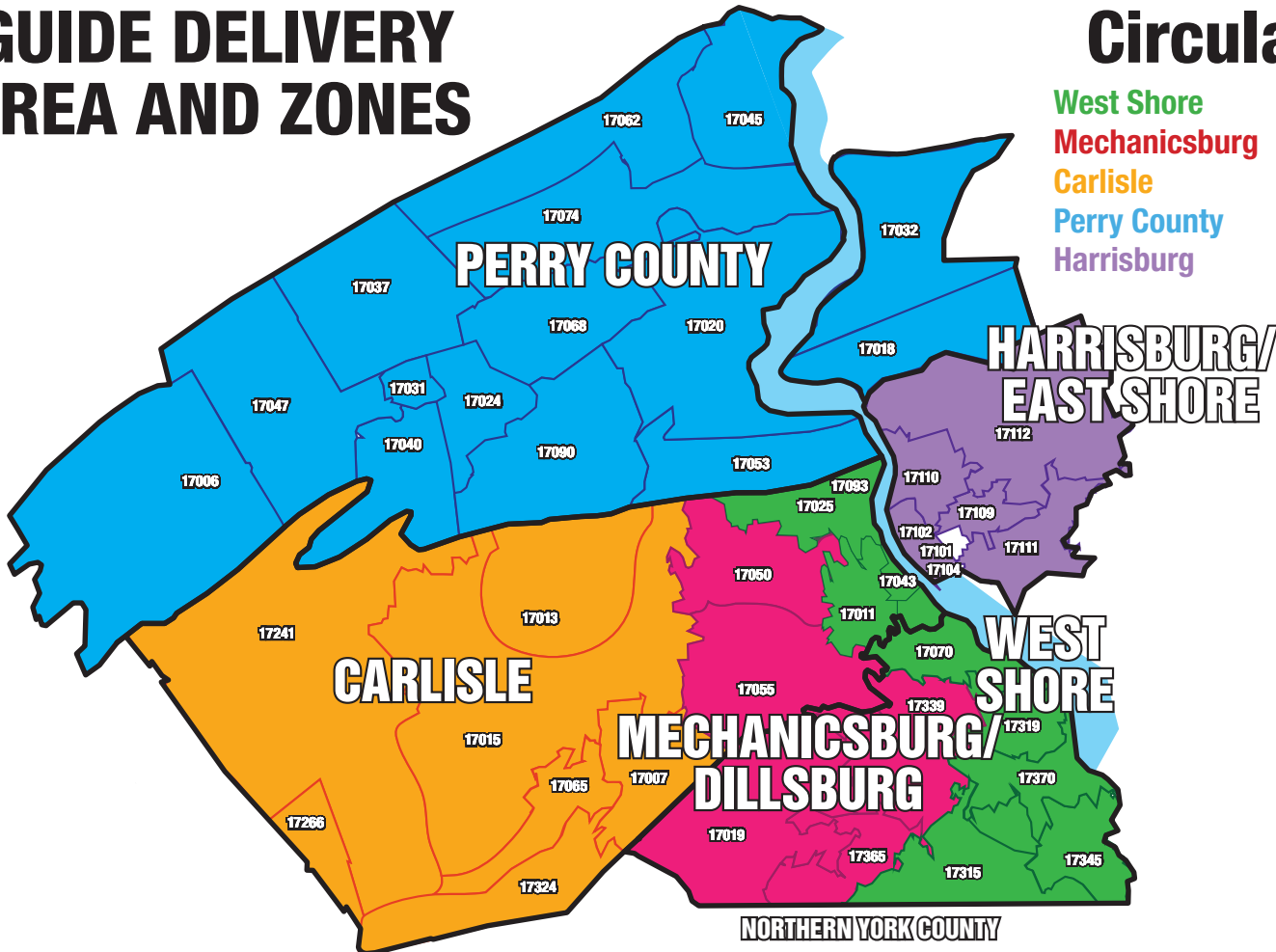
8.305" x 1.625"

ZONES:

WS	\$270
Mech.	\$270
Carlisle	\$270
Perry Co.	\$230
Hbg.	\$270

THE SAVINGS GUIDE DELIVERY AREA AND ZONES

Zones & Circulation



West Shore	33,063
Mechanicsburg	37,142
Carlisle	29,250
Perry County	15,626
Harrisburg	29,555

144,636 Homes

**MOST HOMES REACHED
in the Harrisburg Market!**

55.5%

regularly read or look
through The Savings
Guide each week! *That's
over 75,000 people!!*

61.3%

frequently purchase
products or services
they see in
The Savings Guide!

78%

are **45-74 years old**,
a core buying group!
And 59% are women

\$101,400

average
household
income

Bottom Horizontal Ad

8.305" x 1.3"

ZONES:

WS	\$230
Mech.	\$230
Carlisle	\$230
Perry Co.	\$190
Hbg.	\$230

VOL. 5
NO. 4

PSRT STD
EOMISS
U.S. POSTAGE
PAID
HARRISBURG,
PA
PERMIT #446

INSIDE PAGES BY ZONES

TARGETED MAIL ADVERTISING

PICK YOUR SIZE & NUMBER OF ZONES

Inside Full Page

10" x 15.875"

ZONES:

West Shore	\$1,000
Mechanicsburg	\$1,000
Carlisle	\$1,000
Perry County	\$725
Harrisburg	\$1,000

Inside 1/2 Page

10" x 7.85"(H) or 4.916" x 15.875"(V)

ZONES:

West Shore	\$580
Mechanicsburg	\$580
Carlisle	\$580
Perry County	\$425
Harrisburg	\$580

Inside 1/4 Page

10" x 3.837"(H) or 4.916" x 7.85"(V)

ZONES:

West Shore	\$330
Mechanicsburg	\$330
Carlisle	\$330
Perry County	\$255
Harrisburg	\$330

Inside 1/8 Page

4.916" x 3.837"(H) or 3.222" x 6"(V)

ZONES:

West Shore	\$180
Mechanicsburg	\$180
Carlisle	\$180
Perry County	\$145
Harrisburg	\$180

Inside 1/16 Page

3.222" x 3"

ZONES:

West Shore	\$105
Mechanicsburg	\$105
Carlisle	\$105
Perry County	\$90
Harrisburg	\$105

Rates include Digital Impressions
VOLUME DISCOUNT FOR MULTIPLE WEEKS

Important Data on Readers of The Savings Guide:

The CVC Audit reports that the readers of The Savings Guide average a higher household income than the market. In fact, the average HH income is \$101,400! Plus they are educated. 34% have a college degree compared the market average of 19%. The majority of the readers, 78%, are between 45-74 years of age. This demographic group makes the most purchases; they are the consumers with buying power!

CVC Audit Data July 2022.

AUCTIONS

All Zones
140K Homes

\$30.75 PER
COLUMN INCH

RECRUITMENT ADS

All Zones 140K Homes

1/2 Page	\$2160
1/4 Page 3 Col x 8"	\$1320
2 Col x 6"	\$690
2 Col x 4"	\$460
2 Col x 3"	\$360

LEGAL NOTICES

2 Col x 2"	\$150
2 Col x 3"	\$210
2 Col x 4"	\$276

*Rates reflect three week schedule
for one zone.*

YOU CAN PLACE ADS IN SPECIFIC SECTIONS:

- Community Events
- Legal
- Local Job Opportunities

THE SAVINGS GUIDE

COLUMN SIZES:

1 COLUMN: 1.527"	4 COLUMN: 6.611"
2 COLUMN: 3.222"	5 COLUMN: 8.305"
3 COLUMN: 4.916"	6 COLUMN: 10.00"



ALSO
AVAILABLE
AT YOUR
LOCAL



CLASSIFIED DISPLAY ADS

All Zones
Over 140K Homes

1 COL x 1"	\$55.50
1 COL. x 1.5"	\$80
1 COL. x 2"	\$100
COL. x 2.5"	\$124
1 COL. x 3"	\$144

CLASSIFIED LINE ADS

All Zones
Over 140K Homes

FIRST 12 WORDS:
\$14.50
EACH ADDITIONAL
WORD:
90¢/WORD



HOME IMPROVEMENT GLOSSY INSERT

BE SEEN AS THE LOCAL PRO
REACH OVER 50,000 HOMES

4" x 10.5 1/2 PAGE	\$960
10.75" x 2.58" 1/3 PAGE.....	\$680
5.25" x 4" 1/4 PAGE.....	\$480
5.25" x 2.58" 1/6 PAGE.....	\$340
5.25" x 1.875" 1/8 PAGE.....	\$240



Promote Your Business ON A POSTCARD

23¢ or lower (quantity discount)

Designed, printed and delivery

NO POSTAGE FEES!
PLUS, YOU CAN TARGET!

Saturated mailing with in our market

LOWEST PRICES EVER!

CALL OUR MARKETING EXPERTS



TAMMY WILLETTE
(717) 275-5507
TAMMY.WILLETTE@REACHEVERYMAILBOX.COM



DON JEVIC
(717) 215-4855
DON.JEVIC@REACHEVERYMAILBOX.COM



WILLIAM "WINK" HUNTLEY
(240) 600-7646
WILLIAM.HUNTLEY@REACHEVERYMAILBOX.COM

HERE TO HELP YOU GROW!



INSERTS WE DESIGN, PRINT & DELIVER

FULL COLOR, 2-SIDED
TARGET YOUR CUSTOM ZIP CODES

8.5"x 11" STANDARD	5.2¢
10.5"x 11" OVERSIZED	6¢
10.5"x 13" SUPERSIZED	7.5¢
5.5" X 11 BOOKMARK.....	6¢

PRICING INCLUDES DESIGN, PRINTING AND DELIVERY!

RATES INCLUDE DIGITAL IMPRESSIONS.
*RATES DEPEND ON VOLUME, MINIMUM 15,000.



SUPERSIZE POSTCARD

SUPERSIZED – EXTENDS BEYOND THE SAVINGS GUIDE AND PRINTED ON HEAVIER POSTCARD STOCK.

WITH THIS SIZE AND WEIGHT, IT DOMINATES THE MAIL.

CONSUMERS NOTICE YOU!
AND YOU CAN TARGET YOUR BEST CUSTOMERS!

13.2¢ - 15.6¢

*MINIMUM 15,000 PRINTED & DISTRIBUTED



HIGH IMPACT WRAPS

DESIGNED, PRINTED & WRAPPED AROUND THE OUTSIDE OF THE SAVINGS GUIDE

8.5" x 12.5"
FULL COLOR, 2-SIDED
HIGH GLOSS

9¢ - 13.8¢

*MINIMUM 15,000 PRINTED & DISTRIBUTED



HAVE YOUR MENUS PRINTED FOR LESS!

Minimum 10,000

11"X 17" - 16.25¢

11" X 22" - 21¢

BACK PAGES BY ZONES



Back Full Page

10" x 15.875"

ZONES:

West Shore	\$1,000
Mechanicsburg	\$1,000
Carlisle	\$1,000
Perry County	\$750
Harrisburg	\$1,000

Back 1/2 Page

10" x 7.85"(H) or 4.916" x 15.875"(V)

ZONES:

West Shore	\$565
Mechanicsburg	\$565
Carlisle	\$565
Perry County	\$400
Harrisburg	\$565

Back 1/4 Page

10" x 3.837"(H) or 4.916" x 7.85"(V)

ZONES:

West Shore	\$345
Mechanicsburg	\$345
Carlisle	\$345
Perry County	\$225
Harrisburg	\$345

RATES INCLUDE
DIGITAL IMPRESSIONS
VOLUME DISCOUNT
FOR MULTIPLE WEEKS

Welcome
Sweater Weather!



COZY UP &
support LOCAL.

SHOP LOCAL GLOSSY INSERT

GLOSSY TO 50,000 HOMES
IN THE WEST SHORE & CARLISLE AREA

4" x 10.5 1/2 PAGE	\$960
10.75" x 2.58" 1/3 PAGE.....	\$680
5.25" x 4" 1/4 PAGE.....	\$480
5.25" x 2.58" 1/6 PAGE.....	\$340
5.25" x 1.875" 1/8 PAGE.....	\$240



PRE- PRINTS

INSERTED & DELIVERED
TO TARGETED ZIP CODES
ONLY 2.6¢ EACH*

NO ONE COMES CLOSE TO THESE PRICES!!!

*PRICING DEPENDS ON WEIGHT & VOLUME

COPY DEADLINES

Wednesday at Noon to receive a proof. Thursday at 10 AM for all display advertising.

IN-HOUSE PRINT INSERT INFORMATION

Copy and information must be received no later than Tuesday at noon two weeks prior to the date of insertion.

PREPRINTED INSERT INFORMATION

Inserts must be delivered no later than 4 PM on the Wednesday prior to the date of distribution.

SHIPPING ADDRESS

The Savings Guide
c/o Bayard Press
One Maynard Street
Williamsport, PA 17701

ELECTRONIC FILE ACCEPTANCE REQUIREMENTS

The Savings Guide's Graphics Department can accept the following for electronic files:

- Adobe Illustrator, Photoshop and InDesign CS5 (.ai, .psd, .pdf, .indd, .jpg)

When sending application files, please be sure to include all fonts and art files. All color ads submitted for The Savings Guide must have a CMYK build. Please ensure that black is 100% K and not a rich black.

ELECTRONIC FILE ACCEPTANCE REQUIREMENTS

- External Drives – USB Peripherals
- E-mailed Files – When sending files via e-mail, we require pdf files. Please make sure that all fonts are embedded and, if the ad is color, be sure to use a CMYK color build. Files that are under 10MB may be sent to: ads@reacheverymailbox.com
- Dropbox – Larger files may also be sent via Dropbox, to: ads@reacheverymailbox.com
- wetransfer.com – Email large files to: ads@reacheverymailbox.com

DEADLINES

First time electronic advertisers should submit their ads no later than the Wednesday prior to the publication date so that the Graphics Department can check to make sure that the files are acceptable. **All other advertisements are due by Thursday at 10 AM.**

COLOR

All color ads submitted for The Savings Guide must have a CMYK build. Please ensure that black is 100% K and not a rich black.

QUESTIONS

If you have any problems or questions regarding electronic files, please contact your account representative. You may also contact the Graphics Department at ads@reacheverymailbox.com or 717-691-1044 x0501