

**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

## Top Horizontal Ad

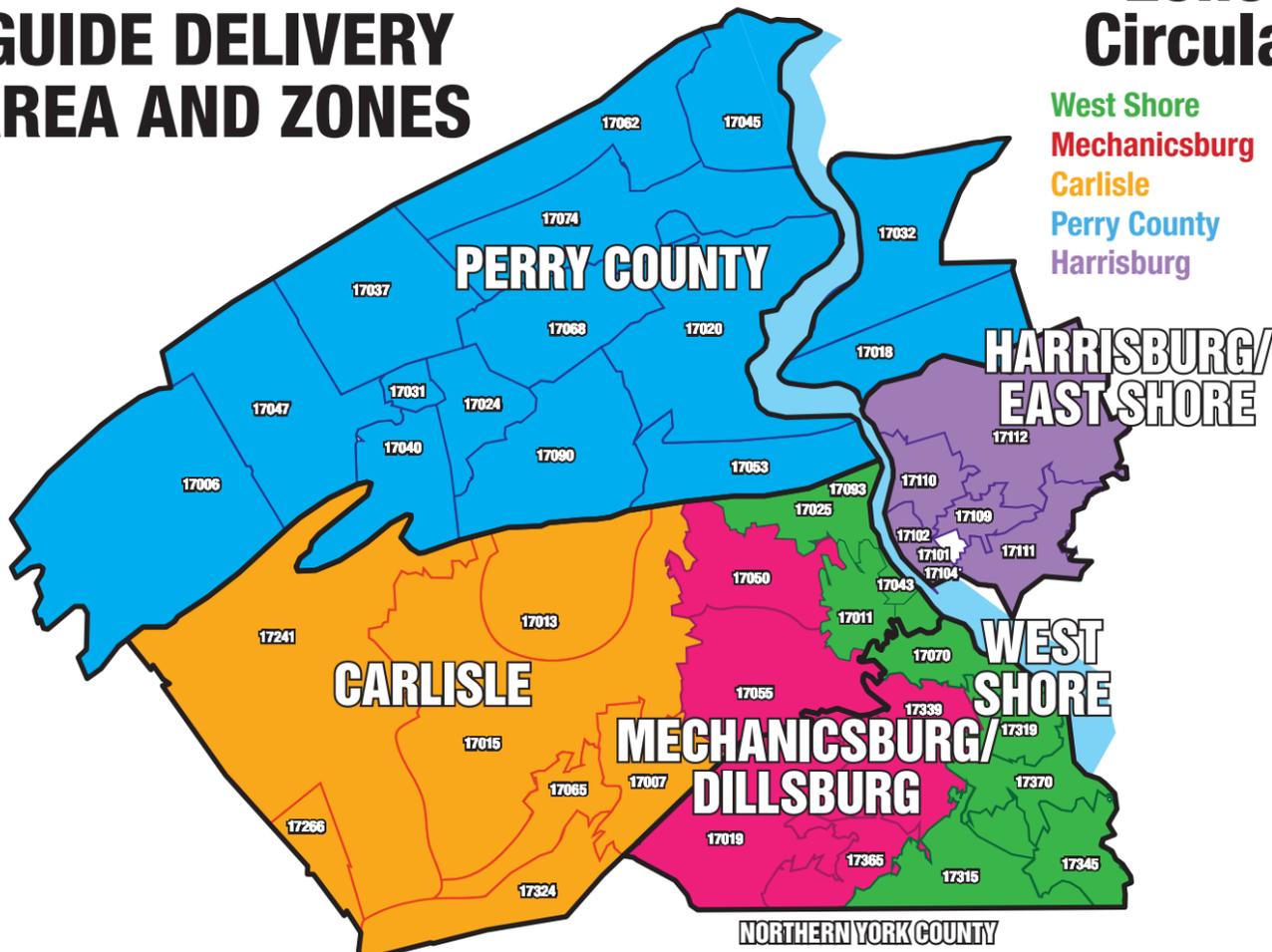
8.305" x 1.625"

### ZONES:

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

## THE SAVINGS GUIDE DELIVERY AREA AND ZONES

## Zones & Circulation



**144,636 Homes**

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

## Bottom Horizontal Ad

8.305" x 1.3"

### ZONES:

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

Your  
**WEST  
SHORE**  
Edition

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

**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

PSRT STD  
EGRWSS  
U.S. POSTAGE  
PAID  
HARRISBURG,  
PA  
PERMIT #446  
VOL. 5  
NO. 4

# 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"



### 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 .....	<b>\$960</b>
10.75" x 2.58" 1/3 PAGE.....	<b>\$680</b>
5.25" x 4" 1/4 PAGE.....	<b>\$480</b>
5.25" x 2.58" 1/6 PAGE.....	<b>\$340</b>
5.25" x 1.875" 1/8 PAGE.....	<b>\$240</b>

# 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](mailto:ads@reacheverymailbox.com)
- Dropbox – Larger files may also be sent via Dropbox, to: [ads@reacheverymailbox.com](mailto:ads@reacheverymailbox.com)
- wetransfer.com – Email large files to: [ads@reacheverymailbox.com](mailto: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](mailto:ads@reacheverymailbox.com) or 717-691-1044 x0501