

THE SNYDER COUNTY TIMES & UNION COUNTY TIMES!

THE AREA'S LARGEST DIRECT MAIL WEEKLY PUBLICATION! VIEW OUR DIGITAL E-WEEKLY NEWS EDITIONS ON OUR WEBSITES: [THESNYDERCOUNTYTIMES.COM](http://thesnydercountytimes.com) OR [THEUNIONCOUNTYTIMES.COM](http://theunioncountytimes.com)

DISPLAY ADVERTISING RATES!

FRONT PAGE BACK PAGE

\$12.50

Per Column Inch

INSIDE

\$9.50

Per Column Inch

\$10.50

Per Column Inch

If you advertise in one paper you can pick up the second paper for **\$6.60 per column inch inside!**

Front Page and Back Page rates are not discounted.

Display Ads: Color Rates (Your Choice)

- 1-2 Colors \$25.00
- Process Color \$50.00

LEGAL ADVERTISING

DISPLAY: \$9.50 PER COLUMN INCH

IN-LINE: \$1.80 PER LINE

PROOF OF PUBLICATION \$5.00

CLASSIFIEDS

DISPLAY: \$9 PER COLUMN INCH

IN-LINE: \$10 PER 25 WORDS OR LESS.

OVER 25 WORDS IS AN ADDITIONAL \$0.10 PER WORD

OBITUARIES

WITH PHOTO:

\$50 FOR UP TO 350 WORDS. OVER 350 WORDS IS AN ADDITIONAL \$0.10 PER WORD. SECOND PAPER: \$20. FOR OVER 350 WORDS IS AN ADDITIONAL \$0.10 PER WORD.

WITHOUT PHOTO:

\$40 FOR UP TO 350 WORDS. OVER 350 WORDS IS AN ADDITIONAL CHARGE OF \$0.10 PER WORD. SECOND PAPER: \$15 FOR OVER 350 WORDS IS AN ADDITIONAL \$0.10 PER WORD.

Requirements

NEWSPAPER

Columns	Inches Wide
1	1.74"
2	3.64"
3	5.54"
4	7.44"
5	9.35"
6	11.25"

CLASSIFIED

Columns	Inches Wide
1	1.26"
2	2.69"
3	4.11"
4	7.44"
5	6.97"
6	8.40"
7	9.82"
8	11.25"

The Snyder County Times and Union County Times reach over 26,000 households with our print Editions! Plus Weekly E-News!

DEADLINE FOR DISPLAY ADS 4 P.M. TUESDAYS!

Inserts

Total Coverage: \$70 per 1,000

Zoning: \$75 per 1,000

Drop Ship to:

Bayard Printing Group

1 Maynard St,

Williamsport, PA 17701

Phone: (570) 326-7634

COUNTY DISTRIBUTION

SNYDER: 16, 411

UNION: 10,494

TOTAL BOTH COUNTIES: 26,905

DEADLINES:

DISPLAY ADVERTISING: AD SUBMISSION DEADLINE: 4 P.M. TUESDAY.

APPROVAL/FINALIZED AD DEADLINE 9 A.M. WEDNESDAY

LEGALS AND CLASSIFIEDS DEADLINE TUESDAY AT NOON. ARTICLES & OBITUARIES DEADLINE TUESDAY 4 P.M. COMMUNITY NEWS DEADLINE MONDAY AT NOON

▪ To qualify for the discount rate, advertiser must place the same ad in each publication.

* Requested placement .50 cents a column inch extra.

* Tearsheets are .25¢ each.

STANDARD SIZE NEWSPAPER

11.25" X 20.75"