

THE SNYDER COUNTY TIMES & UNION COUNTY TIMES!

CORPORATE RATE CARD

THE AREA'S LARGEST DIRECT MAIL WEEKLY PUBLICATION!
VIEW OUR DIGITAL E-WEEKLY NEWS EDITIONS ON OUR WEBSITES:
THE SNYDERCOUNTYTIMES.COM OR THE UNIONCOUNTYTIMES.COM

PRICES INCLUDE OUR WEEKLY E-NEWS!

DISPLAY ADVERTISING RATES!

FRONT PAGE

\$15.50

Per Column Inch w/color

BACK PAGE

\$12.50

Per Column Inch

INSIDE

\$11.50

Per Column Inch

DEADLINE FOR DISPLAY ADS
10 a.m. Wednesdays

LEGAL ADVERTISING

DISPLAY: \$10 PER COLUMN INCH

IN-LINE: \$2 PER LINE

PROOF OF PUBLICATION \$5.00

CLASSIFIEDS

DISPLAY: \$10 PER COLUMN INCH

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

OVER 25 WORDS IS AN ADDITIONAL \$0.20 PER WORD

OBITUARIES

WITH PHOTO:

\$60 FOR UP TO 350 WORDS. OVER 350 WORDS IS AN ADDITIONAL \$0.20 PER WORD. SECOND PAPER: \$30. FOR OVER 350 WORDS IS AN ADDITIONAL \$0.20 PER WORD.

WITHOUT PHOTO:

\$50 FOR UP TO 350 WORDS. OVER 350 WORDS IS AN ADDITIONAL CHARGE OF \$0.20 PER WORD. SECOND PAPER: \$30 FOR OVER 350 WORDS IS AN ADDITIONAL \$0.20 PER WORD.

Requirements

NEWSPAPER

Columns	Inches Wide
1	1.525"
2	3.17"
3	4.815"
4	6.46"
5	8.105"
6	9.75"

CLASSIFIED

Columns	Inches Wide
1	1.11"
2	2.34"
3	3.57"
4	4.815"
5	6.05"
6	7.28"
7	8.52"
8	9.75"

FULL PAGE SIZE 9.75" X 20.25"

If you advertise in one paper you can pick up the second paper for **\$9.00 per column inch Inside!****

Front Page and Back Page rates are not discounted.

Display Ads: Color Rates (Your Choice)

- 1-2 Colors \$10.00
 - Full Color \$25.00
- *per paper

Inserts

Total Coverage: \$70 per 1,000

Zoning: \$75 per 1,000

1 oz. or more: \$80 per 1,000

Biggest Insert Size 11" x 11"

Smallest Insert 6"x 5"

Drop Ship to:

Times Leader

90 E. Market Street

Wilkes-Barre, PA 18701

BUSINESS DIRECTORY

\$10.00 per column inch

second paper \$7.00 per

column inch

DEADLINES:

DISPLAY ADVERTISING:

AD SUBMISSION DEADLINE:

FOR APPROVAL/FINALIZED AD

DEADLINE 10 A.M. WEDNESDAY

LEGALS AND CLASSIFIEDS

DEADLINE TUESDAY AT 4 P.M.

ARTICLES & OBITUARIES DEADLINE

TUESDAY 4 P.M.

COMMUNITY NEWS/CALENDAR

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 \$1.00 each.

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

THE SNYDER & UNION COUNTY TIMES DISTRIBUTION

We've Gone Digital with the Weekly E-News Edition. Our Ad Prices Include This New Feature at No Additional Cost!

DATE: 7/1/24
SNYDER COUNTY

Beaver Springs 17812: 647

Boxes - 82
RR4 - 565

Beavertown 17813: 851

Boxes - 97
RR6 - 594
RR1 - 160

Freeburg 17827: 308

Boxes - 203
HCR72 - 105

Hummels Wharf 17831: 83

Boxes - 83

Kreamer 17833: 137

Boxes - 137

McClure 17841: 1,705

Boxes - 221
RR1 (Mifflin County) - 568
RR2 - 575
RR3 (Mifflin County) - 341

Middleburg 17842: 3,503

Boxes - 52
CR1 - 601
RR1 - 493
RR2 - 571
RR3 - 559
RR4 - 619
RR5 - 608

**Mt. Pleasant Mills 17853:
1,241**

Boxes - 30
RR1 - 447
RR2 - 570
RR3 - 138
HCR72 - 56

Paxtonville 17861: 60

Boxes - 60

Penns Creek 17862: 115

Boxes - 115

Port Trevorton 17864: 776

Boxes - 10
RR11 - 485
RR12 - 281

Richfield 17086: 899

Boxes - 118
RR3 (Juniata County) - 566
RR4 (Juniata County) - 122
HCR 63 (Juniata County) - 61
HCR 72 (Juniata County) - 32

Selinsgrove 17870: 5,314

CR1 - 538
CR2 - 532
CR3 - 309
CR4 - 345
RR1 - 591
RR2 - 355
RR3 - 480
RR4 - 457
RR5 - 537
RR6 - 503
RR7 - 642
HCR72 - 25

**Shamokin Dam 17876:
767**

Boxes - 77
RR2 - 107
RR10 (17876) - 583

Troxelville 17882: 18

Boxes - 18

TOTAL 16,424 PIECES

Inserts

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\$70 per 1,000

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1 oz. or more:

\$80 per 1,000

Biggest Insert Size

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Smallest Insert

6"x 5"

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Times Leader

90 E. Market Street

Wilkes-Barre, PA 18701

For Insert Details Call

570-837-6065

Ask to speak to Sue!

DATE: 1/1/24
UNION COUNTY

Hartleton 17829: 16

Boxes - 16

Laurelton 17835: 29

Boxes - 29

Lewisburg 17837: 4,149

RR1 - 578
RR2 - 529
RR3 - 546
RR4 - 526
RR5 - 687
RR6 - 557
RR7 - 472
RR8 - 254

Mifflinburg 17844: 4,054

CR1 - 519
CR2 - 344
CR3 - 202
RR1 - 546
RR2 - 565
RR3 - 583
RR4 - 622
RR5 - 673

Millmont 17845: 971

Boxes - 52
RR6 - 611
RR7 - 308

New Berlin 17855: 427

Boxes - 232
HCR30 - 195

Winfield 17889: 1,160

Boxes - 42
RR1 - 549
RR2 - 569

TOTAL 11,213 PIECES

Deadlines for Advertising

Ad submission is

Wednesdays at 10 a.m.