

# 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** or **theunioncountytimes.com**

The Snyder and Union County Times reach over 27,000 households with our print editions plus our weekly e-news!

## PRICES INCLUDE OUR WEEKLY E-NEWS Display Advertising Rates:

| FRONT PAGE                 | INSIDE          | BACK PAGE       |
|----------------------------|-----------------|-----------------|
| \$17.00                    | \$12.50         | \$13.50         |
| Per Column Inch With Color | Per Column Inch | Per Column Inch |

### DEADLINES FOR DISPLAY ADS:

**10 AM WEDNESDAYS**

**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  
1oz. or more: \$80 per 1,000  
Biggest Insert Size 11"x11"  
Smallest Insert Size 6"x5"

### Legal Advertising:

Display: \$11 per Column Inch  
In-Line: \$2.20 Per Line  
Proof of Publication: \$5

### Classifieds:

Display: \$10.50 Per Column Inch  
In-Line: \$10 Per 25 Words or Less  
*Over 25 Words is an Additional \$.25 per Word*

### Obituaries:

#### Without Photo:

\$50 for up to 350 words. Over 350 words is an additional \$.20 per word. Second paper is an additional \$40 and *any word over 350 is \$.20 each.*

#### With Photo:

\$60 for up to 350 words. Over 350 words is an additional \$.25 per word. Second paper is an additional \$45 and *any word over 350 is \$.25 each.*

### Business Directory:

\$9 per Column Inch. Second Paper is \$6 per Column Inch.

### Newspaper:

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

**Full Page Size:**  
9.75"x20.25"

### 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"       |

### Deadlines:

**Display Advertising, Ad  
Submission Deadline  
for Approval/Finalized  
Ad: Wednesday at 10 AM**  
**Legals and Classifieds:**  
*Tuesday at 4 PM*  
**Community Calender/  
News:**  
*Monday at 12 PM*

\*To qualify for discount rate, advertiser must place the same ad in each publication  
\*Requested placement \$.50 a column in. extra  
\*Tearsheets are \$1 each

**Drop Ship to:** Times Leader 90 E. Market Street, Wilkes-Barre, PA 18701

# The Snyder County & Union County Times Distribution

We've gone digital with weekly e-news editions. Our ad prices include this new feature at no additional cost!

## **Beaver Springs 17812: 647**

Boxes- 82  
RR4- 475  
RR5- 90

## **Beavertown17813: 955**

Boxes- 97  
RR6- 565  
RR8- 293

## **Freeburg 17827: 296**

Boxes- 191  
HCR72- 105

## **Hummels Warf 17831: 83**

Boxes- 83

## **Kreamer 17833: 137**

Boxes-137

## **McClure 17841: 1,705**

Boxes- 221  
RR1 (Mifflin County)- 568  
RR2- 500  
RR3 (Mifflin County)- 416

## **Middleburg 17842: 3,461**

Boxes- 52  
CR1- 601  
RR1- 615  
RR2- 530  
RR3- 535  
RR4- 598  
RR5- 580

## **Mount Pleasant Mills 17853: 1,241**

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

## **Paxtonville 17861: 58**

Boxes- 58

## **Penns Creek 17862: 95**

Boxes- 95

## **Port Trevorton 17864: 776**

Boxes- 10  
RR11- 485  
RR12- 281

## **Richfield 17086: 899**

Boxes- 118  
RR3 (Juniata County)- 506  
RR4 (Juniata County)- 172  
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: 20**

Boxes- 20

**TOTAL: 16,504 PIECES**

### **Inserts**

#### **Total Coverage:**

\$70 per 1,000

#### **Zoning:**

\$75 per 1,000

#### **1 oz. or more:**

\$80 1,000

#### **Biggest Insert Size:**

11"x11"

#### **Smallest Insert:**

6"x5"

#### **Drop Ship to:**

Times Leader  
90 E. Market Street  
Wilkes-Barre, PA, 18701

#### **For Insert Details Call**

**(570) 837-6065**

**Ask to speak to Sue!**

## **Hareilton 17829: 30**

Boxes- 30

## **Laurelton 17835: 29**

Boxes- 29

## **Lewisburg 17837: 4,040**

RR1- 524  
RR2- 539  
RR3- 558  
RR4- 485  
RR5- 661  
RR6- 527  
RR7- 462  
RR8- 284

## **Mifflinburg 17844: 4,054**

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

## **Millmont 17845: 1,151**

Boxes- 232  
RR6- 561  
RR7- 358

## **New Berlin: 419**

Boxes- 232  
HCR20- 187

## **Winfield 17889: 1,160**

Boxes- 42  
RR1- 549  
RR2- 569

**TOTAL: 10,883 PIECES**

Deadlines for Advertising Ad  
Submission is Wednesday at  
10 AM

**Find E-Weekly News on  
Our Websites:**

**thesnydercountytimes.com**

and

**theunioncountytimes.com**