



# MEDIA KIT

# Plain Communities

# BUSINESS EXCHANGE

PLAIN NETWORKING MADE SIMPLE



## ABOUT US



Plain Communities Business Exchange offers a monthly business Magazine sent to 15,000 addresses each month. Most of the people who receive this publication do not have access to the internet and rely primarily on mail publications to purchase products for their business and family needs.

This 130 plus page publication comes out at the end of each month and is a great place to advertise wood and metalworking equipment, hardware, cordless tools, auctions, pneumatics and hydraulics, shows, real estate and other items that you would want to promote to the plain folks.

Our Goal is to provide as much exposure as we can in a professional and ethical business publication, so that you can have the results you hoped for in promoting your products and services with us.

PLAIN COMMUNITIES BUSINESS EXCHANGE – P.O. BOX 520 • MILLERSBURG, PA 17061  
 ADVERTISING SALES REPRESENTATIVES • JOHN LAPP – 717.362.1118 EXT. 101 • ELAM STOLTZFUS – 717.362.1118 EXT. 102  
 FAX: 717.427.1600 • E-MAIL: ADVERTISE@PLAINCOMMUNITIES.COM



# GREETINGS Plain Communities BUSINESS *EXCHANGE*

PLAIN NETWORKING MADE SIMPLE

Greetings;

You will find a few pages showing our ad rates, ad sizes and some other information about our publication. We hope that after viewing our MEDIA KIT, you will let us help you increase exposure for your products and services, by choosing to advertise in the Plain Communities Business Exchange.

We are committed to serving the plain communities across the United States.

Please feel free to contact us with any questions you may have. We would be pleased to be able to serve you.



**Advertising Sales Representatives**

John Lapp – phone: 717-362-1118 ext. 101

Elam Stoltzfus – phone: 717-362-1118 ext. 102

email: [advertise@plaincommunities.com](mailto:advertise@plaincommunities.com)

fax: 717-427-1600

## Options

You can choose a variety of ad sizes ranging from full page to 1/16 page either in color or black & white. Discounts are offered to multiple display ads run, starting at 3 months. *(Example: If you want to have a full page in one month and 1/2 page the next month, your discount would stay the same and there is no penalty for ad changes)*

## Page By Page

Each month we have a Featured Company, (one feature per company per year) this includes the front cover and the inside center page (1 page).

On Page 4 is a listing of auctions, events for the future months, so if you have an event in the future and place an ad with us, your listing will be where everyone can see it.

Throughout the publication items and services are placed in categories, *Example: Alternative Energy – Diesels, Pneumatics & Hydraulics - Woodworking & Metalworking Machinery – Auctions Shows Real Estate, and many more.*

Our readers enjoy the variety of articles about new business developments and also stories about yesteryears events. Business related problems and much more. Who would not like to read about people with like-minded goals and similar experiences that each of us face each day?

# DISPLAY AD RATE AND SUBMISSION INFORMATION

REGULAR PLACEMENT			BLACK & WHITE COST	COLOR COST
AD SIZE	WIDTH	HEIGHT		
1/16 page	2-3/8"	3"	\$68.00	\$82.00
1/8 page	4-3/4"	3"	\$122.00	\$160.00
3/16 page	4-3/4"	4-1/2"	\$185.00	\$235.00
1/4 page	4-3/4" (H 9.75")	6" (H 3")	\$242.00	\$310.00
3/8 page	4-3/4" (H 9.75")	9" (H 4.5")	\$360.00	\$460.00
1/2 page	9-3/4" (H 4.75")	6" (H 12.25")	\$475.00	\$610.00
5/8 page	9-3/4"	7-1/2"	\$605.00	\$745.00
3/4 page	9-3/4"	9"	\$710.00	\$905.00
Full page	9-3/4"	12"	\$925.00	\$1,175.00

CUSTOM AD PLACEMENT	COLOR COST
BACK COVER Full Page	\$1,350.00
INSIDE COVERS	\$1,300.00
<b>FEATURE OF THE MONTH: Front Cover and the center page (1 page) all for one price. \$1,500.00</b> Call for availability and pricing.	
<b>SUBMISSIONS</b> <i>Need your ad designed? Our display advertising department can design one for you. We can receive ads by: mail, e-mail, or CD. We support the following file formats only: PDF (print ready), JPEG, TIFF, or hardcopy. All image files must be 300 dpi and either CMYK or Grayscale (no RGB images). Ads must be accompanied by a printout of the ad via mail or fax. If printout of the ad is not supplied we cannot be held responsible for errors. If you have any questions, please give us a call at 717.362.1118 • Fax: 717.427.1600 • E-mail: advertise@plaincommunities.com • P.O. Box 520, Millersburg, PA 17061</i>	

CLASSIFIED AD COST
<b>CLASSIFIED WORD ADS</b> 1 column width only \$20.00 for the first 24 words - \$.50 / additional word
<b>BOXED CLASSIFIED DISPLAY ADS</b> \$25.00 per column inch with a border 1 column x 1 inch increments 3 inch maximum height Include phone number <i>All classified ads must be prepaid.</i>
<b>MACHINERY TRADER ADS</b> \$12.00 per line.

**DISCOUNTS** are available for advertisers who contract for multiple issues, multiple ads, and prepaid contracts. Please contact Plain Communities Business Exchange for information.

# DEADLINES, CONTRACT AND COPY REGULATIONS

ISSUE	AD DUE DATE	MAIL DATE
<b>JANUARY</b>	DECEMBER 5, 2016	LAST WEEK OF DECEMBER
<b>FEBRUARY</b>	JANUARY 2, 2017	LAST WEEK OF JANUARY
<b>MARCH</b>	FEBRUARY 6, 2017	LAST WEEK OF FEBRUARY
<b>APRIL</b>	MARCH 6, 2017	LAST WEEK OF MARCH
<b>MAY</b>	APRIL 3, 2017	LAST WEEK OF APRIL
<b>JUNE</b>	MAY 1, 2017	LAST WEEK OF MAY
<b>JULY</b>	JUNE 5, 2017	LAST WEEK OF JUNE
<b>AUGUST</b>	JULY 3, 2017	LAST WEEK OF JULY
<b>SEPTEMBER</b>	AUGUST 7, 2017	LAST WEEK OF AUGUST
<b>OCTOBER</b>	SEPTEMBER 4, 2017	LAST WEEK OF SEPTEMBER
<b>NOVEMBER</b>	OCTOBER 2, 2017	LAST WEEK OF OCTOBER
<b>DECEMBER</b>	NOVEMBER 6, 2017	LAST WEEK OF NOVEMBER

## CONTRACT and COPY REGULATIONS

- The forwarding of an order confirms an acceptance of the rates and conditions in effect at the time that the ad is sold.
- The publisher reserves the right to hold an ad for the next issue if the ad and appropriate payment is not received before the advertising deadline.
- Any advertisement fee more than 30 days late could result in the ad being pulled. A \$15.00 late fee will be assessed each month for overdue balances.
- The publisher reserves the right to make adjustments to any ad to make it appropriate to the purpose and style of the publication.
- The publisher reserves the right to refuse or cancel any advertisement at any time.
- The publisher assumes no financial liability for ads that do not run or for ads that contain errors. But the publisher reserves the right to correct and rerun any ad that may have run with typographical errors or omissions due to the publisher's error. Publisher discourages our advertisers from using pictures of people in their advertisements, and will not accept any ads where individual's dress code does not meet our approval.
- All advertisements must include borders.
- Ad rates may change with out prior notification.