



2x2 PROGRAM

MANSI Media Makes it Easy to Reach Pennsylvanians

Savvy marketers know that in order to be successful, you have to reach as many people as you can, as frequently as possible. However, having a limited ad budget can make that difficult to do. Fortunately, MANSI Media offers a solution that can effectively and affordably deliver your advertising message to as many as **2.5 million** Pennsylvanians each week.

MANSI Media's display advertising program allows you to place your 2 column x 2" ad (business card size), in as many as 140 participating newspapers across Pennsylvania. And best of all, it's easy to do!

Just follow these simple steps:

1. Select the region(s) of Pennsylvania where you would like to advertise – Northeastern, Southeastern, Central, or Western zones, or the entire state.
2. Decide on the message you would like to convey in your ad.
3. Write the ad copy.
4. Add a photo or graphic image to draw more attention to your ad.
5. Include your business contact information – address, phone number, website address.
6. Send your ad, along with payment, to our office on the Monday before the week of publication.

Ad Size:

2 col. x 2" size is 3.75" wide by 2" deep or 3.22" wide by 2" deep, depending on the newspaper width.

Newspapers may need to alter the borders to fit their column measurement or float the ad in the space.

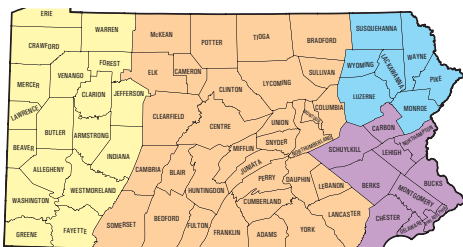
2 col. x 4" available upon request.



MANSI Media Makes it Affordable to Reach Pennsylvanians

Advertisers can get a lot of exposure for little cost. Reach more than **2.5 million** Pennsylvanians* for only \$1,600 per week – a \$250 savings, as compared to purchasing the full state by individual zones.

Rate Information



2x2 ad	1 week	4 weeks	12 weeks	24 weeks
Statewide	\$1,600	\$1,360	\$1,280	\$1,120
West Zone	\$600	\$510	\$480	\$420
Central Zone	\$400	\$340	\$320	\$280
Northeast Zone	\$270	\$230	\$216	\$189
Southeast Zone	\$580	\$495	\$460	\$406

2x4 ad	1 week	4 weeks	12 weeks	24 weeks
Statewide	\$3,200	\$2,720	\$2,560	\$2,240
West Zone	\$1,200	\$1,020	\$960	\$840
Central Zone	\$800	\$680	\$640	\$560
Northeast Zone	\$540	\$460	\$432	\$378
Southeast Zone	\$1,160	\$990	\$920	\$812

*Calculated at 2.0 readers per copy.

Participating Newspapers

WESTERN ZONE

Aspinwall, The Herald	Grove City Allied News	Murrysville Star	Portage, The Dispatch
Blairsville Dispatch	Kittanning Leader Times (D)	NantyGlo, The Journal	Scottdale, The Independent Observer
Brookville, Jeffersonian Democrat	Latrobe Bulletin (D)	New Bethlehem, The Leader Vindicator	Sewickley Herald
Connellsville, Daily Courier (D)	Ligonier Echo	New Castle News (D)	Sharon, The Herald (D)
Corry, The Corry Journal (D)	Meadville Tribune (D)	Northern Cambria Star Courier	South Hills Record
Cresson, The Mainliner	McMurray Almanac	Norwin Star	Tarentum, Tribune Review Valley News
Ebensberg The Mountaineer Herald	Monroeville Times Express	Penn-Trafford Star	Dispatch (D)
Greensburg Tribune-Review (D)	Mount Pleasant Journal	Pine Creek Journal	Titusville Herald (D)
Greenville, The Record-Argus (D)	Murrysville, Penn-Franklin News	Plum Advance Leader	Washington Observer Reporter (D)

CENTRAL ZONE

Altoona Mirror (D)	Dushore, The Sullivan Review	Milton Standard Journal (D)	St. Marys, The Daily Press (D)
Bedford Gazette (D)	Greencastle, The Echo-Pilot	New Bloomfield, Perry County-Times	State College, Centre County Gazette
Bloomsburg, Press Enterprise (D)	Harrisburg Central Voice	Newport, The News Sun	Sunbury, The Daily Item (D)
Bradford Era (D)	Huntingdon, The Daily News (D)	Potter Leader Enterprise	Towanda Daily Review (D)
Canton Independent Sentinel/Troy Gazette Register	Juniata Sentinel	Reedsville County Observer	Tyrone, The Daily Herald (D)
Carlisle Sentinel (D)	Kane Republican (D)	Renovo, The Record	Upper Dauphin Sentinel
Clearfield, The Progress (D)	Lock Haven, The Express (D)	Ridgway Record (D)	Waynesboro Record Herald (D)
Dillsburg Banner	Middletown, Press And Journal	Sayre, The Morning Times (D)	Wellsboro Gazette
DuBois Courier Express (D)	Martinsburg, Morrisons Cove Herald	Shamokin, The News Item (D)	Westfield, Free Press-Courier
Duncannon Record	Mercersburg Journal	Somerset Daily American (D)	Williamsport Sun Gazette (D)
	Meyersdale, The New Republic		

SOUTHEASTERN ZONE

Ambler Gazette	Holmes, Town Talk	Philadelphia, Juniata News	Salisbury Press
Ardmore, Main Line Times	Huntingdon Valley, The Globe	Philadelphia Public Record	Souderton Independent
Avon Grove Sun	Jenkintown Times Chronicle	Philadelphia Roxborough Review	Southern Berks News
Bethlehem Press	Jennett Paper	Philadelphia, Scoop USA	Springfield Press
Boyetown Area Times	King of Prussia Courier	Philadelphia Sunday Sun	Springfield Sun
Bucks County Courier Times (D)	Kutztown Area Patriot	Phoenixville Reporter & Item	Whitehall Coplay Press
Bucks County Herald	Lansdale Reporter (D)	Plymouth Meeting Colonial	Willow Grove Guide
Catasauqua Press	Lehigh, The Times News (D)	Pottsville, The Republican Herald (D)	
Chester County Press	MainLine Suburban Life		
Community Connections	Newtown Square, County Press		
Doylestown, Intelligencer (D)	Newtown Advance of Bucks Co.		
East Penn Press	Norristown, The Times Herald (D)		
Garnet Valley Press	North Penn Life		
Glenolden, Delaware County Spirit	Northampton Press		
Glenside News	Northwestern Press		
Hamburg Area Item	Parkland Press		
Hatboro, Public Spirit	Perkasie News-Herald		
Hellertown Valley Voice	Philadelphia Gay News		

NORTHEASTERN ZONE

Blakeslee, Journal of the Pocono Plateau	Stroudsburg Pocono Record (D)
Forest City News	Tri-County Independent (D)
Hazleton Standard-Speaker (D)	White Haven, The Journal Herald
Mountaintop Eagle	Wilkes-Barre, The Citizens' Voice (D)
Northeast PA Business Journal	Wilkes-Barre, Times Leader (D)
Scranton, The Times-Tribune (D)	Wyoming County Press Examiner

AD DESIGN: Camera-ready copy is preferred. Email PDF with all fonts attached to Zeddie Neidig at zeddien@pa-news.org

TEARSHEETS: Upon request the advertiser may receive a tearsheet along with an affidavit of copy submission to the newspapers.

DEADLINE: Ad copy and prepayment must be received by Monday at 11 a.m. for placement the following week.

PAYMENT: All 2x2 Network advertisements must be prepaid. Visa/Mastercard or American Express are accepted. Checks should be made payable to MANSI Media.

QUESTIONS: Contact Zeddie Neidig at 717-703-3034 or zeddien@pa-news.org.