

ADVERTISING RATES 2017

Rate Card 106 Effective 12/31/16

Published: Weekly (Thursday in-home)

Deadline: Noon Monday,
Week of Publication

Format: SAU tabloid

(Earlier deadlines may apply for special sections.
Consult your sales representative.)

Non-Commissionable Display Retail Rates

| Column - Inches | Rate |
|------------------------|---------|
| 0 - 29 inches | \$17.00 |
| 30 - 99 inches | \$14.60 |
| 100 - 249 inches | \$13.00 |
| 250 - 499 inches | \$11.90 |
| 500 PLUS inches | \$10.00 |

Frequency Discounts Per Column-Inch

| | | |
|----------------|-----------------|--------|
| 48 Weeks | 1/4 Page | \$9.30 |
| 48 Weeks | 1/2 Page | \$8.70 |
| 48 Weeks | Full Page | \$7.50 |

Professional Services Directory

\$210 (pre-paid) six-month contract. \$35 billed monthly thereafter.

Classified Advertising

\$17.00 per inch; \$16.00 per inch after 4th consecutive run with no changes. Approx. 32 words. Agency ads begin at \$24.00. *Classified display, borders and logos are available. Call for pricing.* CALL 215-248-8818, fax 215-248-8814 or e-mail classifieds@chestnuthilllocal.com

Inserts

Standard \$75/1,000. Other sizes based on weight and space. Sample must be provided for pricing. Split run charge \$50.

Non-Profits

Flat Rate
\$12.00

Antique Column

Open Rate
\$12.00
13 Weeks
\$10.50

Color

**FULL COLOR
NOW AVAILABLE
ON EVERY PAGE**



\$10 per inch up to
\$155 maximum

Please include the CMYK breakdown for the color you will be using in your ad when submitting it to the Chestnut Hill Local.

Display Advertising

SONIA LEOUNES

215-248-8133

sonia@chestnuthilllocal.com

MAUREEN GALLO

215-248-8816

maureen@chestnuthilllocal.com

The Chestnut Hill Local does not offer commissionable rates.

Requests for special position are 15% extra. Acceptance of advertisers and copy subject to approval by publisher.

Make your display advertising
pop all year long!

Chestnut Hill Local

Philadelphia's Award-Winning Community Newspaper

8434 Germantown Avenue

Philadelphia, PA 19118

Phone: 215-248-8800

Fax: 215-248-8814

www.chestnuthilllocal.com

DISPLAY ADVERTISING RATE CARD 2017

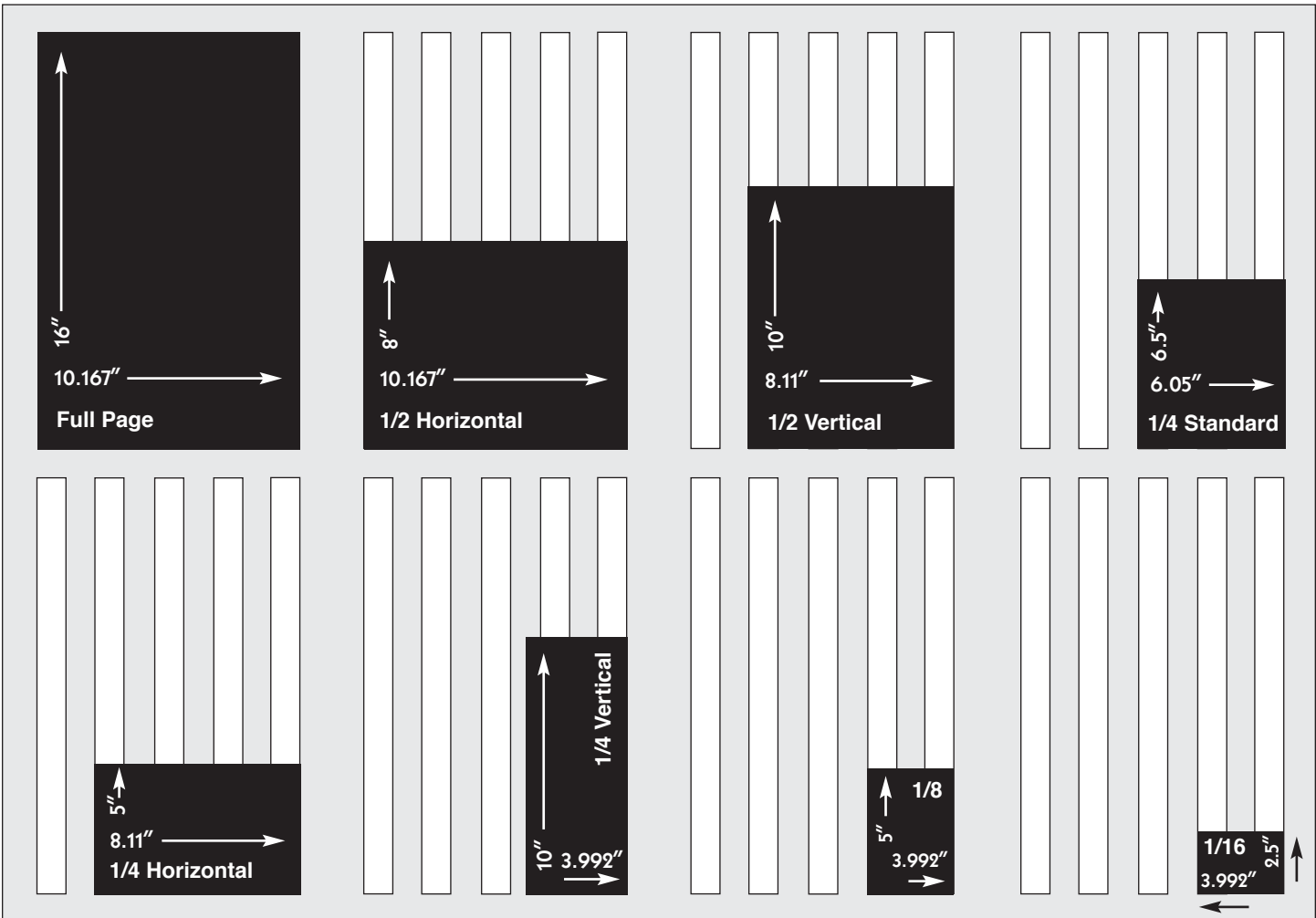
Chestnut Hill Local

ADVERTISE MORE SAVE MORE

| <u>AD DIMENSIONS</u> | | |
|----------------------|--------------------|--------------------|
| PAGE | WIDTH (columns) | HEIGHT (inches) |
| Full Pg | 5 | 16" |
| 1/2 Vertical | 4 | 10" |
| 1/2 Horizontal | 5 | 8" |
| 1/4 Standard | 3 | 6.5" |
| 1/4 Vertical | 2 | 10" |
| 1/4 Horizontal | 4 | 5" |
| 1/8 | 2 | 5" |
| 1/16 | 2 | 2.5" |

| | 1X | 3X | 13X | 26X | 52X |
|-------------|---------|---------|-------|-------|---------|
| Full | \$1,168 | \$1,040 | \$800 | \$700 | \$600 |
| 1/2 | \$584 | \$540 | \$400 | \$372 | \$348 |
| 1/4 | \$340 | \$292 | \$238 | \$200 | \$186 |
| 1/8 | \$170 | \$146 | \$130 | \$119 | \$100 |
| 1/16 | \$85 | \$85 | \$73 | \$65 | \$59.50 |

**Costs are for black and white*



8434 GERMANTOWN AVENUE • PHILADELPHIA PA, 19118
SONIA LEOUNES 215-248-8133 • SONIA@CHESTNUTHILLLOCAL.COM
MAUREEN GALLO 215-248-8816 • MAUREEN@CHESTNUTHILLLOCAL.COM

Chestnut Hill Local

READER DEMOGRAPHICS SUMMARY

The Chestnut Hill Local's audience centers around Chestnut Hill (19118) a former suburb and now in the northwest corner of Philadelphia, along with adjacent Mount Airy (19119) and the adjacent suburban areas in Springfield and Whitmarsh Township in Montgomery County.

Chestnut Hill 19118 composes 44% of Local audience families. Chestnut Hill (19118) is Philadelphia's second-most affluent zip code and is known for Chestnut Hill College, Chestnut Hill Hospital, the Morris Arboretum and the adjacent Wissahickon Park, part of Philadelphia's Fairmount Park. Chestnut Hill homes have an average value of \$452,000 and household income averages \$164,000.

Mt. Airy (19119) composes about 11% of Local audience families. It is the seventh most affluent zip code in Philadelphia, known for eclectic, proudly diverse and well-educated residents. The average home value is \$234,000 and household income averages \$70,000.

Suburban Montgomery County is the state's second most affluent county and features residential communities whose residents may live, work, shop or enjoy themselves in the nearby Chestnut Hill area.

The towns of Wyndmoor, Oreland and Erdenheim in 19038 comprise about 10% of Local families. Average home value here is \$278,000 and average household income is \$71,000.

The community of Flourtown in 19031 comprises about 5% of Local audience families. Average home value is \$340,000 and average income is \$86,000.

Advertising in the Chestnut Hill Local doesn't cost...it pays!

PRODUCTION SPECIFICATIONS

QUESTIONS? HELP!?

Production Department **215.754.9597**

DEADLINE FOR SUBMITTING ADS: MONDAYS, NOON, week of publication

AD SUBMISSION GUIDELINES

- Is your ad the **CORRECT SIZE?** (*see reverse side*)
- When creating your ad we require that you send us **HIGH QUALITY PRINT documents 300 DPI or higher (photos, logos, images)** and save them as **PDF – JPEG – EPS – TIFF** formats.
- All copy that is black must be **100% BLACK**.
No Process Black. (*Which is a black that is made-up of 4 colors - CMYK.*)
- When sending **copy** or **WORD** files (.doc), please understand that fonts are not embedded. We may substitute upon creating. (**We can not open .docx or .mht files.**)
(*Images used in Word may be submitted.*)
- If you would like to submit Quark files, please stuff all files over 10MBs.
➤ **INCLUDE USED FONTS & IMAGES** in all compressed files.
- Create outlines, flatten file, or embedded all copy in files.
- When submitting **PDF** files, please make sure that fonts are **EMBEDDED** and that the **RESOLUTION is 300 dpi or higher**.
(*Lower resolution files will result in blurry/fuzzy reproduction in print.*)
* Make sure the settings for pdf creation are set at the **highest print quality**.

- Label your files according to the business name and publication date
➤ EX: **Hill Company.022108.pdf**

PLEASE DO NOT SUBMIT IMAGES FROM the Internet; they are poor quality (72 dpi). We are talented, but not responsible for making improvements on images. Numerous and/or extensive changes to advertisements may result in additional charges. **WE DO NOT EXCEPT PUBLISHER OR INDESIGN FILES.**

➤ *Continued on reverse side* ➤

Specifications for Best Quality Reproduction of **Color Ads**

In addition to our Ad Guidelines ...

- Color Photos must be **no smaller than 2 inches** in width and height.
- Color copy must be **no smaller than 12 point**.
- Color copy must be **no smaller than 12 point** and **BOLD** if used in a reversed style.
- Color copy reproduces best when made-up of only 2 colors.
- All black copy within your color ad must be **100% BLACK**

Chestnut Hill Local Column Widths

| | | |
|----------|---------------|--------------|
| 1 column | 1.933 inches | (11.6 picas) |
| 2 column | 3.992 inches | (24 picas) |
| 3 column | 6.05 inches | (36.3 picas) |
| 4 column | 8.11 inches | (48.7 picas) |
| 5 column | 10.167 inches | (61 picas) |

Checklist:

- ✓ **Label the file: (your company.date.file type)**
(ex: basementplus.092905.pdf)
- ✓ **Measure your ad**
- ✓ **Create Outlines, Flatten File or Embed Fonts**
- ✓ **Orig. images included - 300DPI or higher**
- ✓ **File resolution - 300DPI or higher**
- ✓ **Check pdf settings for HIGHEST PRINT QUALITY**

KEY FACTS

about the

Chestnut Hill Local

Frequency & Format

Published weekly (Thursday). SAU tabloid format.

Circulation

About 8,000, all paid. Half subscribe at \$30 per year. The other half pay 75 cents to buy it at newsstands.

Distribution

By second class mail to subscribers at home. Retail sales at honor boxes and area newsstands, convenience stores, drugstores, markets, etc.

Area Served

Circulation is concentrated primarily in Zip Codes 19118, 19119, 19038, 19075, 19031, 19034, 19444 and 19462, an area that includes the communities of Chestnut Hill, Wyndmoor, Erdenheim, Flourtown, Plymouth Meeting, Fort Washington and Lafayette Hill.

Demographics

Affluent, well-educated, and primarily (but not exclusively) adults over 25.

Readership

Exceptionally high. 80% of respondents to a mail survey said they regularly read the *Local* from cover to cover. 86% said they frequently read display ads, and 69% reported purchasing advertised goods or services within the preceding six months. Readers report average annual household income of \$88,000. 40% of readers report household incomes over \$100,000.

Editorial

Fiercely independent. The *Local* is written and edited by three, full-time, paid professional journalists, supplement by stringers and freelance writers. The paper has won numerous awards for editorial excellence.

Advertisers

Virtually all consumer goods and services are advertised in the *Local*. Advertisers range from small local retailers to regional banking giants. Most advertise regularly; many advertise every week.

Publisher

The *Local* is owned and published by the Chestnut Hill Community Association. Clear, unambiguous, written policy protects the independence of the editorial staff.

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