

# 2015 PUBLICATION SCHEDULE AND AD DEADLINES

## FEBRUARY EDITION

Ad Deadline - January 22nd

Publishes - January 31st

## MARCH EDITION

Ad Deadline - February 19th

Publishes - February 28th

## APRIL EDITION

Ad Deadline - March 19th

Publishes - March 28th

## MAY EDITION

Ad Deadline - April 16th

Publishes - April 25th

## JUNE EDITION

Ad Deadline - May 21st

Publishes - May 30th

## JULY EDITION

Ad Deadline - June 18th

Publishes - June 27th

## AUGUST EDITION

Ad Deadline - July 16th

Publishes - July 25th

## SEPTEMBER EDITION

Ad Deadline - August 20th

Publishes - August 29th

## OCTOBER EDITION

Ad Deadline - September 17th

Publishes - September 26th

## NOVEMBER EDITION

Ad Deadline - October 22nd

Publishes - October 31st

## DECEMBER EDITION

Ad Deadline - November 19th

Publishes - November 28th

## JANUARY 2016 EDITION

Ad Deadline - December 17th

Publishes - December 26th

ACTIVE  AGING  
THE COUNTY

# ECHO

*Official Publication for the  
Crawford County Senior Centers*

*Published by The Area Shopper*



# Welcome to THE COUNTY ECHO

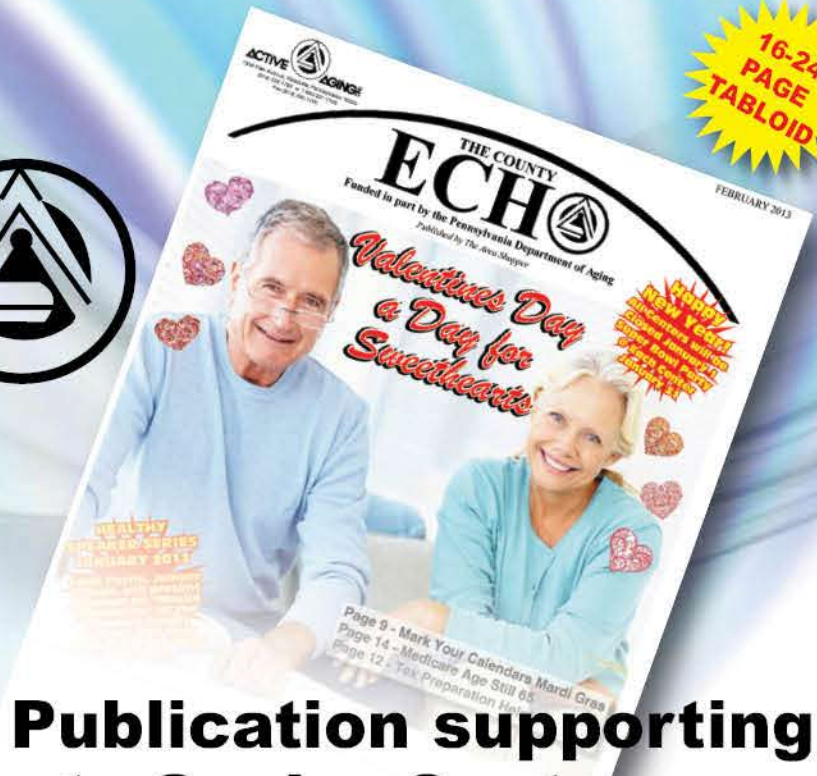
**MONTHLY PUBLICATION**

**Active Aging Official Publication supporting the Crawford County Senior Centers**

**SENIOR NEWS - PROGRAMS - TRAVEL - HEALTH AND MORE!**

The County ECHO will be home delivered inside The Area Shopper to over 21,000 homes in Crawford County, and over 2,000 additional copies will be delivered to ALL County Senior Centers in Meadville, Titusville, Linesville, Cambridge Springs, Canadohta Lake and Guys Mills

**PUBLISHES THE LAST SATURDAY OF EVERY MONTH**



**16-24 PAGE TABLOID**

## Ad Sizes and Prices EXAMPLES

**3col x 2" (4.4in. x 2") actual size**

*only \$72 b/w*

**COLOR POSITIONS MAY BE LIMITED**

**1/4 PAGE AD - \$270 B/W  
\$290 COLOR  
\$300 FULL COLOR**

**1/2 PAGE AD - \$540 B/W  
\$585 ONE COLOR  
\$600 FULL COLOR**

*only \$96 b/w*

**2col x 4" (3.22in. x 4") actual size**

**\$12.00 PCI PER COLUMN INCH, ADD \$1 FOR SPOT COLOR \$2 FOR FULL COLOR**

### PREMIUM POSITIONS/FULL PAGES

FRONT PAGE BANNER	FULL PAGE	BACK PAGE
10" x 3"	10" x 14"	10" x 14"
<b>\$500</b>	<b>\$800</b>	<b>\$1,000</b>
full color	b/w	full color
	<b>\$875</b>	
	spot color	
	<b>\$900</b>	
	full color	

**COLOR PLACEMENT FIRST COME FIRST SERVE BASIS  
SAVE 10-15% WITH 3 MONTH COMMITMENT OR MORE!**

### AD SPECIFICATIONS

- 1 COL = 1.4"
- 2 COL = 3.2"
- 3 COL = 4.4"
- 4 COL = 5.9"
- 5 COL = 7.5"
- 6 COL = 10"

**IF SENDING YOUR OWN FILES PLEASE SEND AS:  
PDF, JPG, TIF  
FORMAT FOR ALL ADS**