

## Loyal Advertisers Get Added Value!

- **SAVE 15% off the 1x rate** by running 6 ads in 12 months.
- **SAVE OVER 25% off the 1x rate** by running 12 ads in 12 months.
- Run 6 print ads and get a **FREE WEB AD** for a month (a \$250 value).
- Your ad, linked to your website, appears in our **DIGITAL ISSUE** for **FREE**.
- Frequent advertisers get an ad in our **EVENTS NEWSLETTER** for **FREE** (a \$250 value).
- Restaurants, Schools, Retirement Communities have Guides on our **WEBSITE HOME PAGE** all year.
- Home, Landscape, Wedding, School, Senior, Camp advertisers get **CONSTANT CONTACT BLASTS**.

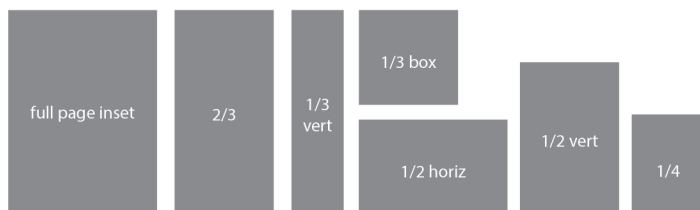


### ONLINE PRESENCE & AUDIENCE EXTENSION PACKAGES

Web Ads (w x h in pixels; \$250/mo)	Newsletter Ads (\$250/blast)
Box 263 x 210	Horizontal 250 x 200
Banner 360 x 108	Vertical 200 x 275
Skyscraper 120 x 600	

### Print Ad Dimensions (w x h)

	Inches	Picas
Trim Size	8.25 x 10.5	49p6 x 63p
Full bleed	8.5 x 10.75	51p x 64p6
Full page (inset)	7 x 9.563	42p x 57p5
2/3	4.563 x 9.563	27p5 x 57p5
1/2 vertical (two column)	4.563 x 7.125	27p4.5 x 42p9
1/2 horizontal	7 x 4.69	42p x 28p2
1/3 box (two column)	4.563 x 4.69	27p5 x 28p2
1/3 vertical	2.19 x 9.563	13p2 x 57p5
1/4	3.375 x 4.69	20p3 x 28p2



If you pay by credit card, you'll be charged a 3% processing fee.

### "FROM OUR ADVERTISERS"

Walter J. Cook Jeweler has been advertising with County Lines for as long as I can remember. We have always counted on County Lines to place us in front of an audience we value."

Michael Cook, Owner, Walter J. Cook Jeweler

"Our realty group has a long history of success advertising with County Lines. We get our message to the right audience in a publication that's stylish and appealing. We value County Lines as a unique advertising outlet with a long shelf-life and that's as community minded as we are."

Holly Gross, Founder, Holly Gross Group

"We are longtime advertisers in County Lines because so many of their customers are longtime readers. Their audience is comprised of the people we need to reach."

Donna Ferruzzi, Marketing Director, SageLife

### Display Ad Requirements

#### IMAGE FILE FORMATS ACCEPTED (@ 300 dpi minimum)

- PDF, EPS, PNG, TIFF, JPG

#### WE DO NOT ACCEPT

- PDFs originated from Microsoft Word or Publisher.
- Images that are low resolution (200 dpi and lower).
- RGB, Pantone (PMS) or spot colors (metallic, fluorescent colors).
- Type bolded or italicized in application style mode.
- PageMaker, Excel, Lotus, PowerPoint or Publisher documents

#### PREPARING ADS, COLOR PROOFS

- Document size **MUST** be the specified ad size with **NO** additional border/white space/registration marks/crop marks.
- For **FULL BLEED** ads, crop or registration marks must be 1/8" (.125") **OUTSIDE** trim size.

\* Files that have to be extensively corrected or reformatted to fit our size may be subject to production charges.

WE CAN CREATE A CUSTOM AD FOR YOU.

ASK US ABOUT SPONSOR CONTENT, BUSINESS PROFILES, CHESTER COUNTY STORIES & NEWCOMERS GUIDE.