

Get it in Print
Township/Municipal
 or
Directories
 Read it on the Web

ADVERTISING INFORMATION & ORDER FORM FOR THE
2012 Township/Municipal Directories
The Standard Local Government Reference
Since 1992



Your Ad Seen 3 Ways

First in Print
Then on the Web
Now on Smart Phones

ADVERTISING RATES

Includes Printed **AND** Internet Placement
Standard Ads

Full Page (7 1/2" x 10")	\$762
1/2 Page (7 1/2" x 4 3/4")	\$484
1/3 Page (4 3/4" x 4 3/4")	\$363
1/4 Page (3 1/2" x 4 3/4")	\$269
1/6 Page (2 3/8" x 4 3/4")	\$224
1/8 Page (2 3/8" x 3 1/2")	\$175

Cover and Premium Positions
 Back Cover*\$995
 Inside Back/Front Cover* \$890
 Hot links by county.....\$50
 (\$100 for ads <1/4 page)

Directories for Today's Professionals

- Now Professionals carry their directory on their smart phone.
- **Your ad** appears with their information.
- Provides instant communication and GIS locations for users.
- Office managers have it on desktop.
- People still have their hard copy.



All ads are printed in the **Township/Municipal Directory**
 And appear in the **Free** on-line reference
www.township-directory.com

ADVERTISING ORDER

Copy deadlines
 February 1, 2012 Berks, Chester & Lancaster Counties

Company Name _____ Contact _____
 Address _____ Phone _____
 _____ Date _____
 _____ Email: _____

MULTI-DIRECTORY ADVERTISING DISCOUNT
 5% off additional ads of lessor or equal value

You pay the full price for the first or largest ad and pay 95% for the other ads. For example, 3 quarter page ads would be \$269 for the first ad and \$255.55 for each of the next two ads. A half page ad and 2 quarter page ads would be \$484 for the half page and \$255.55 for each of the quarter page ads.

Single or
 Largest ad in _____ County: Size ____ Cost \$ _____

Additional ads in

Berks County Size ____ Cost _____ x .95 = \$ _____
 Chester County Size ____ Cost _____ x .95 = \$ _____
 Lancaster County Size ____ Cost _____ x .95 = \$ _____

Sub total advertising cost \$ _____

Total Hotlink Cost: \$ _____

Total for directories: \$ _____

Total Cost: \$ _____

Authorized by _____
 Signed _____

Hotlinks to _____

for: Berks Chester Lancaster

Hotlinks for **ads less than 1/4 page** _____ x \$100 = \$ _____

Hotlinks for **ads 1/4 page or larger** _____ x \$50 = \$ _____

Total Hotlinks = \$ _____

Extra Copies

(This rate is for advertisers only, Non-advertiser rate is \$12.00 each)

____ Berks ____ Chester ____ Lancaster

____ Extra copies x \$9.50 = \$ _____

Complete the order form and send layout with payment in full to:

Co-Products Company

P.O. Box 823

Exton, PA 19341

(make checks payable to **Co-Products Company**)



Township/Municipal Directory

On the Web - When Hard Copy is not enough



Transition takes time

More and more people are using the Internet to get the information that they need. iPods and Blackberries have made the 'Net very portable. As a result, people look to the 'Net to get the most up to date information.

Although the printed version of the directories is as current as possible, people change and businesses move.

Take advantage of your web ad:

- Reach more clients and customers
- Get people to your site and generate inquiries
- Have a different ad for the web than in print
- Change your ad if you move or change your focus
- Show support for interest in government

Tracking show that ads seen several times a day.

Township-Directory.com is among the top, if not the top, reference on most search engines such as Google, Yahoo, Bing and ask for answers on local government.

The directories are on the web for easy access by local government officials and those that contract with local government. The web version can be updated throughout the year and will have hotlinks to municipal websites and officials emails.

Advertisers will have their ads placed in both the print and web version.

Important

Web ads are in **COLOR** and can be different than the printed B&W ad at no extra charge.

Page ad is generally 250 x 335 pixels and is enlarged to about 500 x 650 pixels

Advertisers can hotlink to their email or website from their ad and from the advertiser index for as little as \$50 per county.

Hotlink are \$100 for print ads less than 1/4 page

We can also provide a web page for advertisers at \$100 plus design cost.

www.Township-Directory.com

INSTRUCTIONS

Electronic: Email the ad as a TIF, PDF, Quark or Photoshop file to: **Publisher@Township-Directory.com**. The best formats are tif and pdf. (gif or jpg for web) We cannot open some files. When emailing files, send a hard copy with payment for verification purposes. Files can also be transmitted on a PC compatible CD or floppy The best formats are tif and pdf.(gif or jpg for web) **Word and Publisher files do not convert to a common format easily** and may have to be reconstructed. You may also visit **www.Township-Directory.com** for details.

Hard Copy: Attach layout or velox of your ad and enclose any logos or photos that you want used.

CAUTION: Any gray scales should be produced to size by a professional graphics house. Desktop graphics generated gray scales generally do not reproduce satisfactorily.

CAUTION: Do NOT fold mailed ads. The crease will appear on the printed version

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Hot links by county \$50 (\$100 for ads , 1/4 page)
There is no charge for normal typesetting, however you will be notified if your ad requires excessive graphics and charged accordingly after notification.

For more information call:

610-363-0560 or FAX 610-363-6270
or email: **Publisher@Township-Directory.com**

* Includes premium website positioning on County page

