

CIRCULATION: 94,000 • EFFECTIVE JANUARY 1, 2020

*Serving:* Dauphin, Lebanon, Schuylkill, Berks, Chester, and Lancaster Counties!

# HAVE YOUR ADVERTISING SEEN



*The* ***Fishwrapper***

**2020 AD PACKET**

*Select Your Ad in 4 Easy Steps*

DETAILS INSIDE

[thefishwrapperonline.com](http://thefishwrapperonline.com)

234 E. Rosebud Road • Myerstown, PA 17067 | 717.933.8091

# Welcome Advertisers

*Thank you for your interest in The Fishwrapper*

People from all walks of life enjoy the tongue-in-cheek humor and real-life stories woven into the pages of *The Fishwrapper*. They encounter candid thoughts designed to stir the soul, inspire imagination, and provide encouragement for the journey.

**Your advertising dollars make this possible!**

---

## Advertising Strengths

*Benefits of advertising in The Fishwrapper*

### 1. Extended Circulation

Instead of throwing *The Fishwrapper* away without reading it, our readers eagerly anticipate each issue, and often pass their copy on to friends and family, who regularly pass it on again.

### 2. Extended Shelf Life

*Fishwrapper* content long outlives that of other competing publications. Your ad will be seen for long after the 2-week issue date on its front cover.

### 3. Trust & Value

*Fishwrapper* readers appreciate the core moral values and positive content of the publication, and by extension, trust the advertisers.

---

## Testimonial

*Before advertising in the Fishwrapper, print advertising never worked for me. My results were almost non-existent and I felt like I was wasting my time & money with the myriad of different publications that are available. After a period of frustration, a sales rep from the Fishwrapper introduced me to their publication, explained why it gets results, and worked with me to refine my old ads to best reach my target audience. For the first time ever, I began to see real results from print advertising. My phones were ringing and people were showing up at my business with their Fishwrapper in hand! Even the ads their team redesigned for me are getting results in other print publications now. I don't plan to ever quit advertising in the Fishwrapper!*

**Jake - Homeplace Furniture**

---

## Distribution Requests

Requests to become a *Fishwrapper* Distribution Site will be considered on a case-by-case basis. **Minimum distribution required.** Key criteria include: Consistent and adequate customer traffic, in-store rack placement, and proximity to other nearby drop-points & delivery routes. Send your requests to [dewey@littlemountainprinting.com](mailto:dewey@littlemountainprinting.com) or mail a written request to Little Mountain Printing.

## Choosing Your Ad

*4 easy steps!*

### Step 1

**Choose Your Area**

### Step 2

**Select Your Ad Size**

### Step 3

**Black & White or Color?**

### Step 4

**When & How Many Times?**

**Ad Rates & Contacts**

*Located on the back cover.*

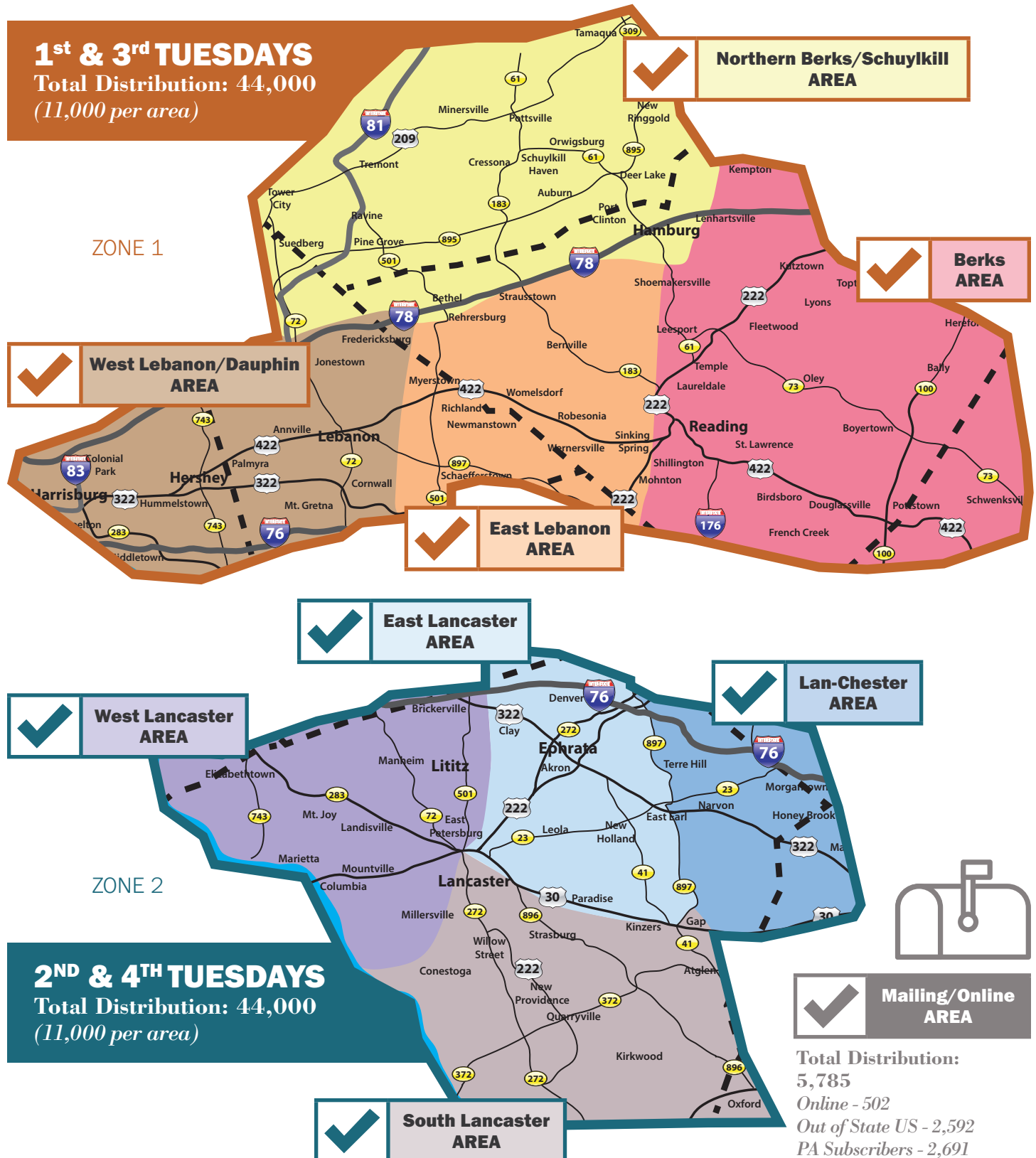
# Step 1

## Choose Your Area

✓ Select an area or areas in a zone.

There are 2 zones with 4 AREAS in each zone. Each AREA equates to 1 ad.

See the maps below to decide which areas reach your customers!



# Step 2

## Select Your Ad Size

Choose from 8 different options!

### Full Page #100

Ad Size 71.8" sq.  
**7.5"W x 9.575"H**

### Horizontal #112

Ad Size 10.63" sq.  
**5"W x 2.125"H**

### Business Card #113

Ad Size 7.73" sq.  
**3.75"W x 2.062"H**

### Vertical #106

Ad Size 10.1" sq.  
**2.375"W x 4.25"H**

Advertise for as low as  
**\$50.60 a month!**

*(12x a year)*

### Economy #115

Ad Size 3.97" sq.  
**1.88"W x 2.062"H**

### Banner #103

Ad Size 15" sq.  
**7.5"W x 2"H**

**Half Page  
#101**

Ad Size 37.5" sq.  
7.5"W x 5"H

**Quarter Page  
#110**

Ad Size 21.25" sq.  
5"W x 4.25"H

**Step 3**

**Black & White or Color?**

*Choose an option that best suits the design of your ad and budget!*



**Black & White Ads**  
*are*  
**Economical & Effective!**

**or**



**Stand Out**  
*with*  
**Color Ads**

# Step 4

## When & How Many Times?

Choose the zone your advertising area is located in and use the table to select which weeks you want to run your ad.

### 1<sup>st</sup> & 3<sup>rd</sup> TUESDAYS - Zone 1

• West Lebanon/Dauphin • East Lebanon • Northern Berks/Schuylkill • Berks ISSUES

Month	Delivery Date	Ad Copy Deadline	Approval Deadline
<b>January</b>	<b>Tuesday 1/07/20</b>	Monday 12/23/19	Friday 12/27/19
	<b>Tuesday 1/21/20</b>	Wednesday 1/08/20	Friday 1/10/20
<b>February</b>	<b>Tuesday 2/04/20</b>	Wednesday 1/22/20	Friday 1/24/20
	<b>Tuesday 2/18/20</b>	Wednesday 2/05/20	Friday 2/07/20
<b>March</b>	<b>Tuesday 3/3/20</b>	Wednesday 2/19/20	Friday 2/21/20
	<b>Tuesday 3/17/20</b>	Wednesday 3/04/20	Friday 3/06/20
<b>April</b>	<b>Tuesday 4/7/20</b>	Wednesday 3/25/20	Friday 3/27/20
	<b>Tuesday 4/21/20</b>	Tuesday 4/07/20	Thursday 4/09/20
<b>May</b>	<b>Tuesday 5/05/20</b>	Wednesday 4/22/20	Friday 4/24/20
	<b>Tuesday 5/19/20</b>	Wednesday 5/06/20	Friday 5/08/20
<b>June</b>	<b>Tuesday 6/02/20</b>	Tuesday 5/19/20	Thursday 5/21/20
	<b>Tuesday 6/16/20</b>	Wednesday 6/03/20	Friday 6/05/20
<b>July</b>	<b>Tuesday 7/07/20</b>	Tuesday 6/23/20	Thursday 6/25/20
	<b>Tuesday 7/21/20</b>	Wednesday 7/08/20	Friday 7/10/20
<b>August</b>	<b>Tuesday 8/04/20</b>	Wednesday 7/22/20	Friday 7/24/20
	<b>Tuesday 8/18/20</b>	Wednesday 8/05/20	Friday 8/07/20
<b>September</b>	<b>Tuesday 9/01/20</b>	Wednesday 8/19/20	Friday 8/21/20
	<b>Tuesday 9/15/20</b>	Tuesday 9/01/20	Thursday 9/03/20
<b>October</b>	<b>Tuesday 10/06/20</b>	Wednesday 9/23/20	Friday 9/25/20
	<b>Tuesday 10/20/20</b>	Wednesday 10/07/20	Friday 10/09/20
<b>November</b>	<b>Tuesday 11/03/20</b>	Wednesday 10/21/20	Friday 10/23/20
	<b>Tuesday 11/17/20</b>	Wednesday 11/04/20	Friday 11/06/20
<b>December</b>	<b>Tuesday 12/01/20</b>	Monday 11/16/20	Wednesday 11/18/20
	<b>Tuesday 12/15/20</b>	Wednesday 12/02/20	Friday 12/04/20

# 2<sup>nd</sup> & 4<sup>th</sup> TUESDAYS - Zone 2

• West Lancaster • East Lancaster • Lan-Chester • South Lancaster ISSUES

Month	Delivery Date	Ad Copy Deadline	Approval Deadline
<b>January</b>	Tuesday 1/14/20	Monday 12/30/19	Friday 1/03/20
	Tuesday 1/28/20	Wednesday 1/15/20	Friday 1/17/20
<b>February</b>	Tuesday 2/11/20	Wednesday 1/29/20	Friday 1/31/20
	Tuesday 2/25/20	Wednesday 2/12/20	Friday 2/14/20
<b>March</b>	Tuesday 3/10/20	Wednesday 2/26/20	Friday 2/28/20
	Tuesday 3/24/20	Wednesday 3/11/20	Friday 3/13/20
<b>April</b>	Tuesday 4/14/20	Tuesday 3/31/20	Thursday 4/02/20
	Tuesday 4/28/20	Wednesday 4/15/20	Friday 4/17/20
<b>May</b>	Tuesday 5/12/20	Wednesday 4/29/20	Friday 5/01/20
	Tuesday 5/26/20	Tuesday 5/12/20	Thursday 5/14/20
<b>June</b>	Tuesday 6/09/20	Wednesday 5/27/20	Friday 5/29/20
	Tuesday 6/23/20	Wednesday 6/10/20	Friday 6/12/20
<b>July</b>	Tuesday 7/14/20	Tuesday 6/30/20	Thursday 7/2/20
	Tuesday 7/28/20	Wednesday 7/15/20	Friday 7/17/20
<b>August</b>	Tuesday 8/11/20	Wednesday 7/29/20	Friday 7/31/20
	Tuesday 8/25/20	Wednesday 8/12/20	Friday 8/14/20
<b>September</b>	Tuesday 9/08/20	Tuesday 8/25/20	Thursday 8/27/20
	Tuesday 9/22/20	Wednesday 9/09/20	Friday 9/11/20
<b>October</b>	Tuesday 10/13/20	Wednesday 9/30/20	Friday 10/2/20
	Tuesday 10/27/20	Wednesday 10/14/20	Friday 10/16/20
<b>November</b>	Tuesday 11/10/20	Wednesday 10/28/20	Friday 10/30/20
	Tuesday 11/24/20	Wednesday 11/11/20	Friday 11/13/20
<b>December</b>	Tuesday 12/08/20	Monday 11/23/20	Wednesday 11/25/20
	Tuesday 12/22/20	Wednesday 12/09/20	Friday 12/11/20



## Reminder

Please have your ad copy to us on or before the above dates. If the approval deadline is missed, your ad may not run *or* will print as shown in the proof provided by our designers. Ads may not be canceled after the ad copy deadline. Cancellation fees may apply. **THANK YOU!**

# Ad Rates

## What will my ad cost?

Remember! Each area you choose counts as one ad.

To be considered for any discounts we calculate BOTH the number of areas AND the number of dates you have chosen to run your ad.

**FOR EXAMPLE:** To achieve a 5% discount, you may run your ad in the same area 6 different times:

### East Lebanon Area

1. Tuesday 1/07/20
2. Tuesday 1/21/20
3. Tuesday 2/04/20
4. Tuesday 2/18/20
5. Tuesday 3/03/20
6. Tuesday 3/17/20

# 1x6

Or in 6 different areas one time:

1. West Lebanon/Dauphin
2. East Lebanon
3. Berks  
Tuesday 1/07/20
4. West Lancaster
5. East Lancaster
6. Lan-Chester  
Tuesday 1/14/20

# 6x1

The more areas or dates you select, the BIGGER THE DISCOUNT we can offer and the better the results you'll see!

**Contact a sales rep to verify costs, create a strategy, and place your ad.**

**EARLY CANCELLATION OF COMMITMENTS & AGREEMENTS WILL RESULT IN BEING INVOICED THE DISCOUNT DIFFERENCE.**

### BILLING:

Account balances must be current to qualify for discounts.

1. Ads are billed on the 22nd of each month.
2. All payments must be received within 30 days of the invoice or future ads may be suspended.
3. Accounts that are consistently delinquent may be subject to C.O.D. status.
4. Major credit cards and personal checks are accepted.
5. \$30.00 fee for returned checks.

### SUBMISSION & LAYOUT:

Other advertisers are depending on you. Your cooperation in booking ads, submitting changes, and giving proof approval on or before the deadline helps keep printing schedules on time.

PDF proofs are included. If you choose to submit your own layout, please supply a print-ready PDF file to one of the exact sizes outlined on this spread. Content or art may be emailed to a **sales representative**.

### CONTENT DISCLAIMER:

Little Mountain Printing reserves the right to refuse and cancel any advertisement at any time. Due to the controversial nature of some topics we have taken a position to exclude certain ad types. These include, but are not limited to, ads with political, alcoholic, military, and musical content.

## B&W 2020 AD RATES (PER AD)

Ad	Ad Size	1X B&W	6X B&W 5% Discount	12X B&W 8% Discount	24X B&W 10% Discount
FULL	7.5" x 9.575"	\$480	\$456.00	\$441.60	\$432.00
HALF	7.5" x 5"	\$250	\$237.50	\$230.00	\$225.00
QUART.	5" x 4.25"	\$150	\$142.50	\$138.00	\$135.00
BANNER	7.5" x 2"	\$140	\$133.00	\$128.80	\$126.00
HORIZ.	5" x 2.125"	\$100	\$95.00	\$92.00	\$90.00
VERT.	2.375" x 4.25"	\$100	\$95.00	\$92.00	\$90.00
BCARD	3.75" x 2.062"	\$75	\$71.25	\$69.00	\$67.50
ECO.	1.88" x 2.062"	\$55	\$52.25	\$50.60	\$49.50

## MAILING/ONLINE EDITION (PER AD)

Ad	1X B&W
FULL	\$125
HALF	\$65
QUART.	\$55
BANNER	\$45
HORIZ.	\$35
VERT.	\$35
BCARD	\$30
ECO.	\$25

## COLOR 2020 AD RATES (PER AD)

Ad	Ad Size	1X Color	6X Color 5% Discount	12X Color 8% Discount	24X Color 10% Discount
FULL	7.5" x 9.575"	\$630	\$598.50	\$579.60	\$567.00
HALF	7.5" x 5"	\$400	\$380.00	\$368.00	\$360.00
QUART.	5" x 4.25"	\$275	\$261.25	\$253.00	\$247.50
BANNER	7.5" x 2"	\$250	\$237.50	\$230.00	\$225.00
HORIZ.	5" x 2.125"	\$175	\$166.25	\$161.00	\$157.50
VERT.	2.375" x 4.25"	\$175	\$166.25	\$161.00	\$157.50
BCARD	3.75" x 2.062"	\$150	\$142.50	\$138.00	\$135.00
ECO.	1.88" x 2.062"	\$120	\$114.00	\$110.40	\$108.00

## MAILING/ONLINE EDITION (PER AD)

Ad	1X Color
FULL	\$275
HALF	\$215
QUART.	\$175
BANNER	\$165
HORIZ.	\$110
VERT.	\$110
BCARD	\$105
ECO.	\$100

## GET BETTER EXPOSURE - FRONT & BACK COVER OPTIONS

Advertise EXCLUSIVELY on the front cover with our full color **FRONT COVER - BANNER** option. This opportunity is first-come, first-serve. Please note that some editions may already have this advertising space filled. Another option is that you can advertise on the back cover with a full color **BACK COVER - QUARTER** ad.

Ad	Ad Size	1X Color	6X Color	12X Color	24X Color
FRONT COVER - BANNER	7.5" x 2"	\$450	\$427.50	\$414.00	\$405.00
BACK COVER - QUARTER	5" x 4.25"	\$300	\$285.00	\$276.00	\$270.00

# Contact Us

Contact a sales rep for more info!

**ANTHONY - 717.821.8526**

anthony@littlemountainprinting.com

Fax - 717.383.4166

**BEN - 717.821.9398**

ben@littlemountainprinting.com

**DEWEY - 717.708.0225**

dewey@littlemountainprinting.com

Ads may also be submitted by:

Fax  
717.933.8017

Mail  
234 East Rosebud Road,  
Myerstown, PA 17067