



**Rate Card 19L - Effective Jan. 1, 2016**  
18 E. Main St., Hummelstown, PA 17036  
Phone: (717) 566-3251, Fax: (717) 566-6196  
ads@thesunontheweb.com

## LOCAL RATES

### Display (per column inch)

Regular display	\$11.00
Front page (if available)	\$16.50

*Ask about rates for other special locations.*

*All rates are for full color.*

*There are no "setup" charges for color.*

*All ads appear free of charge on our website ([www.thesunontheweb.com](http://www.thesunontheweb.com)).*

### Insert

Up to 4 letter-size pages	\$500.00
5 to 8 letter-size pages	\$600.00

- Ask for a quote on larger or irregular inserts.

- Single-sheet inserts should be printed on 70 pound or heavier paper.

- All inserts must be folded to a maximum size of 11 x 7.25 inches.

- 8,000 copies of each insert should be shipped to:

Engle Printing & Publishing, 1100 Corporate Blvd., Lancaster PA 17601

### Classified

20 words for one week (minimum charge)	\$8.00
Each additional 5 words	\$3.00

### Legal

Per line, single column	\$1.65
Notary fee	\$5.00

### Deadlines

- **Deadline for ads that require in-house layout is Friday at noon.**

- **Deadline for electronic art is Monday at noon.**

- Deadline for classified and legal ads is Monday at noon.

### Notes

- The Sun is published weekly and distributed on Thursdays.
- Page size is 8 columns by 21 inches deep. (See column widths below.)
- Ad copy should be emailed to [ads@thesunontheweb.com](mailto:ads@thesunontheweb.com).
- Advertising is accepted subject to approval.
- Minimum ad charge is for 4 column inches (\$44).

### Column Widths in Inches

1 Column – 1.50 inches	4 Column – 6.75 inches	7 Column – 12.00 inches
2 Column – 3.25 inches	5 Column – 8.50 inches	8 Column – 13.75 inches
3 Column – 5.00 inches	6 Column – 10.25 inches	