



**Rate Card Effective January 1, 2023**  
 18 E. Main St., Hummelstown, PA 17036  
 Phone: (717) 566-3251, Text: (717) 460-3803  
 Send display ads to: [ads@thesunontheweb.com](mailto:ads@thesunontheweb.com)

**ADVERTISING RATES**

**Display (per column inch)**

Regular display	\$12
<i>- All rates are for full color.</i>	
<i>- All ads appear free of charge on our website (www.thesunontheweb.com).</i>	
Front page premium positions	
Top left box (2 column x 1.5 inch)	\$175
Top center box (4 column x 2.0 inch)	\$200
Top right box (2 column x 3.0 inch)	\$300
Bottom 4x2 (4 column x 2.0 inch)	\$155
Bottom 4x4 (8 column x 2.0 inch)	\$300
<i>- Ask about rates for other special locations.</i>	

**Insert**

Up to 4 letter-size pages	\$500
5 to 8 letter-size pages	\$600
<i>- Ask for a quote on larger or irregular inserts.</i>	
<i>- Single-sheet inserts should be printed on 70 pound or heavier paper.</i>	
<i>- All inserts must be folded to a maximum size of 11 x 7.25 inches.</i>	
<i>- 8,000 copies of each insert should be shipped to:</i>	
<i>Engle Printing &amp; Publishing, 1100 Corporate Blvd., Lancaster PA 17601</i>	

**Classified**

Flat rate, up to 30 words	\$20
<i>- Place classified ads at thesunontheweb.com.</i>	

**Legal**

Per line, single column	\$2.50
<i>- Line legals are placed through the Column system.</i>	
<i>- Column service fees are not included in the per line rate.</i>	
<i>- Display legals are charged at regular display rate.</i>	
Minimum fee	\$40
Name Change ads, flat rate	\$99

**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 Wednesdays (online) and Thursdays (print).
  - Advertising is accepted subject to approval.
  - Page size is 8 columns by 21 inches deep.
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|------------------------|-------------------------|-------------------------|
| 1 Column – 1.50 inches | 4 Column – 6.75 inches  | 7 Column – 12 inches    |
| 2 Column – 3.25 inches | 5 Column – 8.50 inches  | 8 Column – 13.75 inches |
| 3 Column – 5 inches    | 6 Column – 10.25 inches |                         |