

**Lancaster Farming Covers the Market with Agricultural News and Information**

Lancaster Farming's news department is the winner of multiple Keystone Press Awards from the Pennsylvania News Media Association, including first place news coverage of the dairy and industrial hemp industries.

**Total Circulation: 57,554\* / Published: Weekly on Saturday**

\*Circulation as of August 2022

**BILLING ADDRESS**

P.O. Box 609, Ephrata, PA 17522

**MAILING ADDRESS FOR INSERTS**

Susquehanna Printing  
 1704 Hempstead Road, Lancaster, PA 17601

**PHONE**

717-394-3047 / Auction: 717-721-4453

**FAX**

717-733-6058 / Auction: 717-626-1210

**E-MAIL**

**FOR NEWS & BUSINESS:**  
 sseeber@LancasterFarming.com

**FOR ADS & IMAGES:**

Please contact our national advertising representative at 717-291-8775.

**NATIONAL AGENCY**

J.L. Farmakis, Inc.  
 203-834-8832

**WEBSITE**

LancasterFarming.com

**PERSONNEL**

*President:* Justin Bucks  
*Advertising Sales Manager:* Beverly Kent  
*Editor:* Stephen Seeber

**MEMBERSHIPS**

- Newspaper Publishers Association
- National Newspaper Association

**Commission**

Agency Commission 15%

**General**

- Orders beyond three months at rates then prevailing.
- Advertising subject to approval.
- We will not be responsible for errors in copy accepted after regular deadlines. We will not be liable for errors or omissions in, or failure to insert, any advertisement for which we may be responsible, beyond cost of actually space occupied or to have been occupied by item in which error or omission or failure to insert occurred.

**Inserts**

Information on request

**Position Charges**

None

**Reading Notices**

None

**Mechanical Requirements**

	picas	inches
<b>Page Width</b> .....	62.6 picas	10.42"
<b>Page Depth</b> .....	96 picas	16
<b>Columns per page</b> .....	7	
1 column .....	8.6 picas	1.42"
2 columns .....	17.6 picas	2.92"
3 columns .....	26.6 picas	4.42"
4 columns .....	35.6 picas	5.92"
5 columns .....	44.6 picas	7.42"
6 columns .....	53.6 picas	8.92"
7 columns .....	62.6 picas	10.42"
<b>Printing</b> .....	Offset	

**Minimum Depth ROP**

1 inch for each column across

**CLOSING & CANCELLATION DATES**

- Closing: 5 PM Tuesday of each week's publication
- Cancellation date: 5 PM Tuesday for each week's publication

**National Advertising Rates black & white**

Column Inch .....	\$32.55
1 page (112 column inches) .....	3,646.00
3/4 page (84 column inches) .....	2,734.00
1/2 page (56 column inches) .....	1,822.00
2 page spread (232 column inches) ....	7,552.00

**FREQUENCY DISCOUNTS (Junior page or more)**

6 time rate .....	31.83/inch
12 time rate .....	31.14/inch
24 time rate .....	30.47/inch

**Consecutive page charge:**  
 Additional 10% of black & white page rate

**Color Rates**

Standard AAAA red, yellow, blue, green.  
 Black and one color per page or fraction thereof .....

\$440	
Full color .....	\$833

**FOUR COLOR RATES**

**4-color page:**

\$4,479 .....	1 time
\$4,307 .....	6 times
\$4,132 .....	12 times

**Junior 4-color page:**

\$3,870 .....	1 time
\$3,785 .....	6 times
\$3,698 .....	12 times

**4-color spread:**

\$8,134 .....	1 time
\$7,959 .....	6 times
\$7,785 .....	12 times

**Junior 4-color spread:**

\$7,089 .....	1 time
\$6,917 .....	6 times
\$6,743 .....	12 times

**Classified**

Classified Display .....

\$32.55/column inch
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**Call 717-721-4412 to subscribe.**

Effective January 1, 2023

