



Your Mechanicsburg Hometown Connection

A Directory of Local Businesses & Hometown Happenings

FROM IN THE BAG MARKETING

10,000 FREE Full Color Directories will be delivered to homes & businesses in the Mechanicsburg area to help local residents find local businesses to purchase their product and service needs! Get listed today!

List your business's name, address, phone number, store hours, web address and/or e-mail ... Or paint a broader picture of your business by placing an ad in our new 2008 Hometown Connection.

Listing information & Rates

2 LINES - BUSINESS NAME, PHONE, ADDRESS \$50.00
EACH ADDITIONAL LINE \$10.00 (MAX 30 CHARACTERS EA)

1/2 Price Listing
with Ad Purchase

Display Ad Sizes and Rates

| | | |
|--------------------|-------|-----------|
| INSIDE FRONT COVER | COLOR | \$950.00 |
| INSIDE BACK COVER | COLOR | \$950.00 |
| BACK PAGE | COLOR | \$1100.00 |

| | | |
|-----------------|----------|---------------|
| FULL PAGE | COLOR | BLACK & WHITE |
| 4 3/4" W X 7" H | \$850.00 | \$825.00 |

| | | |
|---------------------|----------|---------------|
| HALF PAGE | COLOR | BLACK & WHITE |
| 3 3/8" H X 4 3/4" W | \$450.00 | \$425.00 |

| | | |
|---------------------|----------|---------------|
| QUARTER PG VERTICAL | COLOR | BLACK & WHITE |
| 3 3/8" H X 2 1/4" W | \$250.00 | \$225.00 |

| | | |
|-----------------------|----------|---------------|
| QUARTER PG HORIZONTAL | COLOR | BLACK & WHITE |
| 1 5/8" H X 4 3/4" W | \$250.00 | \$225.00 |

| | | |
|---------------------|----------|---------------|
| EIGHTH PAGE | COLOR | BLACK & WHITE |
| 1 5/8" H X 2 1/4" W | \$150.00 | \$125.00 |

Payment & Policies

Payment deadline: Minimum 1/2 payment 45 days from receipt, balance due by 2-15-2008. If not paid in full by 2-15-2008 ad will be pulled.

Space reservation deadline date: 2-15-2008

Copy deadline: 2-15-2008

Publication date: 4-2008

Distribution: 10,000 full color directories will be delivered to residents in middle to upper middle class neighborhoods and many local businesses in the surrounding Mechanicsburg area.

Policies: *In The Bag Marketing* reserves the right to approve ad content and appearance. No cancellations, no refunds after 2-15-2008. All ads must be approved by the advertiser. Once approved, *In The Bag Marketing* is not responsible for errors.

Ad Information

No additional charge for camera ready ads.

Ad Production Charges:

| | | |
|----------------|----------|-----------|
| 1/4 & 1/8 Page | 1/2 Page | Full Page |
| \$39.00 | \$68.00 | \$85.00 |

Images: Tiff or press ready PDF formats, include all images and fonts.

Resolution: Grayscale & CMYK files 300 dpi
Bitmapped or line art images 1200 dpi

Ad Pricing above shows first proof design. Additional costs could be incurred depending on edits requested.

Contact Information:

Linda or Pete Dahr
717-766-7930
717-802-0870 (cell)
Ldahr@aol.com





Linda & Pete Dahr 717.766.7930 Ldahr@aol.com

Fax Completed Form to 766-7930

Directory Listing Information ...

Please print information exactly as you want it to appear in the Directory

Standard 2 Line Listing - \$50.00 or 1/2 price (\$25) with ad purchase...

Business Name: _____ Phone # _____

Address: _____

Additional Lines (Maximum 30 characters per line) - \$10.00 per line

Category: _____

Display Ad Information:

- | | | | |
|--|------------------|--|------------------|
| <input type="checkbox"/> Eighth Page | C-\$150 BL-\$125 | <input type="checkbox"/> Full Page | C-\$850 BL-\$825 |
| <input type="checkbox"/> Quarter Page Horizontal | C-\$250 BL-\$225 | <input type="checkbox"/> Inside Front Page | C-\$950 |
| <input type="checkbox"/> Quarter Page Vertical | C-\$250 BL-\$225 | <input type="checkbox"/> Inside Back Page | C-\$950 |
| <input type="checkbox"/> Half Page | C-\$450 BL-\$425 | <input type="checkbox"/> Back Page | C-\$1100 |

- I will use ad from 2007 Mechanicsburg Hometown Connection
- I will supply a camera-ready ad with written permission to reproduce
- I will need an ad designed

Client name: _____

Client's Phone # _____ E-mail _____

I agree to purchase the above ___listing(s) and/or ___ad(s) in Your Mechanicsburg Hometown Connection. I understand this is a non-refundable, non-cancelable transaction.

Total amount due: _____ Client Signature: _____

Please make checks payable to:
In the Bag Marketing
1208 Mitchell Dr
Mechanicsburg PA 17050

1/4 Page Vertical Ad
\$250 Color
\$225 Black & White
3 3/8h x 2 1/4w

1/8 Page Ad
\$150 Color
\$125 Black & White
1 5/8h x 2 1/4w

*Place
Your Ad
Here!*

1/4 Page Horizontal Ad
\$250 Color
\$225 Black & White
1 5/8h x 4 3/4w

1/2 Page Vertical Ad
\$450 Color
\$425 Black & White
3 3/8h x 4 3/4w

Full Page
\$850 Color
\$825 Black & White
7h x 4 3/4w