



# 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