



Publishers of:
Northern Berks and East Penn Valley
Merchandisers

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Thank you for your recent request for information on our publications, **The Northern Berks Merchandiser** and **The East Penn Valley Merchandiser**.

Both publications are audited by Circulation Verification Council (CVC) and have a combined weekly circulation of 71,537. These publications are distributed in Northern Berks County and parts of Lehigh and Schuylkill counties in Eastern Pennsylvania and have been published continuously by us for over 55 years.

Rates for display advertising are for one week's edition for either area and may be determined by multiplying the number of columns wide by the inch depth to arrive at a column inch total.

Deadline for each Wednesday issue is the previous Thursday at 5:00 pm for East Penn Valley and Friday at 12:00 Noon for Northern Berks. If there is a holiday, the deadline may be 24 hours earlier.

Classified ad rates are \$4.80 for a REGULAR ad for the first 20 words and \$.10 for each additional word. We offer a super classified ad (bolder type print) for \$2.00 extra per ad. COMMERCIAL classified ads are \$7.90 for the first 20 words and \$.10 for each additional word. All COMMERCIAL classified ads are printed as a super classified at no extra charge. These classified ad rates are per ad, per week, per publication. COMMERCIAL classified ads include persons or groups normally engaged in offering goods or services in a business environment and include rentals, items manufactured or bought for sale or resale, babysitting services, business listings, etc.

Deadline for all classified ads is Thursday at 5:00 pm. If there is a holiday, the deadline is 24 hours earlier.

Please see this website for our circulation map and information, our rate card and our latest CVC report. You may acquaint yourself with the Northern Berks and East Penn Valley Merchandisers by clicking on our link or going to www.windsorpress.com.

We appreciate your interest in our publications and welcome any questions you may have. We can be reached at 610.562.2267 or 1.800.562.5521 Monday through Friday 8:00 am to 5:00 pm.

Thank you!

Sincerely,
The Windsor Press, Inc.