

LANCASTER *Thriving!*

Powered by the **Lancaster Chamber**

The Lancaster Chamber is the largest business-focused organization in Lancaster County, designed to help people thrive, businesses excel and the community prosper. The Chamber is committed to building a prosperous community for all by advancing a pro-business agenda and focusing on community initiatives that will benefit all of Lancaster County under its Community Prosperity Hub. The organization is also committed to providing resources for individuals and businesses to accelerate ideas, opportunities and solutions, as well as to connecting business professionals to one another through its Business Success Hub.

EDITORIAL FOCUS

Published quarterly, *Lancaster Thriving* reports on business trends, activities and news that impacts Lancaster County. It features and promotes business and entrepreneurship through content focusing on regional development, transportation issues, legislative advocacy, workforce needs, education and training issues, and transformative industry and community news, all designed to establish Lancaster County as a great place to live, work and play.

DISTRIBUTION & READERSHIP

Lancaster Thriving is read in print and digital format by more than 40,000 Lancaster County B2B and B2C consumers, from civic, social, business and community leaders, educators and professionals, to engaged workforce members and community residents.

Lancaster Thriving is mailed directly to over 3500 business owners and C-level decision makers, inclusive of the largest companies, and to more than 500 civic, social and municipal community leaders, and more than 250 high-traffic waiting rooms throughout Lancaster County. It is also distributed in bulk at select locations and Chamber events throughout Lancaster County.



Digital issues are served and distributed through an integrated web and social media strategy that includes association websites, broadcast e-mail and social media channels.

PER ISSUE

4,000⁺
PRINT CIRCULATION

6,500⁺
DIGITAL IMPRESSIONS

40,000⁺
TOTAL READERSHIP

Ask us about Bonus Distributions, Belly Bands, Cover Wraps and Polybag inserts!

2023 Editorial Schedule	Publication Deadlines	
ISSUE	AD RESERVATIONS DUE	AD MATERIALS DUE
May 2023	April 15, 2023	April 20, 2023
October 2023	September 15, 2023	September 20, 2023

Deadlines are subject to moderate shifting due to association events and news. Your media representative will keep you apprised of any changes to the publishing schedule.

Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____ Size of Ad: _____ Rate: _____

Billing Contact: _____ Billing E-mail: _____

Months to run:

2023 ISSUE 1 (May) ISSUE 2 (October)

2024 ISSUE 1 (May) ISSUE 2 (October)

I understand the Publisher's policy does not guarantee the order and page location of advertisements. All contracts are non-cancelable. Payment in full is due within 30 days of publication date. I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

 AUTHORIZED SIGNATURE

 DATE

Advertiser will be billed electronically per issue. Secure credit card payment link will be provided with electronic invoice. If paying by check, please make checks payable to:
Hoffmann Publishing Group, 2669 Shillington Road, Box #438, Reading, PA 19608

2023 NET ADVERTISING RATES

Per Placement	1x
Back Cover	\$2600
Inside Covers	\$2450
Page One	\$2450
Full Page	\$2100
Sponsored Editorial Content	\$2100
1/2 Page (Horiz. or Vert.)	\$1250
1/2 Page Island	\$1650
1/4 Page	\$750
1/8 Page	\$450
Footer Banner (Cover Page Only)	\$400

MECHANICAL REQUIREMENTS

Full Page	7.375 x 9.875
Full Page Editorial	up to 700 words
Full Page Bleed (trim size is 8.375 x 10.875)	8.625 x 11.25
1/2 Page Vertical	3.5625 x 9.875
1/2 Page Horizontal.....	7.375 x 4.833
1/2 Page Island.....	4.9375 x 7.5
1/4 Page	3.5625 x 4.833
1/8 Page	3.5625 x 2.2813
Bottom Digital Banner (Cover Page Only)	8.375inch x1inch, 300DPI

POLICY INFORMATION

Payment Policy: Advertisers & advertising agencies are jointly responsible for payment of all insertions. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication.

Media rep will contact advertiser in advance of each placement to query whether advertiser wishes to submit a new ad or use the previous ad, where available. Should advertiser not respond with an answer and new materials before the issue publication date, publisher is authorized to use advertiser's previous ad.