

LANCASTER *Thriving!*

Powered by the **Lancaster Chamber**

The Lancaster Chamber is an organization that is dedicated to the prosperity of Lancaster County through business and community success. The Chamber's mission is to create the environment, facilitate partnerships, and lead on issues that elevate business success. As a resource for business, the Chamber advocates for the initiatives that move the needle on issues that support business, people, and place; works to support and provide solutions to addressing workforce challenges; provides timely resources and forward-focus solutions that address current business needs; and delivers programming and events that are valuable, intentional spaces for teams to convene, connect, and grow. The Chamber believes that Lancaster County thrives when business thrives. By working together, strategically, we all share in the responsibility of creating economic success and living into our vision that Lancaster County is a thriving community for all.

EDITORIAL FOCUS

Published quarterly, *Lancaster Thriving* reports on business trends, activities and news that impact business and people in Lancaster County. The publication features and promotes business and entrepreneurship through content that focuses on regional economic development, legislative advocacy, workforce solutions, business education partnerships, business success, and innovative industry and community news, all designed to elevate and showcase business in Lancaster County.

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

2024 Editorial Schedule	Publication Deadlines	
ISSUE	AD RESERVATIONS DUE	AD MATERIALS DUE
Spring 2024 (mid-March) Lancaster County Economic Development	February 15, 2024	February 20, 2024
Summer 2024 (mid-June) Workforce/Talent Attraction & Retention	May 15, 2024	May 20, 2024
Fall 2024 (mid-September) Business TECH	August 15, 2024	August 20, 2024
Winter 2024 (mid-December) Preparing to Thrive in 25	November 15, 2024	November 20, 2024

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:

2024 Spring (mid-Mar) Summer (mid-Jun) Fall (mid-Sep) Winter (mid-Dec)

2025 Spring (mid-Mar) Summer (mid-Jun) Fall (mid-Sep) Winter (mid-Dec)

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

2024 NET ADVERTISING RATES

Per Placement	1x	2x	4x
Back Cover	\$2600	\$2500	\$2400
Inside Covers	\$2450	\$2300	\$2200
Page One	\$2450	\$2300	\$2200
Full Page	\$2100	\$2000	\$1900
Sponsored Editorial Content	\$2100	\$2000	\$1900
1/2 Page Island	\$1650	\$1550	\$1450
1/2 Page (Horiz. or Vert.)	\$1250	\$1150	\$1050
1/4 Page	\$750	\$700	\$650
1/8 Page	\$450	\$425	\$400
Footer Banner (Cover Page Only)	\$400	\$375	\$350

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 Island	4.9375 x 7.5
1/2 Page Vertical	3.5625 x 9.875
1/2 Page Horizontal	7.375 x 4.833
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.