

Discover the world of





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MACnet, audited circulation in the Mid-Atlantic Region provides you with:

- Over 5,100,000 circulation
- Community Newspapers, Shoppers, Parenting, Ethnic and Business Publications
- 69% Mailed, 21% Home Delivered, 10% Controlled Bulk
- Zoning & Sub-zip available with inserts
- DMA coverage in Pennsylvania, New York, Ohio, New Jersey, West Virginia, Maryland, Delaware, Virginia and Washington, DC
- 1.84 Readers per publication.

The MACPA readers “mirror” the markets they live in as can be seen by the statistics collected by Circulation Verification Council.

Age: Strength of readership is in the 25-74 year old categories. Readers tend to begin to read our publications when they consider: buying cars, getting married, buying homes, and having children. Our publications draw young people into community interest and also into reading free community papers.

Income: Strength of readership is in the \$25,000 – \$99,000 household income categories. Slight losses in readership appear in \$100M-\$150M with true losses in readership in the under \$25M and over \$150M categories

Educational Attainment: Strength of readership is in the high school to four-year degree educational attainment segments with measureable losses in less than high school attainment and slight losses in post graduate degree attainment.

List of Publications in the Mid-Atlantic Community Papers Association Region

District of Columbia

Kaggwa Communications
 The Washington Informer

Maryland

East County Times
 Maryland Pennysaver
 The Baltimore Times

New Jersey

Guide Publications
 Life & Leisure
 MJ Media LLC.com
 NJ Community Publishing
 The Herald Newspapers
 The Villadom Times, Inc.
 Today's Shopper, LLC

New York

Fredonia Pennysaver, Inc.

Moneysaver Advertising, Inc.
 Richner Publications, Inc.
 The Queens Pennysaver
 Webster-Ontario-Walworth Penny Saver

Ohio

Adams Street Publishing
 Athens News
 Columbus Messenger Company
 Fostoria Focus
 Graphic Publications, Inc.
 The Key Shoppers' News, Inc.
 Trogdon Publishing, Inc.

Pennsylvania

ATJ Printing
 Buxmont Media, LCC
 Carrier Pigeon
 Crytzer Associated Companies, Inc.
 Haniford Enterprises LLC

Hocking Printing Company
 Journal Newspapers, Inc.
 Lopez Publications, Inc.
 Movin Out
 Mulligan Printing Corp.
 Newspaper Marketing Association Inc.
 Pittsburgh Pennysaver
 Review Publishing
 The Ad Bargain
 The Country Print Shop
 The Franklin Shopper
 The Village View
 The Windsor Press, Inc.
 Upper Perk Shoppers Guide, Inc.
 Weekly Bargain Bulletin Inc
 Weekly Press of Philadelphia

West Virginia

Panhandle Buyers Guide

WHAT GOOGLE SAYS ABOUT NEWSPAPER ADVERTISING.

Myth: Newspaper advertising doesn't work.

Reality: Google's own research shows that 56 percent of consumers researched on purchasing products saw it in a newspaper. Google also says that newspaper advertising reinforces online ads: 52 percent are more likely to buy products if they see it in the paper, especially their community paper

MACNET GENERAL INFORMATION

Historical Points of Reference

- 1955 - PAAP, Pennsylvania Association of Advertising Publishers was formed
- 1988 - PennCAN, Pennsylvania Classified Ad Network was formed
- 1999 - PAAP changed its name to MACPA representing the states of Ohio, New Jersey, New York, Delaware, Maryland and West Virginia.
- 1999 - PennCAN changed its name to MACnet.
- 2003 - The state of Virginia and Washington, DC were added.
- 2007 - 5.2 Million Circulation over 360 Publications in an eight-state region.

What makes up a network?

A group of like-kind media that can be purchased by advertisers to provide them with a way to reach interested buyers.

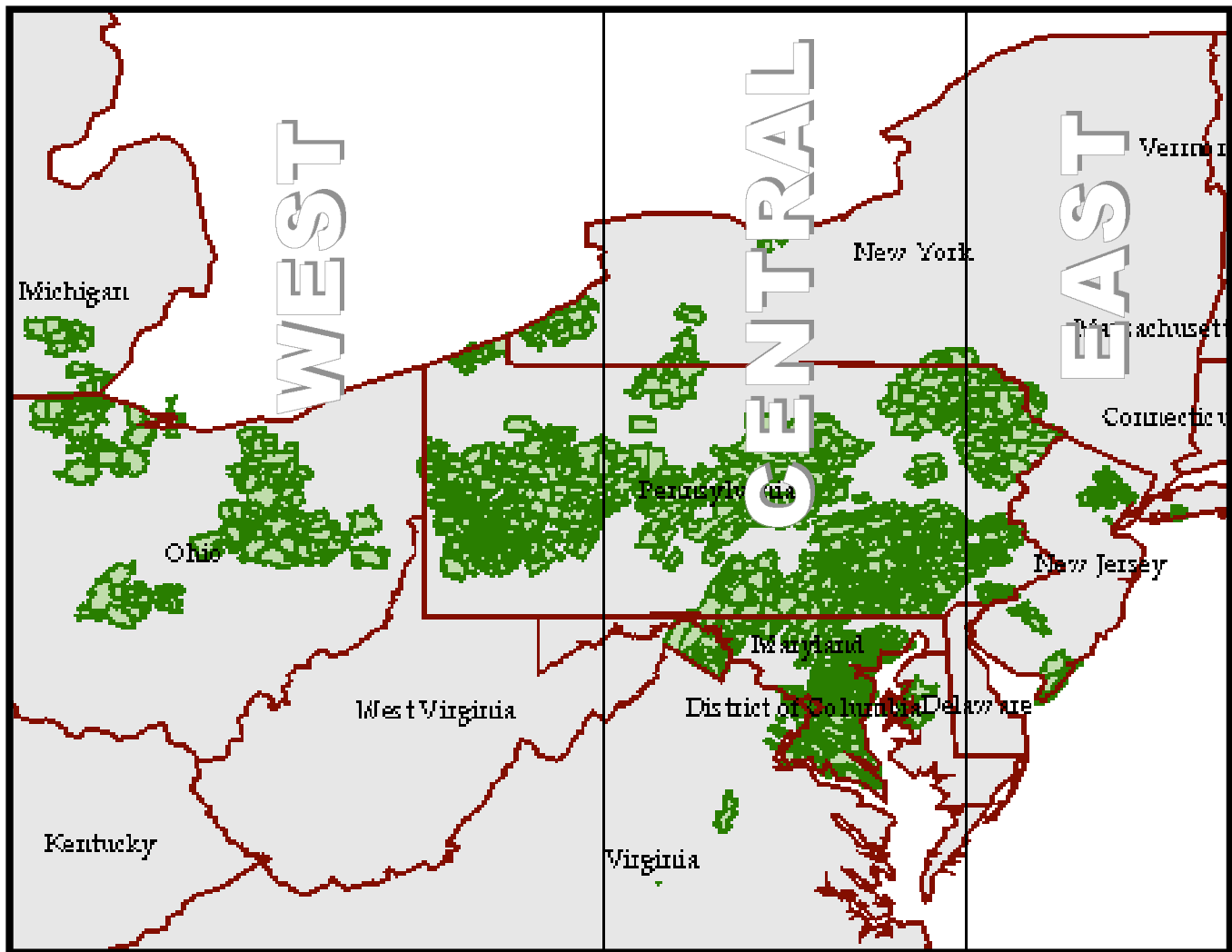
So, what makes up the MACnet network?

In its simplest terms:

- o It is a group of publications, free circulation publications distributed either weekly, bi-weekly, or monthly.
- o They are distributed through the mail, by carriers or through rack distribution.
- o The MACnet network includes the states of Pennsylvania, Ohio, New York, New Jersey, Delaware, Maryland, West Virginia, Virginia, and Washington, DC

What types of businesses would qualify for the network?

- o Adoptions (Individuals only. No agencies)
- o Antiques/Musical Instruments - Buying and Selling
- o Auctioneers
- o Debt Consolidation Services
- o Dish Network/ DirecTV
- o Franchises
- o Mortgage Companies (must be licensed in the states we represent)
- o Network & multi-level marketing companies (selling the business opportunity)
Examples: Avon, Herbalife
- o Party Plan Companies (advertising the business opportunity)
Examples: Southern Living, Partylite, Pampered Chef
- o Pets (Private breeders with litters only)
- o Prefab buildings and Materials
Examples: Pole Buildings, Roofing
- o Real Estate
Examples: Vacation Properties, Timeshares, Estates (Public Sales), Land and Lots, Foreclosures
- o Work from Home Businesses



MACNET Networks are predetermined areas of coverage in the Mid-Atlantic Region and offers the following coverage areas:

Full Network (All eight-states)

East Network

(Eastern areas of New York, Pennsylvania & Maryland.
Full coverage in New Jersey & Delaware)

Central Network

(Central areas of New York, Pennsylvania & Maryland.
Eastern areas of Virginia & West Virginia. Full coverage in
Washington, DC)

Western Network

(Western areas of New York, Pennsylvania, Virginia &
West Virginia. Full coverage in Ohio)

Pennsylvania Only

New Jersey Only

MDVV (Maryland, Washington, DC,
West Virginia & Virginia)

All the publications that are part of MACnet are, circulation audited*, independently owned publications with 75% of their revenue derived from free circulation publications.

*Contact the office for a currently copy of the MACnet circulation audit and readership study.

Company Network Frequency Type Circulation

Today's Shopper, LLC **60,407**

Company **Today's Shopper**
Timnersville State **NJ**
 Networks Full Classified
 East Classified
 Solid/Border Classified
 DC2 Frequency **Bi-Weekly**
 Type Publication **Shoppers**

NY

Fredonia Pennysaver, Inc. **24,207**

Company **Fredonia / Silver Creek Pennysaver**
Fredonia State **NY**
 Networks West Classified
 Full Classified
 DC2 Frequency **Weekly**
 Type Publication **Shoppers**

Moneysaver Advertising, Inc. **27,216**

Company **Moneysaver Shopping Guide**
Bolivar State **NY**
 Networks Full Classified
 Central Classified
 Solid/Border Classified
 DC2 Frequency **Weekly**
 Type Publication **Shoppers**

Company **Moneysaver Shopping News**
Bolivar State **NY**
 Networks Full Classified
 Central Classified
 Solid/Border Classified
 DC2 Frequency **Weekly**
 Type Publication **Shoppers**

Richner Publications **114,689**

Company **PrimeTime Xpress**
Garden City State **NY**
 Networks Full Classified
 East Classified
 DC2 Frequency **Weekly**
 Type Publication

The Queens Pennysaver **8,802**

Company **The Queens Pennysaver**
Ozone Park State **NY**
 Networks Full Classified
 East Classified
 DC2 Frequency **Weekly**
 Type Publication **Shoppers**

Company Network Frequency Type Circulation

Webster-Ontario-Walworth Penny Saver **26,339**

Company **Webster-Ontario-Walworth Penny**
Webster State **NY**
 Networks Full Classified
 West Classified
 DC2 Frequency **Weekly**
 Type Publication **Shoppers**

OH

Adams Street Publishing **45,019**

Company **Ann Arbor Family Press**
Toledo State **OH**
 Networks DC2
 Solid/Border Classified
 West Classified
 Full Classified Frequency **Monthly**
 Type Publication **Niche**

Company **Toledo City Paper**

Toledo State **OH**
 Networks Full Classified
 West Classified
 Solid/Border Classified
 DC2 Frequency **Weekly**
 Type Publication **Community**

Arens Corp. **21,937**

Company **Penny Saver**
Courington State **OH**
 Networks Full Classified
 West Classified
 Solid/Border Classified
 DC2 Frequency **Weekly**
 Type Publication **Shoppers**

Company **Stillwater Valley Advertiser**
Courington State **OH**

Networks Full Classified
 West Classified
 Solid/Border Classified
 DC2 Frequency **Weekly**
 Type Publication **Community**

Columbus Messenger Company **122,690**

Company **Columbus Messenger**
Columbus State **OH**
 Networks Full Classified
 West Classified
 DC2
 Solid/Border Classified Frequency **Weekly**
 Type Publication **Community**

Fostoria Focus **12,500**

Company **Fostoria Focus**
Fostoria State **OH**
 Networks Full Classified
 West Classified Frequency **Weekly**

Company	Network	Frequency	Type	Circulation	Company	Network	Frequency	Type	Circulation
Graphic Publications, Inc.				83,076	Buxmont Media, LCC				63,361
Company Holmes Bargain Hunter	Millersburg		State OH		Company Courier News Weekly	Lansdale		State PA	
Networks West Classified Full Classified		Frequency Weekly			Networks Full Classified East Classified Solid/Border Classified E.C.		Frequency Weekly		
		Type Publication Community					Type Publication Community		
Schaffner Publications, Inc.				13,979	Carrier Pigeon				91,000
Company The Beacon	Port Clinton		State OH		Company The Upright Suburbanite	Warrenton		State PA	
Networks Full Classified West Classified Solid/Border Classified E.C.		Frequency Weekly			Networks Full Classified East Classified E.C.		Frequency Monthly		
		Type Publication Community					Type Publication Shoppers		
The Athens News Inc				36,000	Company Carrier Pigeon	Warrenton		State PA	
Company The Athens News Inc.	Athens		State OH		Networks Full Classified East Classified E.C.		Frequency Bi-Weekly		
Networks Full Classified West Classified		Frequency Weekly					Type Publication Shoppers		
		Type Publication							
The Key Shoppers' News, Inc.				24,982	Clytzer Associated Companies, Inc.				46,393
Company The Key Shoppers' News	Swanton		State OH		Company Horse Trader	Kittanning		State PA	
Networks Full Classified West Classified Solid/Border Classified E.C.		Frequency Weekly			Networks Full Classified West Classified Solid/Border Classified E.C.		Frequency Weekly		
		Type Publication Shoppers					Type Publication Shoppers		
Trogdon Publishing, Inc.				63,966	Company Columbia-Wrightsville	Mount Joy		State PA	
Company The Post Newspapers	Rittman		State OH		Networks Central Classified E.C. Solid/Border Classified Full Classified		Frequency Weekly		
Networks Full Classified West Classified E.C.		Frequency Weekly					Type Publication Shoppers		
		Type Publication Community			Company Conestoga Valley-Pequea Valley	Mount Joy		State PA	
PA					Networks Central Classified Full Classified E.C. Solid/Border Classified		Frequency Weekly		
ATJ Printing				31,752			Type Publication Shoppers		
Company The Bargain Sheet	State College		State PA		Company Downingtown/Enton Community	Mount Joy		State PA	
Networks Full Classified Central Classified West Classified		Frequency Weekly			Networks Central Classified Full Classified E.C. Solid/Border Classified		Frequency Weekly		
		Type Publication Shoppers					Type Publication Shoppers		

Company	Network	Frequency	Type	Circulation	Company	Network	Frequency	Type	Circulation
Company Harrisburg Area Shopper, East	Mount Joy	State PA			Company Middletown Shopper	Mount Joy	State PA		
Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers			Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers		
Company Willow Street / Strasburg	Mount Joy	State PA			Company Millersville Advertiser	Mount Joy	State PA		
Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers			Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers		
Company Gap/Orford Community Courier	Mount Joy	State PA			Company Morgantown/ Honey Brook	Mount Joy	State PA		
Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers			Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers		
Company Hempfield-Mountville Merchandiser	Mount Joy	State PA			Company New Holland Penny Saver	Mount Joy	State PA		
Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers			Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers		
Company Hershey/Hummelstown/Palmyra	Mount Joy	State PA			Company Quarryville Advertiser	Mount Joy	State PA		
Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers			Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers		
Company Manheim Township Merchandiser	Mount Joy	State PA			Company York Community Courier, East	Mount Joy	State PA		
Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers			Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers		
Company Manheim-Litz Merchandiser	Mount Joy	State PA			Company York Community Courier, South	Mount Joy	State PA		
Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers			Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers		
Company Mechanicsburg Edition West Shore	Mount Joy	State PA			Company York Community Courier, West	Mount Joy	State PA		
Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers			Networks Central Classified Full Classified DCI Gold/Border Classified	Frequency Weekly	Type Publication Shoppers		

Company Network Frequency Type Circulation

Company	Camp Hill Edition - West Shore		
	Mount Joy	State PA	
Networks	Central Classified Full Classified DCI Solo/Border Classified	Frequency Weekly	Type Publication Shoppers

Company	Elizabethtown / Mt Joy		
	Mount Joy	State PA	
Networks	Central Classified Full Classified DCI Solo/Border Classified	Frequency Weekly	Type Publication Shoppers

Erie Pennysaver 79,053

Company	Erie Pennysaver		
	Erie	State PA	
Networks	Full Classified West Classified DCI	Frequency Monthly	Type Publication Shoppers

Haniford Enterprises LLC 11,500

Company	Union - Finley Messenger		
	Pittsburgh	State PA	
Networks	Full Classified West Classified DCI	Frequency Monthly	Type Publication Community

Hocking Printing Company 37,923

Company	The Shopping News of Lancaster		
	Ephrata	State PA	
Networks	Full Classified Central Classified DCI Solo/Border Classified	Frequency Weekly	Type Publication Community

Journal Newspapers, Inc. 26,046

Company	Journal - Mountaintop		
	White Haven	State PA	
Networks	Full Classified East Classified DCI Solo/Border Classified	Frequency Monthly	Type Publication Community

Company	The Journal of the Pocono Plateau		
	White Haven	State PA	
Networks	Full Classified East Classified DCI Solo/Border Classified	Frequency Weekly	Type Publication Community

Company Network Frequency Type Circulation

Company	The Journal Valley Views		
	White Haven	State PA	
Networks	Full Classified East Classified DCI Solo/Border Classified	Frequency Monthly	Type Publication Community

Company	Journal - Mountaintop		
	White Haven	State PA	
Networks	Full Classified East Classified DCI Solo/Border Classified	Frequency Monthly	Type Publication Community

Kapp Advertising Services, Inc. 288,793

Company	Dauphin/Schuylkill Area		
	Lebanon	State PA	
Networks	Full Classified Central Classified Solo/Border Classified DCI	Frequency Weekly	Type Publication Shoppers

Company	Gettysburg Area Merchandiser		
	Lebanon	State PA	
Networks	Central Classified Solo/Border Classified DCI Full Classified	Frequency Weekly	Type Publication Shoppers

Company	Greater Reading Area		
	West Lawn	State PA	
Networks	Central Classified Solo/Border Classified DCI Full Classified	Frequency Weekly	Type Publication Shoppers

Company	Hanover Area Merchandiser		
	Hanover	State PA	
Networks	Central Classified Solo/Border Classified DCI Full Classified	Frequency Weekly	Type Publication Shoppers

Company	Hershey Area Merchandiser		
	Lebanon	State PA	
Networks	Central Classified Solo/Border Classified DCI Full Classified	Frequency Weekly	Type Publication Shoppers

Company	Lebanon Valley Area Merchandiser		
	Lebanon	State PA	
Networks	Central Classified Solo/Border Classified DCI Full Classified	Frequency Weekly	Type Publication Shoppers

Company	Network	Frequency	Type	Circulation	Company	Network	Frequency	Type	Circulation
Company Myerstown Area Merchandiser	Lebanon	State PA			Company Milligan Pennysaver - Zone 4	Tunkhannoch	State PA		
Networks	Central Classified Solid/Border Classified DCL Full Classified	Frequency Weekly			Networks	Full Classified East Classified DCL	Frequency Weekly	Type Publication Shoppers	
		Type Publication Shoppers							
Company Northern Adams/York Area	Hanover	State PA			Company Milligan Pennysaver - Zone 5	Tunkhannoch	State PA		
Networks	Central Classified Solid/Border Classified DCL Full Classified	Frequency Weekly			Networks	Full Classified East Classified DCL	Frequency Weekly	Type Publication Shoppers	
		Type Publication Shoppers							

Lopez Publications, Inc. **11,982**

Company El Hispano	Upper Darby	State PA		
Networks	Full Classified East Classified Solid/Border Classified DCL	Frequency Weekly		
		Type Publication Community		

Movin Out **67,671**

Company Movin Out	Slippery Rock	State PA		
Networks	Full Classified West Classified Solid/Border Classified DCL Central Classified	Frequency Monthly		
		Type Publication Niche		

Mulligan Printing Corp. **112,657**

Company Mulligan's Shopper - Zone 2	Tunkhannoch	State PA		
Networks	Full Classified East Classified DCL	Frequency Weekly		
		Type Publication Shoppers		

Company Mulligan's Pennysaver - Zone 3	Tunkhannoch	State PA		
Networks	Full Classified East Classified DCL	Frequency Weekly		
		Type Publication Shoppers		

Company Town & Country	Tunkhannoch	State PA		
Networks	Full Classified East Classified Solid/Border Classified DCL	Frequency Weekly		
		Type Publication Shoppers		

Newspaper Marketing Association Inc. **166,401**

Company Delaware County Newspapers	Upper Darby	State PA		
Networks	East Classified Full Classified DCL	Frequency Monthly		
		Type Publication Community		

Pittsburgh Pennysaver **795,966**

Company Pittsburgh Pennysaver	Pittsburgh	State PA		
Networks	West Classified Full Classified DCL	Frequency Weekly		
		Type Publication Shoppers		

Review Publishing **80,350**

Company South Philly Review	Philadelphia	State PA		
Networks	Full Classified East Classified DCL	Frequency Weekly		
		Type Publication Community		

Company Southwest Philly Review	Philadelphia	State PA		
Networks	Full Classified East Classified	Frequency Weekly		
		Type Publication Community		

The Ad Bargain **19,064**

Company The Ad Bargain	Smithmill	State PA		
Networks	Full Classified West Classified Solid/Border Classified DCL	Frequency Weekly		
		Type Publication Shoppers		

The Country Print Shop				15,198
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Company	The Shopper		
	Middleburg	State	PA
Networks	Full Classified Central Classified D.C.	Frequency	Weekly
		Type Publication	Shoppers

Weekly Bargain Bulletin Inc				20,630
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Company	Weekly Bargain Bulletin		
	New Castle	State	PA
Networks	Full Classified West Classified Gold/Border Classified D.C.	Frequency	Weekly
		Type Publication	Shoppers

The Franklin Shopper				58,323
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Company	The Franklin Shopper- Full		
	Chambersburg	State	PA
Networks	Full Classified Central Classified Gold/Border Classified D.C.	Frequency	Weekly
		Type Publication	Shoppers

Weekly Press of Philadelphia				59,108
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Company	Weekly Press of Philadelphia		
	Philadelphia	State	PA
Networks	Full Classified East Classified Gold/Border Classified D.C.	Frequency	Weekly
		Type Publication	Community

The Spirit Community Newspaper				25,000
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Company	The Spirit Community Newspaper		
	Philadelphia	State	PA
Networks	Full Classified East Classified D.C.	Frequency	Weekly
		Type Publication	Community

University City Review				
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Company	University City Review		
	Philadelphia	State	PA
Networks	Full Classified East Classified Gold/Border Classified D.C.	Frequency	Weekly
		Type Publication	Community

WV

The Village View				8,975
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Company	The Village View		
	Mountaineer	State	PA
Networks	Full Classified East Classified Gold/Border Classified D.C.	Frequency	Monthly
		Type Publication	Community

Panhandle Buyers Guide				46,281
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Company	The Buyers Guide		
	Martinsburg	State	WV
Networks	Full Classified Central Classified D.C. Gold/Border Classified	Frequency	Weekly
		Type Publication	Shoppers

The Windsor Press, Inc.				71,079
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Company	East Penn Valley Merchandiser		
	Hamburg	State	PA
Networks	Full Classified East Classified Central Classified Gold/Border Classified D.C.	Frequency	Weekly
		Type Publication	Shoppers

Company	Northern Berks Merchandiser		
	Hamburg	State	PA
Networks	Full Classified East Classified Central Classified D.C. Gold/Border Classified	Frequency	Weekly
		Type Publication	Shoppers

Upper Perki Shoppers Guide, Inc.				21,694
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Company	Upper Perki Shoppers Guide		
	Pennsburg	State	PA
Networks	Full Classified East Classified	Frequency	

*Classified
Network*



CLASSIFIED NETWORK

What network areas do we offer for the classified network?

Full Network

Includes: 5.2 Million Circulation, over 300 publications/zones. The cost is based on 9¹/₂¢ per thousand households for our eight state regional network.

\$475 for 20 words and \$15 for each additional word.

This includes Pennsylvania, Ohio, New York, New Jersey, Delaware Maryland, West Virginia, Virginia, and Washington DC.

East Network

Includes: 1.6 Million circulation, 100 publications, represents the east portions of New York and Pennsylvania, as well as all areas of Delaware and New Jersey
\$245 for 20 Words and \$15 for each additional word.

Central Network

Includes: 2.5 Million circulation, 173 publications, represents the central portions of New York & Pennsylvania, east portions of West Virginia & Virginia, all of Maryland & Washington, DC
\$375 for 20 Words and \$15 for each additional word.

West Network

Includes: 1.5 Million circulation, 112 publications represents all areas of Ohio, Western areas of Pennsylvania, West Virginia, & Virginia
\$245 for 20 Words and \$15 for each additional word.

Pennsylvania Only Area

Includes: 2.4 Million circulation, 137 publications represents all of Pennsylvania
\$380 for 20 Words and \$15 for each additional word.

New Jersey Only Area

Includes: 800,000 circulation, 60 publications includes all of New Jersey

4 WEEK COMBINED INSERTIONS - 4 WEEKS @ \$390 for 20 Words and \$15 for each additional word.

Effective April 16, 2009

MDDCWVA (Known as the DDVVNetwork)

Includes: 1.4 Million circulation, 110 publications represents all of Maryland, Washington, D.C., West Virginia, and Virginia.

\$250 for 20 Words and \$15 for each additional word.

**Get Results and Save Money, too,
with the**

MACnet

The right road for your advertising.

**New Customer &
Frequent Buyer Specials**

New Customers...

can find out how effective their advertising is when they purchase 2 weeks at the regular rate in any of our six networks and receive the 3rd week for 1/2 off.

Save over \$200.

*Does not include New Jersey Network.

Six-pack Special

can find out how effective their advertising is when they purchase 5 weeks at the regular rate in any of our six networks and receive the 6th week **FREE** + a Six-Pack of Chocolate Bars, Yumm!!!

Save over \$4000*

*Does not include New Jersey Network.

*All specials are only available on ads placed for consecutive weeks. Reservations of ad run is required to qualify for the specials. Ad copy changes are accepted. Pre-payment is not required but preferred. If for any reason an ad is cancelled during the period the special will be void.

**Contact MACnet
for our current price
and publishers listing.**

**Current
Customers...**

can continue to save even more when they purchase 3 weeks at the regular rate in any of our six networks and receive the 4th week for 1/2 off.

This is an annual savings

of over **\$3000***

*Does not include New Jersey Network.



**New Jersey
Network Only...**
purchase 4 weeks in the
New Jersey Network
for only \$390.



P. O. Box 408 • HAMBURG, PA 19526
800-450-7227 | FAX 610-743-8500



MID-ATLANTIC

CLASSIFIED AD NETWORK

P.O. Box 408 • Hamburg, PA 19526

1-800-450-7227

Fax: 610-795-8500

info@macnet.com

www.macnetonline.com

CLASSIFIED ADVERTISEMENT ORDER FORM

Name of Advertiser _____ Contact Person _____

Address _____

Phone Number _____ Fax Number _____

Years in Business _____ BBB Member Yes No

Nature of Business _____

Classification _____

All Classifieds are based on 20 words. - Telephone numbers (including area code) count as one word. For addresses, count street address as one word. Name of city, state, and zip code together counts as one word. Network ads are line ads only. Each of our newspapers will run your ad in keeping with their classified policies.

Choose one of the following:

Ad Copy Type Basic Classified All Bold Classified

Advertising Special*

New Customer Special (Buy 2/Get 3rd Wk 1/2 Price)

Frequent Buyer Special (Buy 3/Get 4th Wk 1/2 Price)

Six Pack Special (Buy 5/Get 6th Wk FREE)

NEW New Jersey Only (\$390 for 4 weeks)

Classified Insertion Week(s) _____

Network Rates:

Basic Classified (First 3 Words Bold and body plain type)

Full \$475 per wk. PA Only \$380 per wk.

East \$245 per wk. NJ Only \$390 /4 wks.

Central \$375 per wk. MD, DC, WV, VA... \$250 per wk.

West \$245 per wk.

Add'l Word Price over 20 \$15 ea. wrd.

All Bold Words Classified

Full \$745 per wk.

Add'l Word Price over 20 \$15 ea. wrd.

Ad Copy: (Please type or write legibly)

Total Investment Per week _____ x (Wks) _____ = _____

PAYMENT METHOD

MasterCard VISA DISCOVER

Expiration Date _____

Name: (Print Legibly) _____

Signature _____ Security # _____

Signature must be on file before advertisement is placed in network.

NETWORK AREAS:
 Full Network: Includes publishers in our eight-state area: Pennsylvania, Ohio, New York, New Jersey, Delaware, Maryland, West Virginia, Virginia, and Washington, D.C.
 East: Includes publishers in N.J. and the Eastern Counties in Pennsylvania, Delaware and parts of N.Y. and Maryland.
 Central: Includes publishers in Central N.Y., Pennsylvania, all of Maryland and West Virginia, Washington D.C. and Eastern portions of Virginia.
 West: Includes all of Ohio, western area of Pennsylvania, New York, Maryland and West Virginia, and Western Virginia.

The participating publishers have agreed to publish your advertisement within two weeks after receipt. MACnet participating publishers reserve the right to edit copy submitted and reject that which is not in compliance with local, state, and federal laws, ads that are in poor taste, offensive, false, misleading, deceptive, or otherwise illegal. Ads requiring "cash in advance," require satisfaction guaranteed as part of the advertisement. Ads for "work at home" will be accepted with discretion. Each individual publisher reserves the right to reject any ad, based on their own policies. A timesheet will be provided to all new advertisements. Rates are subject to change at anytime.

*The New Customer and Frequent Buyer Specials are only available on ads placed for 3 and 4 weeks consecutive. Reservations of ad run is required to qualify for the Special. Ad copy changes are accepted. Pre-payment is not required but preferred. If for any reason an ad is cancelled during the 4 week period the special will be void.

Check made payable to MACnet

Checks may be made payable to MACnet, Inc. Any advertisement paid by check will not be guaranteed for the insertion date requested. All checks must clear our bank to guarantee ad placement.



*2x2 & Display
Networks*

MACnet also offers two display network programs:

House 2 House 2x2 Network & Customized Display

Easy to Do 2x2 Network

- 1) Simple rules
- 2) Two ways to sell it...
 - o Predetermined areas of coverage
 - o Customer specific - known as Pick n Choose 2x2
- 3) Predetermined areas of coverage
Follow the circulation figures for the classified network.
Replace the thousand comma with a period and take that figure x \$1 = The customer's cost.
- 4) Customer specific
Customer chooses the publications they want to run in based on the following:
 - At least 3 publishers full run of circulation
 - At least 800,000 circulation
 - All new publicationsTake this circulation figure and change the comma to a period. You have your price. \$1.15 per thousand.
- 5) All ads are commissionable.
- 6) Deadline: Wednesday noon prior to the week requested.
- 7) Size of the ad is 2" x 3.25"

The Cans and Can'ts....with the 2x2 Network

Can'ts

- 8) Can't run the ad in publications at the 2x2 rate where they are currently advertisers.
- 9) Can't run in partial circulation or less than 800,000* circulation.
- 10) Can't bill the ads. This network is prepayment ONLY.
- 11) Can't run co-op ads in the 2x2 network
Publishers are allowed to adjust the size of the ads
Two week window of exposure
- 12) Can't guarantee that the ad will not be adjusted to fit.
- 13) Can't run more than four 2x2 network ads in each publication per week.

Cans

- 14) Can guarantee circulation (Customer requested circulation only)
- 15) Can use the convenience of the network to place ads in publications where they are current advertisers at the local open rate.
- 16) Can run a 2x4 just by doubling the price of the 2x2. The ad size would be 4" h x 3.25" w .

Customized Display Advertisements

- 1) The customer determines the size and publications they want to run in.
- 2) Three simple rules
 - o Must be at least three publishers
 - o Must be the same size in every publication (copy can be different)
 - o Must be larger than a 2x2 advertisement
- 3) All ads are based on local open rates
- 4) Rates currently available for quarter, half, and full page ads
- 5) All ads are commissionable
- 6) Deadline: Wednesday noon prior to the week requested.

The Cans....with Display Advertisements through the Network

- 7) Can run the ads in publications where they are currently running.
Sorry, rates will be the local open rate.
- 8) Can be billed...~~Yes~~, preapproved advertisers can be billed and must be paid within 30 days of receipt of invoice and tearsheets
Credit cards, certified checks and money orders also accepted.
- 9) Can run co-op ads. Unlike the 2x2 ads, publishers will be requested to float the ad in cases where the ad doesn't fit their column width and the ad will run the week requested.
- 10) Can guarantee circulation
- 11) Can provide your customer with a tearsheet from each publication

**ADVERTISE IN OUR NETWORKS OR MAKE YOUR OWN OR PICK N CHOOSE
YOUR OWN NETWORK THAT FITS YOUR BUSINESS NEEDS
2X2 DISPLAY NETWORK WORKSHEET**

PREDETERMINED AREAS ARE AS FOLLOWS:

	CIRCULATION	WEEKLY COST
Full Network	4,242,360	\$4,250.00
East Network	720,103	\$725.00
Central Network	2,453,688	\$2,500.00
West Network	1,214,276	\$1,225.00
Pennsylvania Only	2,106,407	\$2,125.00
MD/DC/WV Only	1,435,851	\$1,450.00

GUARANTEED CIRCULATION

**PICK N CHOOSE FOR YOUR BUSINESS NEEDS
2X2 DISPLAY NETWORK WORKSHEET**

**3 PUBLISHERS ROP
@ \$1.17
800,000 MIN. CIRC.**

Networks Frequency Circulation

DC

Company	Kaggwa Communications Washington State DC	Full Classified Central Classified DC2	Weekly	<u>10,000</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	The Washington Informer Washington State DC	Full Classified Central Classified DC2	Weekly	<u>19,074</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>

MD

Company	East County Times Baltimore State MD	Full Classified DC2 Gold/Silver Classified	Weekly	<u>44,950</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Kapp Advertising Services, Inc. Hanover State MD	Central Classified Gold/Silver Classified DC2	Weekly	<u>13,940</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	The Baltimore Times Baltimore State MD	Full Classified Central Classified	Weekly	<u>41,000</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	The Maryland Pennysaver Hanover State MD	Full Classified Central Classified	Weekly	<u>1,292,769</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>

NJ

Company	Guide Publications Long Branch State NJ	East Classified Gold/Silver Classified DC2	Weekly	<u>38,316</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Life & Leisure Wayne State NJ	Full Classified East Classified DC2	Bi-Weekly	<u>56,189</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	NJ Media LLC.com Flanders State NJ	Full Classified East Classified	Monthly	<u>61,000</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	NJ Community Publishing East Hanover State NJ	Full Classified East Classified	Monthly	<u>359,023</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	The Herald News papers Rio Grande State NJ	Full Classified East Classified Gold/Silver Classified	Weekly	<u>32,172</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	The Villador Times, Inc. Midland Park State NJ	Full Classified East Classified Gold/Silver Classified	Weekly	<u>56,432</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Today's Shopper, LLC Turnersville State NJ	Full Classified East Classified Gold/Silver Classified	Bi-Weekly	<u>60,407</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>

NY

Company	Fredonia Pennysaver, Inc. Fredonia State NY	West Classified Pull Classified EX2	Weekly	<u>24,207</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Moneysaver Advertising, Inc. Bolivar State NY	Pull Classified Central Classified Solid/Border Classified	Weekly	<u>27,216</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Richner Publications Garden City State NY	Pull Classified East Classified EX2	Weekly	<u>114,689</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	The Queens Pennysaver Ozone Park State NY	Pull Classified East Classified EX2	Weekly	<u>8,802</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Webster-Ontario-Walworth Penny Webster State NY	Pull Classified West Classified EX2	Weekly	<u>20,339</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>

OH

Company	Adams Street Publishing Toledo State OH	Pull Classified West Classified Solid/Border Classified	Weekly	<u>45,019</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Arens Corp. Covington State OH	Pull Classified West Classified Solid/Border Classified	Weekly	<u>21,937</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Columbus Messenger Company Columbus State OH	Pull Classified West Classified EX2 Solid/Border	Weekly	<u>122,690</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Fostoria Focus Fostoria State OH	Pull Classified West Classified		<u> </u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Graphic Publications, Inc. Millersburg State OH	West Classified Pull Classified	Weekly	<u>83,076</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	The Key Shoppers' News, Inc. Swanton State OH	Pull Classified West Classified Solid/Border Classified	Weekly	<u>24,982</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Troglon Publishing, Inc. Rittman State OH	Pull Classified West Classified EX2	Weekly	<u>63,966</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>

PA

Company	ATJ Printing State College State PA	Pull Classified Central Classified West Classified	Weekly	<u>31,752</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Brimont Media, LLC Lansdale State PA	Pull Classified East Classified Solid/Border Classified	Weekly	<u>63,361</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Carter Pigeon Warrington State PA	Pull Classified East Classified EX2	Bi-Weekly	<u>91,000</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Crytzer Associated Companies, Inc. Kittanning State PA	Pull Classified West Classified Solid/Border Classified	Weekly	<u>46,393</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Engle Publishing Company, Inc. Mount Joy State PA	Central Classified Pull Classified EX2 Solid/Border	Weekly	<u>504,358</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Erie Pennysaver Erie State PA	Pull Classified West Classified EX2	Monthly	<u>79,053</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Hanford Enterprises LLC Pittsburgh State PA	Pull Classified West Classified EX2	Monthly	<u>11,500</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>
Company	Hoching Printing Company Ephrata State PA	Pull Classified Central Classified EX2 Solid/Border	Weekly	<u>37,923</u> K \$1.17 =	<u> </u> K .001 =	<input type="text"/>

Company	Journal Newspapers, Inc. White Haven State PA	Full Classified Start Classified DCI Sold/Order	Monthly	<u>26,046</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	Kapp Advertising Services, Inc. Hanover State PA	Central Classified Sold/Order Classified DCI	Weekly	<u>288,793</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	Lopez Publications, Inc. Upper Darby State PA	Full Classified Start Classified Sold/Order Classified	Weekly	<u>11,982</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	Movin Out Slippery Rock State PA	Full Classified Start Classified Sold/Order Classified	Monthly	<u>67,671</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	Mulligan Printing Corp. Tunkhannock State PA	Full Classified Start Classified DCI	Weekly	<u>112,657</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	News paper Marketing Association Upper Darby State PA	Start Classified Full Classified DCI	Monthly	<u>106,401</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	Pittsburgh Pennys aver Pittsburgh State PA	Start Classified Full Classified DCI	Weekly	<u>795,966</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	Review Publishing Philadelphia State PA	Full Classified Start Classified	Weekly	<u>80,350</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	The Ad Bargain Smithmill State PA	Full Classified Start Classified Sold/Order Classified	Weekly	<u>19,064</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	The Country Print Shop Middleburg State PA	Full Classified Central Classified DCI	Weekly	<u>15,198</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	The Franklin Shopper Chambersburg State PA	Full Classified Central Classified Sold/Order Classified	Weekly	<u>58,323</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	The Spirit Community News paper Philadelphia State PA	Full Classified Start Classified DCI	Weekly	<u>25,000</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	The Village View Mountainhome State PA	Full Classified Start Classified Sold/Order Classified	Monthly	<u>8,975</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	The Windsor Press, Inc. Hamburg State PA	Full Classified Start Classified Central Classified DCI	Weekly	<u>71,079</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	Upper Perki Shoppers Guide, Inc. Pennsburg State PA	Full Classified Start Classified Sold/Order Classified	Weekly	<u>21,694</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	Weekly Bargain Bulletin Inc New Castle State PA	Full Classified Start Classified Sold/Order Classified	Weekly	<u>20,630</u> K \$1.17 =	_____	K .001 = <input type="text"/>
Company	Weekly Press of Philadelphia Philadelphia State PA	Full Classified Start Classified Sold/Order Classified	Weekly	<u>59,108</u> K \$1.17 =	_____	K .001 = <input type="text"/>
WV						
Company	Panhandle Buyers Guide Martinsburg State WV	Full Classified Central Classified DCI Sold/Order	Weekly	<u>46,281</u> K \$1.17 =	_____	K .001 = <input type="text"/>

TOTAL CIRCULATION OF ALL PAGES (MUST BE AT LEAST 800,000)

TOTAL PUBLICATIONS (MUST BE AT LEAST 3)

TOTAL AMOUNT FOR 2022 NETWORK

Description

Customized Display Information

All prices subject to change.

Company: # Frequency Circulation Format Full Page # of Col. CO. CO. Process Color Full Page Half Page Quarter Page

DC

Kagawa Communications 10,000

District Chronicles 1 Weekly 10,000 Tabloid 10 x 16 5 1.94 13 \$476.00 \$1,040.00 \$520.00 \$280.00

The Washington Informer 19,074

The Washington Informer 1 Weekly 19,074 Tabloid 9.5 x 12.375 5 12.375 \$400.00 \$1,600.41 \$815.20 \$407.60

MD

East County Times 44,950

East County Times 1 Weekly 44,950 Tabloid 10 x 14 6 1.4 \$300.00 \$1,800.00 \$829.50 \$414.75

Kapp Advertising Services, Inc. 13,940

Hampshire/Winchester Area Merchandiser 1 Weekly 13,940 Tabloid 10.25 x 16 5 1.94 16 \$220.00 \$440.00 \$220.00 \$110.00

The Maryland Pennysaver 1,292,769

Pennsylvania Maryland 75 Weekly 1,292,769 Flexi 6.75 x 10 7.36 10 \$130.00 \$19,905.00 \$9,952.50 \$4,976.25

NJ

ND Community Publishing 359,023

NJ Worcester 40 Monthly 359,023 Tabloid 9.625 x 11.25 4 1.75 11.25 \$300.00 \$29,250.00 \$14,625.00 \$7,312.50

The Herald Newspapers 32,172

The Herald Newspapers 9 Weekly 32,172 Tabloid 10.5 x 15.5 7 15.5 \$300.00 \$1,950.00 \$975.00 \$488.25

The Villadian Times, Inc. 56,432

The Villadian Times 1 Weekly 56,432 Tab 10x13 6 1.66 13 \$150.00 \$1,162.20 \$581.10 \$290.55

Today's Shopper 60,407

Today's Shopper 1 Bi-Weekly 60,407 Mini Tab 6.12 x 9 4 1.12 9.6025 \$749.55 \$374.78 \$187.39

NY

Description

Customized Display Information

All prices subject to change.

Company	#	Frequency	Circulation	Format	Full Page	# of Col.	Curr	CD	Processor Color	Full Page	Half Page	Quarter Page
Frederica Pennysaver, Inc. 24,207												
Frederica / Silver Creek Pennysaver	1	Weekly	24,207	Tabloid	6 x 16	6	112	16	\$70.00	\$604.80	\$302.40	\$151.20
Money Saver Advertising, Inc. 27,216												
Money Saver Shopping Guide	1	Weekly	13,606	Tabloid	10.25 x 16	6	136	16	\$50.00	\$456.00	\$228.00	\$114.00
Money Saver Shopping News	1	Weekly	13,606	Tabloid	10 1/4	6	136	16	\$50.00	\$672.96	\$336.48	\$168.24
The Queens Pennysaver 8,802												
The Queens Pennysaver	1	Weekly	8,802	1/2 Tab	6.946 x 9.716	4	2	9,8825		\$631.20	\$315.60	\$157.80
Webster-Ontario - Walkworth Penny Saver 20,339												
Webster-Ontario-Walkworth Penny Saver	1	Weekly	20,339	Tabloid	10.25x16	6	112	16		\$564.00	\$492.00	\$246.00
OH												
Adams Street Publishing 45,019												
Ann Arbor Family Press	1	Monthly	15,346	Tabloid	9 x 12	4	4,625	12	\$360.00	\$620.80	\$410.40	\$205.20
Toledo City Paper	1	Weekly	29,673	tabloid	9.5 x 11.875	4	4,625	11,875	\$360.00	\$1,187.50	\$395.75	\$246.88
Arens Corp. 21,937												
Penny Saver	2	Weekly	11,726	Tabloid	10.25 x 16	6		16		\$705.56	\$352.78	\$176.34
Stilwater Valley Advertiser	1	Weekly	10,211	Tabloid	10.25 x 14	6		14		\$607.24	\$404.82	\$201.81
Columbus Messenger Company 122,690												
Columbus Messenger	16	Weekly	122,690	Tabloid	10.5 x 14	6	11,316	14	\$225.00	\$1,506.40	\$753.20	\$376.60
The Key Shoppers' News, Inc. 24,982												
The Key Shoppers' News	1	Weekly	24,982	Tabloid	10.125 x 16	6	112	16		\$1,137.00	\$568.50	\$284.40
Trogon Publishing, Inc. 63,966												
The Post Newspapers	1	Weekly	63,966	Tabloid	9.75" x 12"	6	2,497	16	\$362.50	\$5,760.00	\$2,880.00	\$1,440.00
PA												

Description Customized Display Information

All prices subject to change.

Company	#	Frequency	Circulation	Format	Full Page	# of Col.	CP	CD	Process or Color	Full Page	Half Page	Quarter Page
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ATJ Printing 31,752

The Bargain Sheet	1	Weekly	31,752	Tabloid	10x13	6	112	13		\$622.90	\$411.45	\$265.79
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Burnout Media, LLC 63,361

Couriers Weekly	1	Weekly	63,361	Tabloid	10 x 12.5	3	1.07	12.5		\$787.50	\$509.75	\$196.68
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Cryzer Associated Companies, Inc. 46,393

Horse Trader	1	Weekly	46,393	Tabloid	9.75 x 12	6		12		\$679.20	\$346.60	\$168.30
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Engle Publishing Company, Inc. 504,358

Columbia-Intights-ile Merchandiser	1	Weekly	14,992	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$768.00	\$464.00	\$192.00
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Conestoga Valley-Pequea Valley Penny	1	Weekly	21,793	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$639.52	\$419.76	\$209.68
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Downingtown/Exton Community Courier	1	Weekly	60,679	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$1,726.00	\$864.00	\$432.00
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Harrisburg Area Shopper/East Shore	1	Weekly	26,636	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$1,248.00	\$624.00	\$312.00
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Millau Street / Strasburg Advertiser	1	Weekly	10,235	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$720.00	\$460.00	\$160.00
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Gap/3rd Community Courier	1	Weekly	26,727	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$646.00	\$466.00	\$234.00
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Hempfield-Mountville Merchandiser	1	Weekly	17,766	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$792.00	\$496.00	\$196.00
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Hershey/Hummelstown/Palmyna	1	Weekly	26,202	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$1,096.00	\$626.00	\$264.00
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Womhe in Township Merchandiser	1	Weekly	14,511	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$768.00	\$464.00	\$192.00
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Womhe in-Litz Merchandiser	1	Weekly	22,136	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$640.00	\$420.00	\$210.00
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Mechanicsburg Edition West Shore	1	Weekly	36,385	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$1,296.00	\$648.00	\$324.00
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Middleton Shopper	1	Weekly	10,632	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$616.00	\$406.00	\$204.00
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Millersville Advertiser	1	Weekly	17,061	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$792.00	\$496.00	\$196.00
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Morgantown/Honey Brook Community	1	Weekly	15,969	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$616.00	\$406.00	\$204.00
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New Holland Penny Saver	1	Weekly	13,125	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$696.00	\$446.00	\$174.00
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Quarryville Advertiser	1	Weekly	11,641	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$720.00	\$460.00	\$160.00
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York Community Courier, East Edition	1	Weekly	36,675	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$1,468.00	\$744.00	\$372.00
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Description

Customized Display Information

All prices subject to change.

Company	#	Frequency	Circulation	Format	Full Page	# of Col.	CM	CD	Process Color	Full Page	Half Page	Quarter Page
York Community Courier, South Edition	1	Weekly	26,710	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$1,696.00	\$828.00	\$264.00
York Community Courier, North Edition	1	Weekly	37,690	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$1,440.00	\$720.00	\$460.00
Camp Hill Edition - West Shore Shopper	1	Weekly	31,761	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$1,296.00	\$648.00	\$324.00
Elizabethton Mt. Joy Merchandiser	1	Weekly	21,292	Tabloid	10.25 x 16	6	1.60	16	\$210.00	\$816.00	\$408.00	\$264.00
Erie Pennysaver				79,053								
Erie Pennysaver	3	Monthly	79,053	Tabloid	9.5 x 11.5	6	1.12	11.5		\$2,277.00	\$1,138.50	\$609.25
Haniford Enterprises LLC				11,500								
Union - Finley Messenger	1	Monthly	11,500	WCD	10.25 x 12.75	4	2.437	13		\$679.64	\$339.82	\$219.96
Hocking Printing Company				37,923								
The Shopping News of Lancaster County	1	Weekly	37,923	Tabloid	10.125 x 16	6	1.50	16	\$275.00	\$964.80	\$482.40	\$241.20
Journal Newspapers, Inc.				26,046								
Journal - Mountbain	1	Monthly	3,344	Tabloid	10.5x13.5	5	2	13.5	\$50.00	\$556.88	\$278.44	\$139.22
The Journal of the Pocono Plateau	1	Weekly	11,864	Tabloid	10 x 13	5	2	13	\$50.00	\$700.05	\$350.03	\$175.01
The Journal Valley Views	1	Monthly	7,904	Tabloid	10 x 13	5	2	13	\$50.00	\$700.05	\$350.03	\$175.01
Journal - Mountbain	1	Monthly	3,344	Tabloid	10.5x13.5	5	2	13.5	\$50.00	\$465.00	\$232.50	\$116.25
Kapp Advertising Services, Inc.				288,793								
Dauphin/Schuylkill Area Merchandiser	1	Weekly	16,561	Tabloid	10.25 x 16	5	11.5075	16	\$220.00	\$606.00	\$304.00	\$192.00
Gettysburg Area Merchandiser	1	Weekly	22,873	Tabloid	10.25 x 16	5	11.5075	16	\$220.00	\$572.00	\$286.00	\$143.00
Greater Reading Area Merchandiser	1	Weekly	99,246	Tabloid	10.25 x 16	5	11.5075	16	\$220.00	\$2,224.00	\$1,112.00	\$556.00
Hanover Area Merchandiser	1	Weekly	37,273	Tabloid	10.25 x 16	5	11.5075	16	\$220.00	\$792.00	\$396.00	\$198.00
Hershey Area Merchandiser	1	Weekly	28,066	Tabloid	10.25 x 16	5	11.5075	16	\$220.00	\$668.00	\$334.00	\$172.00
Lebanon Valley Area Merchandiser	1	Weekly	37,139	Tabloid	10.25 x 16	5	11.5075	16	\$220.00	\$1,120.00	\$560.00	\$280.00
Mifflintown Area Merchandiser	1	Weekly	22,415	Tabloid	10.25 x 16	5	11.5075	16	\$220.00	\$600.00	\$300.00	\$150.00
Northern Adams/York Area Merchandiser	1	Weekly	23,258	Tabloid	10.25 x 16	5	11.5075	16	\$220.00	\$576.00	\$288.00	\$144.00

Description

Customized Display Information

All prices subject to change.

Company	#	Frequency	Circulation	Format	Full Page	# of Col.	CPI	CP	Preprint Cost	Full Page	Half Page	Quarter Page
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Movie Out 67,671

Movie Out	1	Monthly	67,671	Tabloid	10.6 x 16.5	6		16.5		\$4,990.00	\$2,475.00	\$1,237.50
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Mulligan Printing Corp. 112,657

Mulligan's Shopper- Zone 2	1	Weekly	25,286	Magazine	6.75 x 9.5	3	2.25	9		\$332.64	\$166.32	\$83.16
Mulligan's Penny saver- Zone 3	1	Weekly	16,681	Magazine	6.75 x 9.5	3	2.25	9		\$332.64	\$166.32	\$83.16
Town & Country	3	Weekly	35,369	Tabloid	10.5 x 16	3		9		\$332.64	\$166.32	\$83.16
Mulligan Penny saver- Zone 4	1	Weekly	17,044	Magazine	6.75 x 9.5	3	2.25	9		\$332.64	\$166.32	\$83.16
Mulligan Penny saver- Zone 5	1	Weekly	16,257	Magazine	6.75 x 9.5	3	2.25	9		\$332.64	\$166.32	\$83.16

Review Publishing 80,350

South Philly Review	1	Weekly	63,400	Tabloid	10x10.675	6	1.802	10.675	\$995.00	\$2,805.75	\$1,402.88	\$701.44
Southeast Philly Review	1	Weekly	16,950	Tabloid	9.630 x	6	1.96	11.625	\$995.00	\$2,929.50	\$1,464.75	\$732.38

The Ad Bargain 19,064

The Ad Bargain	1	Weekly	19,064	Tabloid	10 x 15	6	1.5	15		\$665.00	\$252.50	\$126.25
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The Country Print Shop 15,198

The Shopper	1	Weekly	15,196	Broadsheet	13x21.5	6		21.5		\$999.75	\$499.88	\$249.94
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The Franklin Shopper 58,323

The Franklin Shopper-Full	3	Weekly	58,323	Tabloid	10.5 x 16	6	1.5	16	\$225.00	\$1,909.44	\$954.72	\$477.36
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The Village View 8,975

The Village View	1	Monthly	8,975	Tabloid	10 x 11	5	2.125	11		\$660.00	\$330.00	\$165.00
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The Windsor Press, Inc. 71,079

East Penn Valley Merchandiser	1	Weekly	40,197	Tabloid	10.16 x 6	6	1.80	16		\$1,017.60	\$508.80	\$254.40
Northern Berks Merchandiser	1	Weekly	30,882	Tabloid	10.25 x 16	6	1.80	16		\$968.60	\$484.40	\$242.20

Upper Perk Shoppers Guide, Inc. 21,694

Upper Perk Shoppers Guide	1	Weekly	21,694	Tabloid	10 x 16	6	1.96	16	\$190.00	\$739.20	\$369.60	\$184.80
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Customized Display Information												
Description	All prices subject to change.											
Company	#	Frequency	Circulation	Format	Full Page	# of Col.	C/W	CP	Process Color	Full Page	Half Page	Quarter Page
Weekly Bargain Bulletin Inc 20,630												
Weekly Bargain Bulletin	1	Weekly	20,630	Tuboid	10.5 x 16	7	1.375	16	\$125.00	\$784.00	\$392.00	\$196.00
Weekly Press of Philadelphia 29,108												
University City Review	2	Weekly	29,108	Tuboid	10.25 X	6	1.98	12.875	\$175.00	\$1,113.25	\$556.63	\$328.31
WWV												
Panhandle Buyers Guide 46,281												
The Buyers Guide	3	Weekly	46,281	Tuboid	10.25 x 16	6	1.98	16	\$200.00	\$1,612.80	\$806.40	\$403.20
Total Zones/Pubs Represented 210 Grand Total of Circulation 3,939,134												
										Total Price	Total Price	Total Price
										\$133,118.24	\$66,559.12	\$33,279.56

THE PRICES SHOWN ON THIS CHART ARE SUBJECT TO CHANGE

PLEASE CONTACT THE OFFICE WITH YOUR REQUEST FOR THE CURRENT RATE BEFORE PROVIDING INFORMATION TO YOUR CLIENT!



*FSI
Program*

Free Standing Insert Programs

- 1) The customer determines where they want their insert distributed by the following parameters:
 - zip codes
 - counties
 - city
 - state
 - publication
- 2) Simple rules
 - o Must be at least 800,000
 - o Must supply an example of the insert for weight and content
- 3) Rates for inserts are based on 8-1/2 x 11 insert sheets
- 4) Insert rates are publisher's CPM rates
- 5) Insert rates are not commissionable
- 6) Deadline: Pre-approval for insert size, weight, and content at least 6 weeks prior to insert.
Final insert deadline at least 4 weeks prior to insert.
- 7) Insert sheets supplied from MACnet to the printer for insure accuracy in delivery.

The Cans....with the Insert Program through the Network

- 8) Can run the inserts in publications where they are currently running display ads.
- 9) Can be billed...Yes, pre-approved advertisers can be billed and must be paid within 30 days of receipt of final invoice and certificates of completion.
- 10) Can and will guarantee circulation
- 11) Can provide your customer with a certificate of completion from every publication requested for the insert.



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 info@macnet.net

List of Publications' Circulation & Cost Per Thousand Rate for single sheet

Company	CPK	Circulation
Adams Street Publishing	\$63.00	14,915
ATJ Printing	\$53.00	31,600
Burnout Media, LLC	\$23.00	126,246
Crytzer Associated Companies, Inc.	\$34.00	51,900
East County Times	\$43.00	45,000
Engle Publishing Company	\$44.00	550,846
Erie Pennysaver	\$51.00	61,473
Fredonia Pennysaver, Inc.	\$38.00	24,425
Hocking Printing Company	\$43.00	38,340
Journal Newspapers, Inc.	\$48.00	29,475
Kapp Advertising Services, Inc.	\$30.00	351,865
Life & Leisure	\$23.00	56,241
Maryland Pennysaver	\$35.00	1,167,135
Moneysaver Advertising, Inc.	\$63.00	13,556
Movin' Out	\$118.00	71,948
Mulligan Printing Corp.	\$47.00	130,362

Company	CPK	Circulation
Paulhandle Buyers Guide	\$38.00	46,520
Penny Power	\$49.00	69,881
Pittsburgh Pennysaver	\$53.00	757,199
Review Publishing	\$53.00	81,003
Schaffner Publications, Inc.	\$26.00	17,000
The Ad Bargain	\$53.00	20,710
The Country Print Shop	\$58.00	14,746
The Franklin Shopper	\$33.00	62,572
The Herald Newspapers	\$46.50	40,000
The Key Shoppers' News, Inc.	\$43.00	24,889
The Village View	\$68.00	9,000
The Windsor Press, Inc.	\$48.00	71,130
Trogdon Publishing, Inc.	\$48.00	59,065
Webb Weekly	\$40.80	58,737
Webster-Ontario-Walworth Penny Saver	\$48.00	20,438

*Display
Online
Network*



- **DON** knows the importance of online advertising for your business.
- **DON** knows how to get your business onto websites throughout the Mid-Atlantic Region.
- **DON** knows the importance of reaching local customers.
- **DON** knows how to make it easy to advertise through our one-call solution.

Meet DON

**Strong local sites
with a faithful following make
DON
an excellent choice**

- DON provides local, audited publisher sites
- DON offers control of placement and frequency
 - DON offers print and online packages
 - DON is cost effective frequency
 - DON is a direct link to your website

DON provides three popular * IAB sizes:

*****Leaderboard (728x90 pixels)*****



*****Medium Rectangle (300x250 pixels)*****

DON knows how to help you reach your customers with online marketing by advertising your business in this space.

Find out more about **DON** at www.macnetonline.com
MACnet's Display Online Network



DON knows how to market your business online.

Visit www.macnetonline.com to learn more about **DON**.

*****Wide Skyscraper***
(120x600 pixels)



The IAB is dedicated to the growth of the interactive advertising marketplace.

Select just the websites you would like for your advertising campaign:

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East County Times

New Jersey Area

Black River News

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www.rmtoliveeweekly.com

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www.parsippanyvalleytoday.com

www.pvccommunitylife.com

www.southbergenite.com

www.suburbantrends.com

www.tenacksuburbanite.com

www.theneighbornews.com

www.thewaynetoday.com

www.twinboronews.com

Cape May County Herald

Today's Shopper

Ohio Area

The Beacon

Columbus Messenger

Pennsylvania Area

The Horsetrader

Journal Newspapers

Mulligan Printing Corp.

University City Review

**For only 1¢* per impression,
DON makes it effective to advertise.**

*Minimum of 30,000 impressions provides an effective advertising campaign.

Are you ready to advertise? Let DON help you get started...

Two ways to choose a campaign:

- a. By Impressions
- b. By amount of time.

Choose the websites for your ad campaign.

Create the compelling message

Create artwork or work with MACnet staff to produce artwork.

And, contact us to answer questions and get started with your advertising campaign.



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