

SUSQUEHANNA TOWNSHIP PARKS & RECREATION

1900 Linglestown Road Harrisburg, PA. 17110

(717) 909-9228 Fax (717) 540-4298

E-mail breichard@susquehannatwp.com

February, 2012

Dear Prospective Advertiser:

Susquehanna Township is offering advertisement space in the Township's biannual newsletter. We distribute over 29,000 copies each year to each residential and business establishment throughout the Township. Each edition of our newsletter is placed on the Township Web Site www.susquehannatwp.com as a PDF file giving maximum exposure to your ad. In 2011 we experienced more than one million hits on our site. The newsletter is also placed in several businesses within Susquehanna Township, and the Susquehanna Township School District.

Below you will find a newsletter advertising form for the next newsletter edition. The 2012 spring/summer edition is scheduled for publication in May. The ads for the spring/summer edition must be submitted by April 6th. Please note that the required method of submittal of your ad is by digital copy. Submittals of hard copy ads will require an additional fee of \$50.

Ads may be sent to breichard@susquehannatwp.com or via snail mail. Indicate your ad size and edition(s) preference on the ad form and forward with payment to:

Susquehanna Township
1900 Linglestown Road.
Harrisburg, PA. 17110
Attention: Robert Reichard

Questions may be answered at 909-9228 between the hours of 9:00 AM and 5:00 PM Monday through Friday.

Deadline for ad placement in the spring/summer edition is April 6, 2012

Thank you for your interest in advertising with Susquehanna Township.

Best Regards,



Robert J. Reichard
Newsletter Managing Editor

2012 SUSQUEHANNA TOWNSHIP Spring/Summer Newsletter Advertising Form

Type of Ad	Ad Height	Ad Width	Ad Price Per Edition
Business Card	2.00 inches	3.50 inches	\$65.00 \$115.00 hard copy
Quarter page	4.00 inches	3.75 inches	\$100.00 \$150.00 hard copy
Half page	5.00 inches	7.50 inches	\$325.00 Digital copy only
Back page	5.00 inches	7.50 inches	\$375.00 Digital copy only

PRINT INFORMATION COMPLETELY AND CLEARLY
One Ad Form Per Ad Please! (Just copy this if you need more than one.)

Business: (name, address, contact person, phone number)

AD SIZE: HALF QUARTER Business Card *(circle one)*

EDITIONS: BOTH EDITIONS SPRING/SUMMER EDITION ONLY FALL/WINTER EDITION ONLY *(circle one)*

CHECK NUMBER: _____ CHECK AMOUNT: _____

CHECK BOX TO REQUEST A RECEIPT

DIGITAL SUBMISSIONS

This is the preferred method for submissions. All submissions other than digital **will be charged a \$50.00 additional fee**. The following list is the available file formats that we prefer. Files can be accepted using these following software applications for MAC/PC*:

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- InDesign CS2 or earlier – Adobe Pagemaker 7.0 or earlier – Adobe Photoshop CS2 or earlier
- Adobe Illustrator CS2 or earlier – Adobe Acrobat 6.0 or earlier (Hi Res PDF)
- QuarkXPress 6.5 or earlier – Microsoft Word 2003 or earlier

*PC/Windows applications are accepted with the understanding that some fonts may have to be changed in order to produce film!

All files received in these applications must be accompanied by ALL FONTS and ALL LINKED ITEMS (including all EPS, TIFF, JPEG, etc. files). Please be sure that fonts and pictures are embedded. For your convenience, these files can be e-mailed directly to: **breichard@susquehannatwp.com**. I ask that a copy of the Ad Reservation Form be attached or forwarded to me (for confirmation purposes).

The fall-winter newsletter edition is scheduled for delivery on or about September 10, 2010.

File Formats **NOT** PREFERRED:
HTML – GIF – BMP – POSTSCRIPT – TEXT – WMP – PUB

Deadline for ad placement is April 6, 2012

MAKE CHECKS PAYABLE TO:
Susquehanna Township