



AMISH COUNTRY NEWS

1989 • YEARS • 2009
DELIVERING RESULTS!

Media Card 2009

Your "Tour Guide in a Book"

- Distribution State Wide
 - Many Exclusive Channels Including **Hershey's Chocolate World**
- Bright White Paper
- Full Color Publication
- 12 Months of Coverage for the Price of 7
- Town AND Regional Maps & History
- Hub & Spoke Regional Destinations Feature
- 95% of Readers Surveyed Say They Keep and Share with Friends
- Timely Articles of Importance to Visitors

For information call:

Laura Karam
Managing Director
717.768.8400 Ext. 213
amishnews@amishnews.com



2009 Theme Issues

Spring (April/May)

For, By, and About Quilt Lovers!

June

Towns of Lancaster

July

Family-Owned Businesses

August

What's Your Idea of Fun?

September

Food & Dining Issue

October

Harvest Time Fun

Winter (Nov/Dec)

Gift Ideas

2009 Deadlines & Print Runs

Issue Date	Print Run	2009 Closing Deadlines	In Publication
Spring (April/May)	65,000	March 6	Week of March 22
June	65,000	May 4	Week of May 10
July	78,000	June 15	Week of June 21
August	70,000	July 13	Week of July 19
September	70,000	August 17	Week of August 23
October	77,000	September 14	Week of September 20
Winter	75,000	October 9	Week of October 18

Total Circulation: **500,000**

Targeted Distribution and the Internet Advantage

Exclusive free bonus to our advertisers! Only Amish Country News combines the power of our website, AmishNews.com, with a topical monthly* magazine to promote you 365 days a year!

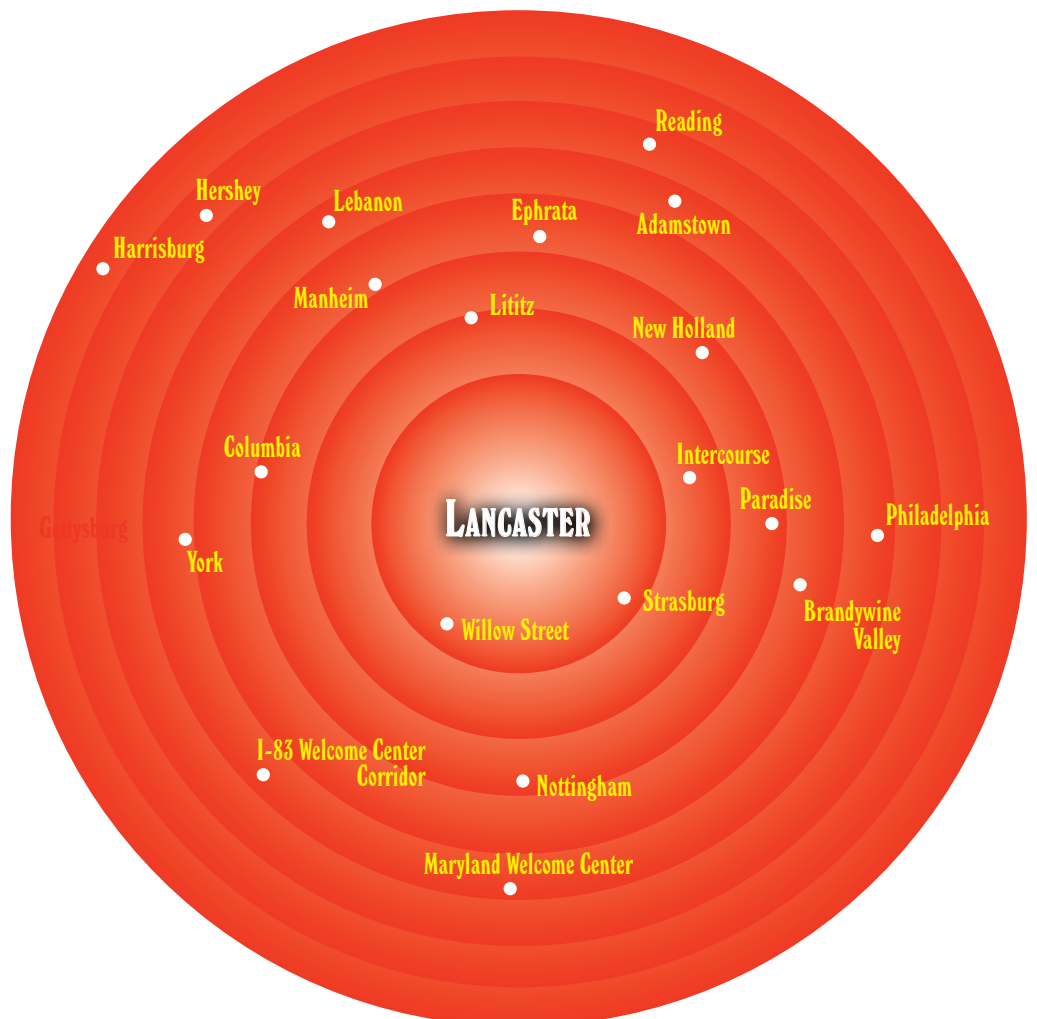
- Stats:**
- Over 100,000 Hits Avg./Month
 - Over 30,000 Impressions
 - Content Rich Site Ranks High on Search Engines
 - Free Listing, Photo, and Link to Your Website
 - Special Events Listings

We Deliver!

- Hand-delivered and prominently displayed at well over 300 locations in the greater Lancaster, York, Harrisburg, and Hershey Region.
- Thousands shipped monthly to:
 - ◊ Most staffed State Welcome Centers
 - ◊ 7 regional Visitor Centers, including Independence Hall (Exclusive)
- *Exclusive distribution* at Hershey's ChocolateWorld (8-10,000 per issue)
- Hand-delivered to Amish Country Tours passengers (We gave out over 10,000 in 2008!)
- We even have paid subscribers!

We will be happy to provide you with our ever-expanding distribution list.

* In Season



What Our Advertisers Say!

I wanted to say thanks for all the help you gave me this year in promoting Cherry-Crest Farm. The pick-up rate of your magazine must be good, based on the results we received from the coupon we offered in the magazine. This year as well as most in the past, we easily doubled our return on investment. It remains one of the best marketing tools that I have available to me in the Lancaster area for both tourists and locals. A very satisfied customer...

Rudy Kilgore
General Manager • Cherry Crest Adventure Farm

The first few weeks of the (ACN) season were amazing to us. Ad after ad came in right after we placed them. We know this because ads are coded and with special offers per publication. ACN is a great tourist publication!

Greg Shenenberger
Director of Marketing • Country Home Furniture

...When I got the June 2008 issue, I was really thrilled! How you and your staff managed to meet all our requests and do it so well was such a pleasant surprise! Kudos to you and your staff for all the hard work it must have taken to pull this off.

Barb Frank
Publicity Chair • 275th Anniversary of Strasburg Committee

What Our Readers Say!

Tour Guide in a Book

...We visit Lancaster County several times a year, and...have brought several groups for visits. One of the first things I look for when checking into our motel or restaurant is the current issue of Amish Country News. I always enjoy the articles highlighting area businesses. And I can always count on the Amish Country News to remind me of some of my favorite stops in Lancaster County, as well as introduce me to some new ones. It is truly a tour guide in a book! I recently discovered your wonderful web site, which is a great source for planning my next visit! Be sure that I will carefully go over the site, and plan out each day of my visit, with your help. Thank you so much for all the invaluable service that you provide.

-Debbie Zeida • East Falmouth, Massachusetts

Happy Subscriber

ACN has great stories, things you didn't know about a town, place or the people. It tells you places to visit, stay, eat, shop, and just to enjoy the countryside, and the Amish people. I look forward to each issue and read it from cover to cover.

- Rose Ann Norcutt • Williamstown, NJ

Convention Ready

Thank you again for such a fine publication. I've held on to your Spring 2007 issue and used it as a marvelous reference in my convention planning for my upcoming event in September, 2008. It has been an invaluable tool.

- Julie Mower-Payne • Salinas, CA

Ad Production Guidelines

- As a valuable bonus to our advertisers, Amish Country News offers free basic ad production. Some magazines charge \$65 an hour. Proofs will be provided for minimal changes. Coupon offers and ad changes can be made from issue to issue. It is the advertiser's responsibility to provide changes BEFORE closing deadlines.
- Ads, when supplied, are preferred in electronic format; MAC or PC based InDesign, EPS, TIFF, PDF or Photoshop files. Files may be emailed to lkaram414@aol.com, or submitted on CD or DVD.
- On a very important note, when submitting electronic files, please include all fonts, high res images and placed graphics when submitting InDesign or Photoshop files. A color proof is also helpful. Electronic ads must be in CMYK format.
- If you have any questions concerning the requirements for your materials please contact us.

Is Spending Less Costing You More?

What is "Cost Per Thousand?"

When an ad rep comes and says, "You can have an ad THIS BIG for just \$150." and the same size ad in another publication costs twice as much, you might decide to go with the \$150. "deal." But the simple question is:

"How many of that issue are you going to print?" Look at it this way...

You have exactly the same ad size in two publications.

Newspaper Ad #1

The ad that costs \$150 will be in a print run of 10,000 copies

(Divide \$150 by 10. Cost for your ad = \$15 per 1,000 issues)

Magazine Ad #2

The ad that costs \$300 (twice as much) will be in a print run of 40,000 copies.

(Divide \$300 by 40. Cost for your ad = \$7.50 per 1,000 issues)



Of course an ad might be cheap if they are printing a quarter as many...and fewer people will see your ad. In fact, in this example, you actually spent TWICE as much for the "cheap" ad. We are not even counting publications where you may need to pay a surcharge for a color ad.

ACN has one of the lowest costs per thousand!