



# BURG

2014 MEDIA KIT | [THEBURGNEWS.COM](http://THEBURGNEWS.COM)



PRINT MEDIA



ONLINE MEDIA



DIGITAL BURG



# THEBURG

*ADVERTISE IN THEBURG  
AND REACH OUR LARGE,  
LOYAL READERSHIP.*

**T**heBurg is the number one source of responsible, community-centered news for the greater Harrisburg area. We are dedicated to telling the stories that, put together, describe the region of greater Harrisburg: the people who live, work and travel here; the families that make their home here; the merchants who do business here.

For five years, we have published the best in community and neighborhood news. Our high-quality reporting, writing and design are known throughout central Pennsylvania. People turn to TheBurg for reliable information on local businesses, education, government, food and dining, arts and culture, music and entertainment, health and fitness and much more.

## /// MEET OUR TEAM



**LARRY BINDA** is a founder and is the editor-in-chief of TheBurg. He oversees most functions of the paper, including editorial content, design and sales. He has worked for many newspapers and magazines, including as an editor, a staff writer and a contributor. Larry holds a bachelor's degree from George Washington University and a master's degree in journalism from the University of Missouri.

**Contact:** [lbinda@theburgnews.com](mailto:lbinda@theburgnews.com)



**LAUREN MILLS** is TheBurg's director of sales, responsible for all aspects of the sales process. She is active with the Olde Uptown Neighborhood Association and Harrisburg Young Professionals. She holds a bachelor's degree from Messiah College and a master's degree from the University of Pittsburgh. Lauren is dedicated to making Harrisburg a great place to live, work and play. Contact her to reach your community with an ad!

**Contact:** [lmills@theburgnews.com](mailto:lmills@theburgnews.com)



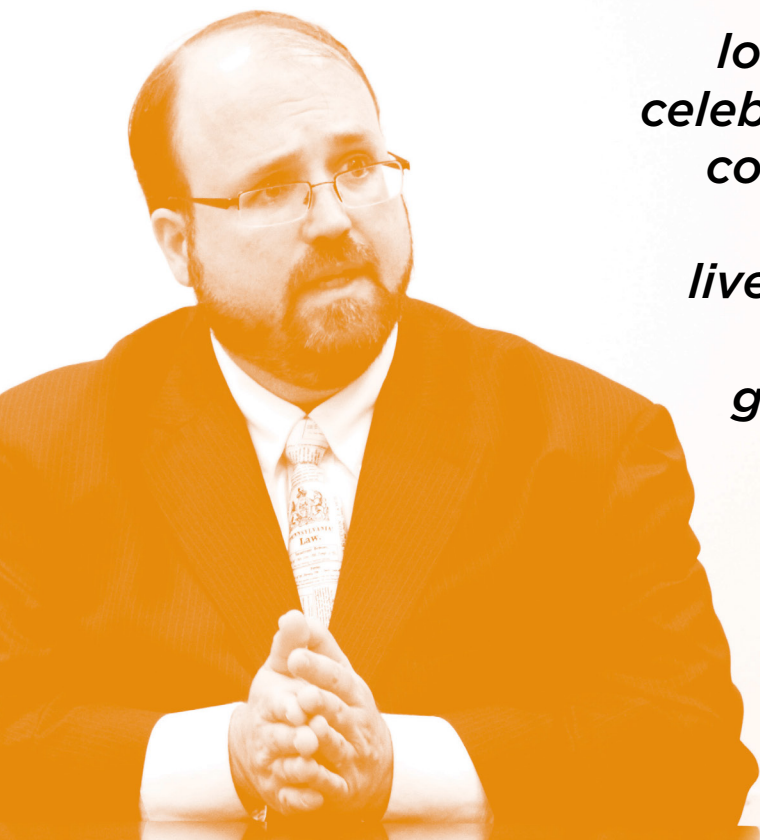
**PAUL BARKER** is a senior writer for TheBurg, specializing in longer-form stories on topics ranging from city politics to urban development, culture and the arts. Before joining the staff, he worked at Midtown Scholar Bookstore and was a freelance writer for TheBurg. Prior to that, he spent the better part of three years in odd jobs, from waffle maker to theater instructor to something like a male Mary Poppins. Originally from St. Louis, Paul holds degrees in English and Philosophy from Fordham University in the Bronx.

**Contact:** [pbarker@theburgnews.com](mailto:pbarker@theburgnews.com)



**MEGANDAVIS** is the creative director for TheBurg, responsible for the overall art direction and design. This includes brainstorming artwork for each article, directing layout, photography and illustration. She believes TheBurg is a true reflection of the evolving culture in Harrisburg, and is excited to be part of such a positive and talented team. In addition to working with TheBurg, she currently enjoys partnering with small businesses to create meaningful brands.

**Contact:** [hello@megan-davis.com](mailto:hello@megan-davis.com)



***“TheBurg ranks among the best local publications that I’ve read. It celebrates the great things about our community and keeps us informed about the events that shape our lives. As a long-time advertiser and community activist, I know that greater Harrisburg depends upon TheBurg for vital information on current events, businesses, restaurants, the arts and so much more.”***

Quote from Eric Papenfuse, Harrisburg Mayor, small business owner and TheBurg advertiser:



## WINNER OF SIX 2014 KEYSTONE PRESS AWARDS!

Over more than five years, TheBurg has built a reputation for quality reporting, writing and design as we serve our community in central Pennsylvania. We now have been honored with six Keystone Press Awards, which recognize excellence in journalism. For the 2014 awards, the Pennsylvania NewsMedia Association received almost 4,300 entries from 142 publications across the commonwealth. TheBurg won awards in our division (weekly, over 10,000 circulation) in the following categories:

### COLUMNS

*1st Place*  
*Lawrance Binda*

### PERSONALITY PROFILE

*1st Place*  
*Paul Barker*

### INVESTIGATIVE REPORTING

*2nd Place*  
*Paul Barker*

### FEATURE STORY

*2nd Place*  
*Paul Barker*

### PAGE DESIGN

*2nd Place*  
*Megan Davis*

### GRAPHIC PHOTO / ILLUSTRATION

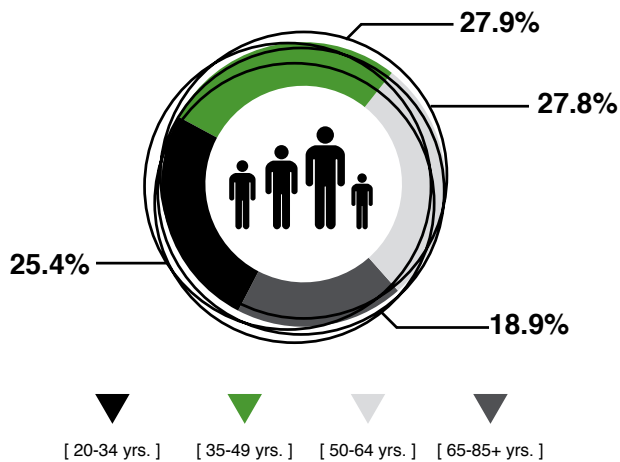
*2nd Place*  
*Nick Sider*  
*Megan Davis*



## /// DEMOGRAPHICS

### AGE

According to our demographic survey by zip code using the latest census data, TheBurg has the highest reach in the 35-49 age group.



**87,050**  
[ 20-34 year olds ]

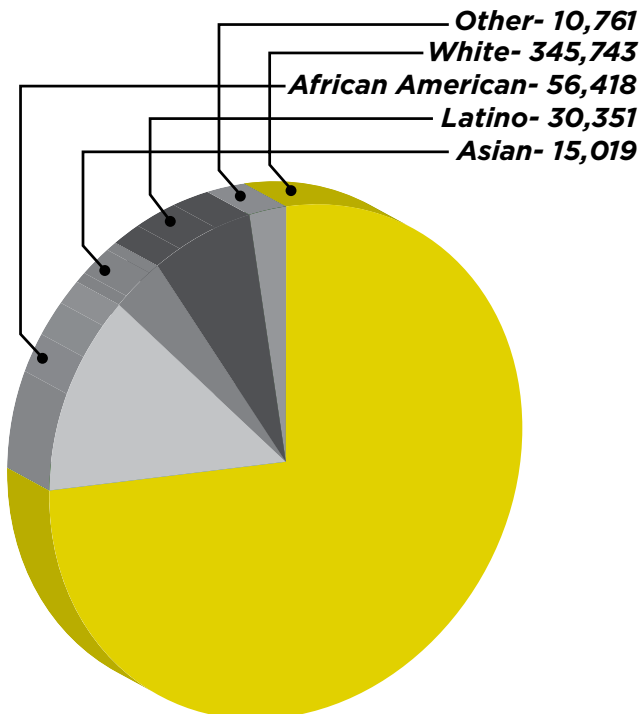
**95,170**  
[ 50-64 year olds ]

**95,653**  
[ 35-49 year olds ]

**64,932**  
[ 65-85+ year olds ]

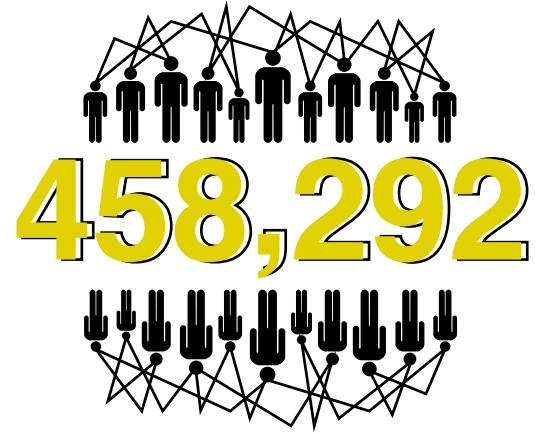
### RACE

According to our demographic survey by zip code using the latest census data.



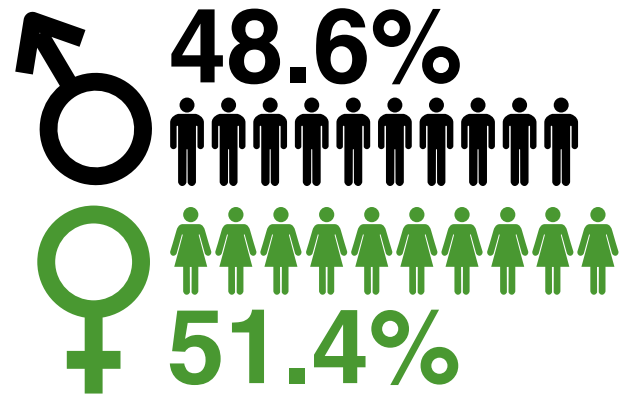
### REACH

TheBurg's total reach for all ages according to our demographic survey by zip code using the latest census data.



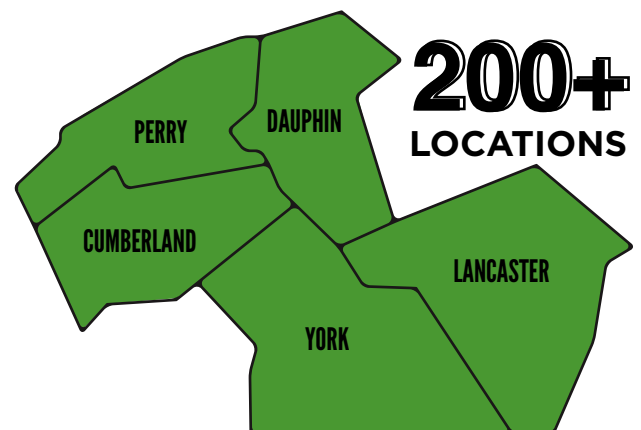
### SEX

TheBurg readers even out to about a 50/50 Female and Male ratio.

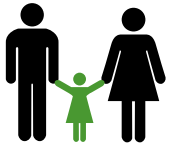


### DISTRIBUTION

TheBurg can be found at more than 230 distribution locations throughout south central Pennsylvania.



## HOUSEHOLD/ EMPLOYMENT/ INCOME



TOTAL HOUSEHOLDS  
**186,991**  
WITH CHILDREN (UNDER 18 YRS)  
**50,801**

### HOUSEHOLD INCOME



MEDIAN: \$55,440  
MEAN: \$68,503



**185,209**  
CURRENTLY EMPLOYED



**199,103**  
IN LABOR FORCE

**= 93%**

OF THEBURG READERS ARE  
CURRENTLY EMPLOYED

## EMPLOYMENT BY INDUSTRY



**39,398**

*education, health care,  
social assistance*



**15,539**

*arts, entertainment,  
accommodation, food service*



**18,520**

*professional, scientific,  
management, administrative*



**11,468**

*transportation,  
warehousing, utilities*



**17,261**

*finance, insurance,  
real estate, rental, leasing*



**17,910**

*public  
administration*



**8,487**

*construction*



**20,700**

*retail trade*



**16,268**

*manufacturing*



## /// PRINT ADVERTISING RATES

PAGE SIZE	DIMENSIONS	*RATE
Full Page	9"w x 11"h	\$1,350.00
1/2 Page (Vertical)	4.25"w x 11"h	\$800.00
1/2 Page (Horizontal)	9"w x 5.25"h	\$800.00
1/4 Page	4.25"w x 5.25"h	\$400.00
1/8 Page	4.25"w x 2.5"h	\$250.00
Coupon (12-month contract required)	4.25"w x 1.625"h	\$90.00
*Net rate per insertion		

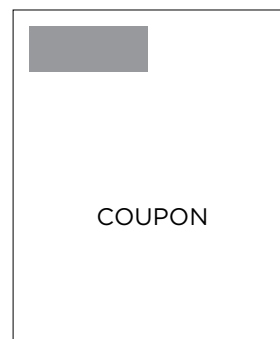
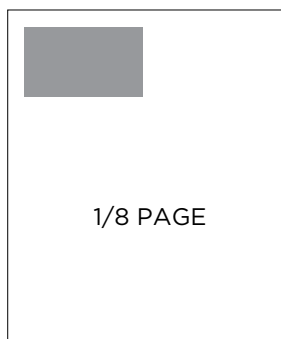
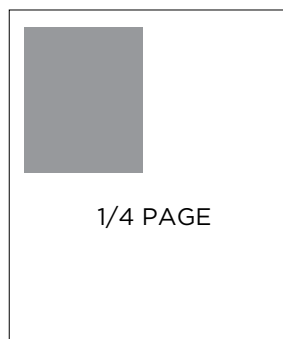
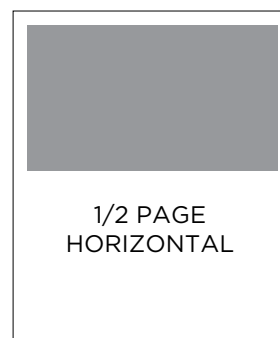
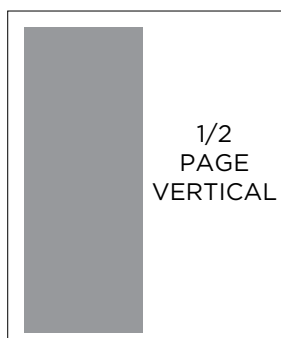
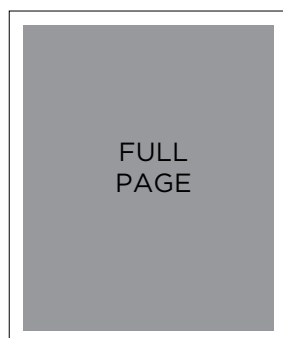
## /// SAVE WITH CONTRACTS

**-10% (3 MONTH CONTRACT)**

**-15% (6 MONTH CONTRACT)**

**-20% (12 MONTH CONTRACT)**

**-25% (NON-PROFIT RATE)**



**PREMIUM PLACEMENT** – A premium placement charge of 25% will guarantee ad placement on Back Page (full page), Inside Front Cover, Inside Back Cover and Center Spread.

**SPECIAL PLACEMENT** – A special placement charge of 15% will guarantee ad placement elsewhere (minimum of 1/4-page ad).

**COLOR ADS** – There is no additional charge for color ads.



***DIGITAL ADS ONLY***

Not featured in printed publication.

Half Page Horizontal Ad: \$300  
9"w x 5.25"h

Full Page Ad: \$600  
9"w x 11"h



***ENHANCE YOUR AD  
WITH VIDEO FOR AN  
ADDITIONAL \$25***

Submission Specs:  
MP4 format only.  
About 30 seconds in length.



TheBurg is a free monthly magazine that begins to tell the stories that, put together, describe the community of greater Harrisburg: the people who live, work and travel here; the families that make their home here; the merchants who do business here. [Learn more about TheBurg](#) | [Support theBurg](#)

**1000X200 PIXELS**

**300X300 PIXELS**

**300X450 PIXELS**

**1000X200 PIXELS**

THE BURG  
GREATER HARRISBURG'S COMMUNITY NEWSPAPER

CONTENTS | THIS MONTH'S PUBLICATION | DISTRIBUTION LOCATIONS | SUBSCRIBE TO THE BURG

A great city needs a great community magazine

TheBurg is a free monthly magazine that begins to tell the stories that, put together, describe the community of greater Harrisburg: the people who live, work and travel here; the families that make their home here; the merchants who do business here. [Learn more about TheBurg](#) | [Support theBurg](#)

**News**

Eric Papenfuss Elected Mayor of Harrisburg  
NOVEMBER 6, 2013 | by Lawrence Binda

TheBurg Cover: An Explanation of Our Parody  
OCTOBER 31, 2013 | by Lawrence Binda

May He Be This: Mr. Next Mayor—Here's what your city needs in a leader.  
OCTOBER 29, 2013 | by Tara Leo Auchey

**Culture**

Next Stop—Harrisburg: Hot indie names attracted to little city's perfect location, growing arts scene.  
OCTOBER 29, 2013 | by Andrew Dyrh Hermetling

Community Corner: Notable events in November.  
OCTOBER 29, 2013 | by Adam

Bringing It Back(Stage): Much of the action in theater takes place out of sight.  
OCTOBER 29, 2013 | by Barbara Trainin Blank

**Home Front**

Cyber-Minded: Online education is transforming the way public school is taught, including in Harrisburg.  
OCTOBER 29, 2013 | by Paul Barker

A Full-Time School: CASA student—a new year, a new charter  
SEPTEMBER 29, 2013 | by Keely Pickus

Cultivating the Future: LEAF Project teaches Harrisburg-area teens agriculture, life skills  
SEPTEMBER 29, 2013 | by Missy Smith

**Sports & Health**

Warts and All: Though ugly, most childhood warts are not cause for serious concern.  
SEPTEMBER 29, 2013 | by Dr. Deepa Sakhar

Clean Shot: A well-maintained gun is a safe gun.  
SEPTEMBER 29, 2013 | by Kermi G. Henning

Harrisburg to Hood to Coast: Local team runs, climbs, endures in famously grueling relay.  
SEPTEMBER 29, 2013 | by Cory Mull

**Burg Blog**

Man in the Field  
NOVEMBER 6, 2013 | by Paul Barker

Same Old City  
NOVEMBER 6, 2013 | by Lawrence Binda

Communication Breakdown  
NOVEMBER 1, 2013 | by Paul Barker

**In The Burg**

The Next Mayor of Harrisburg: From financial recovery to the role of mayor, the two candidates give voters a clear choice.  
OCTOBER 31, 2013 | by Paul Barker

Confessions of a Barista: What's life like for the person making your pour-over?  
OCTOBER 29, 2013 | by Sylvia Grove

Where the Boys (and Girls) Are: Kids find safe haven at Boys and Girls Club.  
OCTOBER 29, 2013 | by Barbara Trainin Blank

**Business**

Cross the Rubicon—Then Have a Drink, a Nosh: The ladies of Mangia Qui are about to bring fine bar culture to Harrisburg.  
OCTOBER 29, 2013 | by Dan Webster

Modernism, Modernized: Executive House zips ahead after major renovation.  
AUGUST 29, 2013 | by Trevor Pierce

Market in the Middle: Riddled with bureaucracy, Broad Street Market strives to move forward.  
AUGUST 29, 2013 | by M. Diane McCormick

**Food**

Savor the Season: As the weather chills, stir the flavors of fall into your cooking.  
OCTOBER 29, 2013 | by Missy Smith

Cross the Rubicon—Then Have a Drink, a Nosh: The ladies of Mangia Qui are about to bring fine bar culture to Harrisburg.  
OCTOBER 29, 2013 | by Dan Webster

The Right Stuffing: A holiday tale of beer, salt & the perfect dressing.  
OCTOBER 29, 2013 | by Rosemary Ruggieri Baer

**Search for:**

**300X300 PIXELS**

**Your Source for Greater Harrisburg Area News**

Sign up for notifications of the monthly releases, breaking news and exclusive Harrisburg offers

Enter your email address

**SIGN ME UP**

**Follow Us On Twitter**

**Tweets**

**Little Amps Coffee** @LittleAmps 11h  
Y'all both shops open regular hours today! And a free cup for a well...  
13 Retweeted by TheBurg

**TheBurg** @TheBurgNews 8 Nov  
\*@DownRettlinger: Harrisburg newsmakers @sawbooth @todayshdnying @tostella @TheBurgNews @arnoldgalaher @katew? @rachel  
Expand

**Bill Cluck** @billcluck 6 Nov  
Planning commission passes resolution declaring  
Tweet to @TheBurgNews

**300X450 PIXELS**

**1000X200 PIXELS**

THIS MONTH'S PUBLICATION | DISTRIBUTION LOCATIONS | DONATE | ADVERTISE | ARCHIVES | CONTACT US

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ADVERTISE ON  
THEBURGNEWS.COM



- 300 px wide by 300 px tall (Block)  
**\$125/month- Every page of website.**
- 300 px wide by 450 px tall (Skyscraper)  
**\$150/month- Every page of website.**
- 1000 px wide by 200 px tall (Footer)  
**\$100 -Homepage only.**
- 1000 px wide by 200 px tall (header)  
**\$175- Homepage only.**

**\*\*\*Ads are due the 15th of the month prior to the publication.**

## JUNE 2013-MAY 2014 TOTALS

Visits.....	50,401
Page Views.....	100,873
Page/Visits.....	2.00
Avg. Visit Time.....	00:01:54
New Visits.....	65.15%
Returning Visits.....	34.85%



## **/// EDITORIAL CALENDER: SPECIAL ISSUES**

JANUARY- *New Year, New You*  
FEBRUARY- *Black History Month*  
MARCH- *Spring Homes & Gardens*  
APRIL- *Arts & Culture*  
MAY- *Dining*  
JUNE- *Local Tourism*

JULY- *Pets*  
AUGUST- *Education*  
SEPTEMBER- *Fall Homes & Garden*  
OCTOBER- *Fall Fun*  
NOVEMBER- *Charities*  
DECEMBER- *Shop Local Gift Guide*

## **/// ADDITIONAL INFORMATION**

### **DEADLINE**

TheBurg is published the first week of the month, 12 times a year. Deadline to reserve ad space is the 8th of each month with final ad copy due the 15th of each month prior to publication. Cancellation of advertising cannot be accepted after this date. Advertisers will be held responsible for space reserved.

### **ADVERTISING SPECS**

TheBurg accepts camera-ready and electronic files of ads that meet the specifications outlined below. Many popular file formats and personal layout programs will not provide adequate results for newsprint printing and therefore are not accepted by TheBurg. Electronic files up to 3MB should be compressed using WinZip (Windows) and e-mailed to: [sales@theburgnews.com](mailto:sales@theburgnews.com).

Any file larger than 3MB must be submitted on CD-ROM or DVD-R. If you have any questions regarding these specifications, please e-mail at [lbinda@theburgnews.com](mailto:lbinda@theburgnews.com).

### **ADOBE ACROBAT (PDF)**

- Files may be created on the Macintosh or Windows PC platform.
- Acrobat application up to version 9 is accepted.
- All document fonts must be embedded into the PDF document. Embedding fonts incorrectly will lead to font substitutions, rendering the file unacceptable.
- Compression may be used on graphics. Bicubic downsampling with Zip or JPG compression
- (8-bit) should be used for color and grayscale images, with resolution set to 300 dpi. Monochrome images should be downsampled to 600 dpi.
- Color management should not be applied.

### **TAG IMAGE FILE FORMAT (TIF)**

- Files may be created on the Macintosh or Windows PC platform.
- Resolution of ad should be 300 dpi at 100% size.
- Color mode should be Grayscale for black & white ads, CMYK for color ads.
- Files should be saved without compression applied, and in standard TIF format (TIFF-IT is not supported).
- Color management (ICC profiles) should not be applied.
- Total ink limit should be set to 240%.

### **BILLING POLICY**

- Clients must pay either by credit card, PayPal or check prior to the publication of the ad.
- 12-month contracts must be either pre-paid in full, paid twice a year before the start of a six- month period, or quarterly.
- Returned checks will incur a fee of \$100.
- Any discounts will be forfeited on accounts falling past due.
- Advertising will be suspended on any delinquent accounts.

### **THEBURG POLICIES**

- TheBurg reserves the right to re-border nonstandard camera-ready ads and to approve all copy.
- Advertisers assume liability for all content, including published text and illustrations.



FOR ADVERTISING OPPORTUNITIES, PLEASE CONTACT:

Lauren Mills, Sales Manager  
(e) [lmills@theburgnews.com](mailto:lmills@theburgnews.com) (p) 717.695.2621  
2601 N Front St., Suite 100, Harrisburg, PA 17110  
[www.theburgnews.com](http://www.theburgnews.com)



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