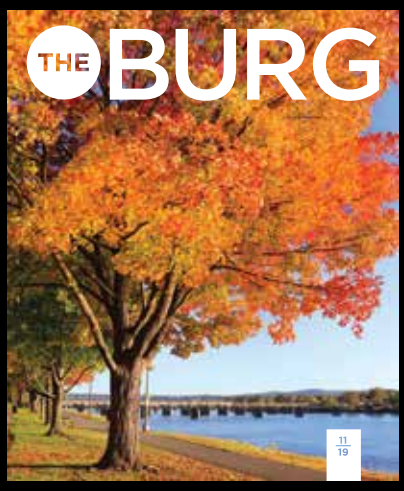
THE BURG

2020 MEDIA KIT | THEBURGNEWS.COM



PRINT MEDIA | ONLINE MEDIA | DIGITAL BURG | CINEMA ADVERTISING | EVENTS | EMAIL MARKETING

THE BURG

ADVERTISE IN THEBURG AND REACH OUR LARGE, LOYAL READERSHIP.

TheBurg 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.

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.

We're so glad that you're taking the time to better understand TheBurg and what we can do for you. Over the years, we've built a highly respected brand, one that today reaches an educated, thoughtful and high-impact audience throughout central Pennsylvania. By partnering with TheBurg, you certainly gain access to our large and cultivated readership. But you also show a commitment to your community's well-being, progress and prosperity, aspirations that TheBurg fights for each day.

-Alex Hartzler, Publisher

ADVERTISERS ♥ THEBURG

I am so pleased with the exposure that my new business received from advertising in TheBurg. Some of our first customers in the door mentioned seeing us in TheBurg and we continue to have people walk in and say they discovered us in TheBurg.

- Lisa DeCavalvante, Owner of Little Black Dress

TheBurg has absolutely flourished in the last 2 years. It's the publication that Harrisburg has needed for so long. It is a journalistic endeavor that continues to drive new discussion on all aspects of our region. Since joining as a Community Publisher, while continuing to advertise, we have received substantial and positive reaction from our clients cheering on TheBurg.

- Andrew M. Enders, Esq. Enders Insurance

Advertising in TheBurg is a smart choice for Reiki by Rickie ~ReikiSpace & Learning Place. It brings the Peace of Reiki to a broader community audience, and I appreciate their Positive focus!

- Rickie Freedman, Owner and Creator of Reiki by Rickie

With such a wide range of articles, both informative and entertaining, TheBurg is something I look forward to reading and sharing each month. At the Downtown Improvement District, we operate a visitor's center and TheBurg is one of the first pieces I point to when a visitor asks about Harrisburg. We are fortunate to have TheBurg and its group of talented writers who work hard to bring us quality news stories.

- Todd Vander Woude, Executive Director of Harrisburg Downtown Improvement District

I frequently hear from new and old clients how thankful they are that I support TheBurg. The have expressed often how much they enjoy TheBurg – the stories and publication in general. Advertising with TheBurg has provided me with a lot of exposure in my main market area.

– Wendell Hoover, REALTOR at Iron Valley Real Estate of Central PA

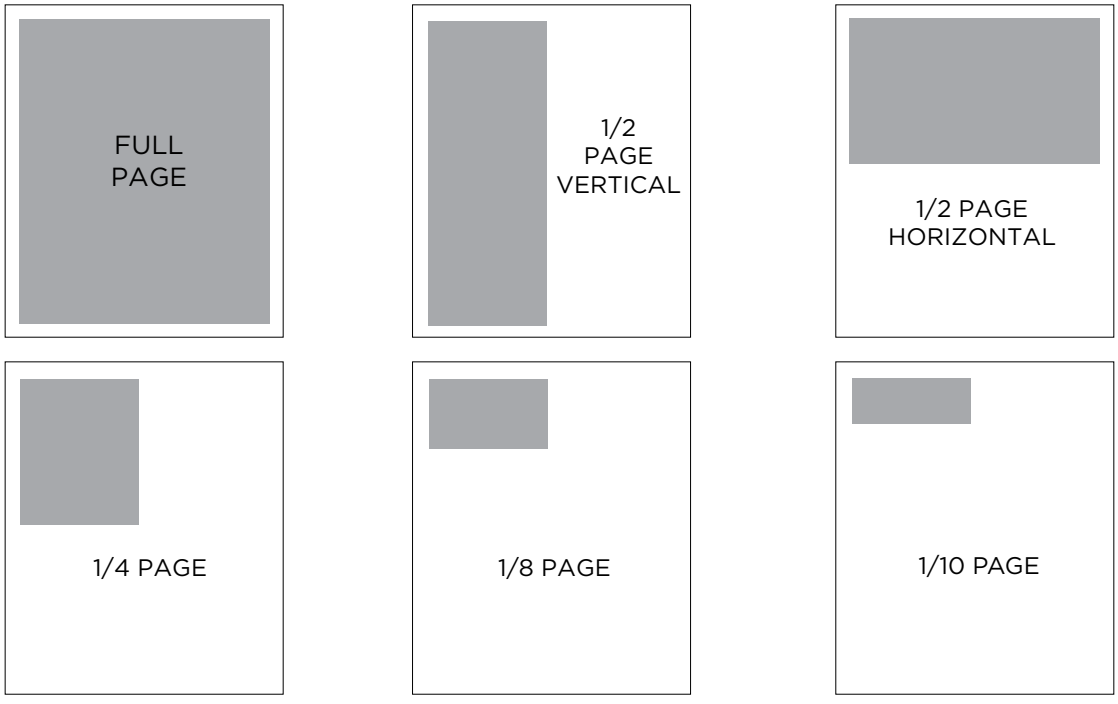
/// PRINT ADVERTISING RATES

PAGE SIZE	DIMENSIONS	*RATE
Full Page	10"w x 12"h*	$1,500.00
1/2 Page (Vertical)	4.25"w x 11"h	$900.00
1/2 Page (Horizontal)	9"w x 5.25"h	$900.00
1/4 Page	4.25"w x 5.25"h	$500.00
1/8 Page	4.25"w x 2.5"h	$300.00
1/10 Page (12-month contract required)	4.25"w x 1.625"h	$125.00

*Full page size requires 0.25" extension of design on all four sides to accommodate bleed.

/// SAVE WITH CONTRACTS

-10% (3 MONTH CONTRACT)
-15% (6 MONTH CONTRACT)
-20% (12 MONTH CONTRACT)
-25% (NON-PROFIT RATE)

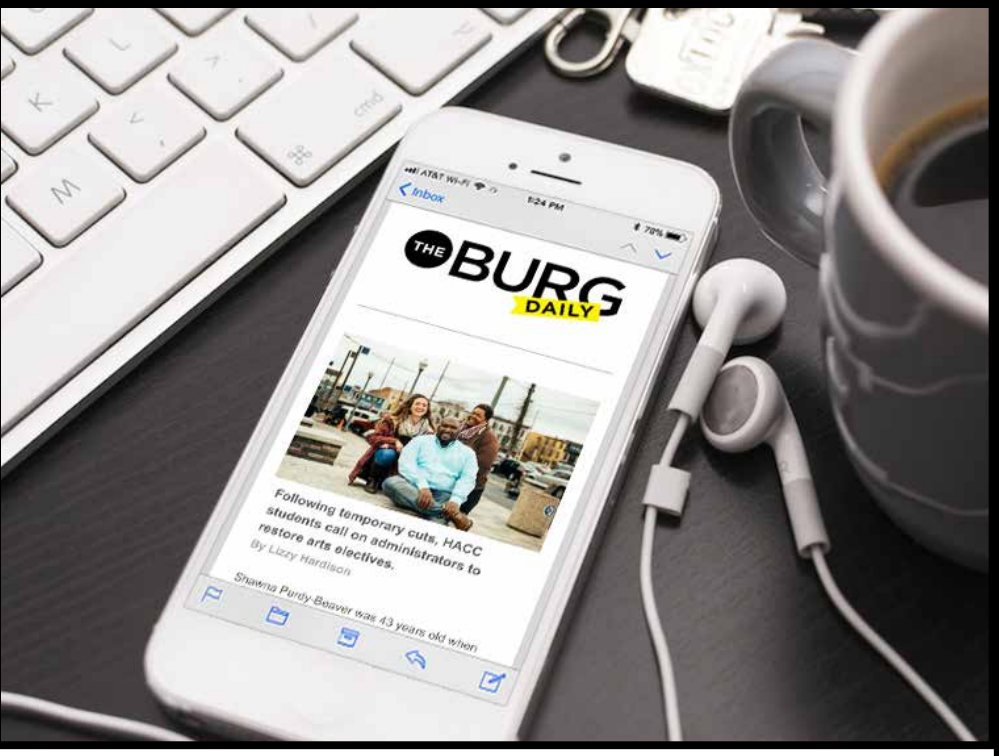


PREMIUM PLACEMENT – A premium placement charge of 25% will guarantee ad placement on Back Page (full page), Inside Front Cover, Inside Back Cover and Center Spread.

SPECIAL PLACEMENT – A special placement charge of 15% will guarantee ad placement elsewhere (minimum of ¼-page ad).

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

/// EMAIL MARKETING & DIGITAL ADVERTISING



THEBURG *DAILY*

An afternoon newsletter that will go out to our loyal subscribers and includes our recent local news, blogs, and features.

THEBURG *WEEKLY DIGEST*

A Sunday morning newsletter that will go out to our loyal subscribers at 8:00am. We include 2 articles that might have been missed through out the prior week followed by a few events happening that week.

NET RATES

DAILY EMAIL:
Banner Ad - $500/month
Inserted below articles and events
Size- 568w x 160h

—

WEEKLY DIGEST EMAIL:
Banner Ad - $150/email
Inserted below articles and events
Size- 568w x 160h

TheBurg EVENT
$200/email in TheBurg Weekly Digest

Specs: Please provide picture, event title, date & time, location, website link and a few sentences about the event.

/// EVENTS

COMMUNITY CORNER & HAPPENINGS

FREE Event Calendar - Print & Online

Have an event? Submit your information to events@theburgnews.com by the 10th of the month prior to the issue. Listed in Print & Online.

3RD IN THE BURG

Each month, something very special happens in Harrisburg.

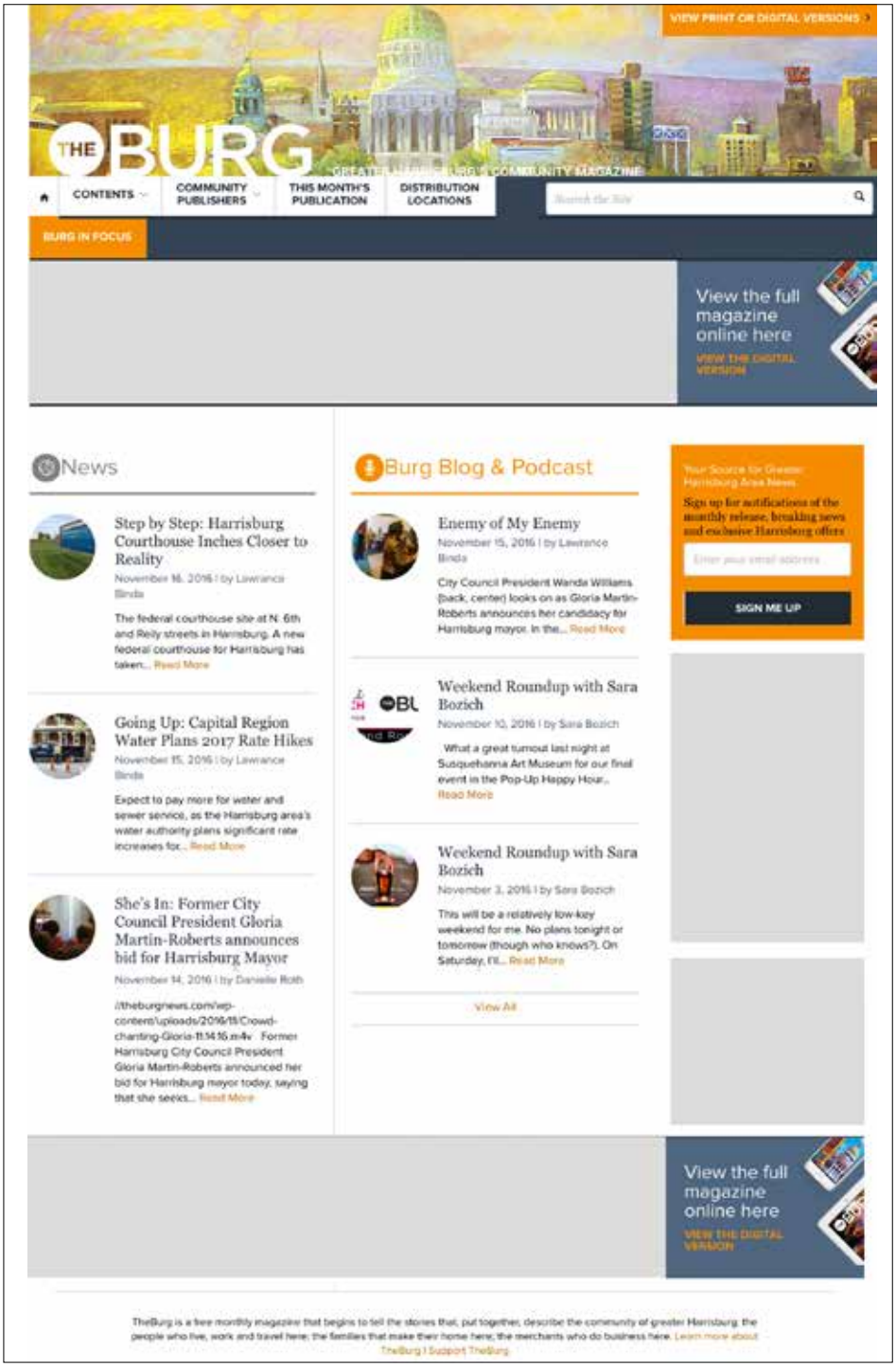
The community gathers, people from outside the city come in, and dozens of venues stay open late and hold unique events. It's called 3rd in the Burg, offering "arts, music and more" the third Friday of each month.

Since its founding more than five years ago, 3rd in the Burg has become the night each month for folks to patronize businesses, see art, hear music, eat great food and just have a good time. It now ranks as one of Harrisburg's premier events, helping to market the city, generate commerce and build community.

3rd in the Burg, though, couldn't happen without the financial support of local businesses and organizations. Several have stepped forward, as they see the tremendous importance and value of the event. In addition, some organizations simply want to be associated with 3rd in the Burg, as they consider a sponsorship to be a very affordable way to publicly demonstrate their support for the continued progress of this community.

Would you like to join them as a sponsor on the back page of TheBurg? **For more information on becoming a sponsor, contact the 3rd in the Burg coordinator, Kelsey Tatge at Ktatge@theburgnews.com.**

THEBURGNEWS.COM



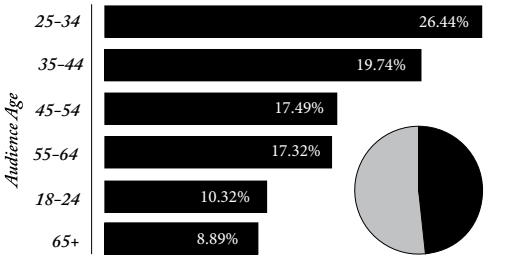
- 300 px wide by 250 px tall (Block) ***$250/month- Every page of website.***
- 300 px wide by 450 px tall (Skyscraper) ***$300/month- Every page of website.***
- 1000 px wide by 200 px tall (Footer) ***$150 -Homepage only***.
- 1000 px wide by 200 px tall (Rotating Header) ***$200- Homepage only.***

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

MONTHLY AVERAGE:

Visits.....32,626
Page Views.....46,239
Page/Visits.....1.74
Avg. Visit Time.....00:01:10

Age: % Visits



Gender:

THE BURG
ON THE BIG SCREEN AT THE
MIDTOWN CINEMA

Your support of Midtown Cinema, Harrisburg's arthouse theater, allows us to fulfill our mission of enriching, connecting, and inspiring our community through the art of film.

Your message will be viewed by an educated, engaged audience that is fiercely loyal to our organization and those that support us. We'll work closely with your creative team to ensure the highest quality representation of your organization to our patrons and members through our state-of-the-art digital projection and sound array.

Contact Lauren at lmills@theburgnews.com to reserve your space on the silver screen!

AUDIENCE

- ***Members: 4,500+***
- ***Average Monthly Ticket Sales: 3,500+***
- ***Facebook "Likes": 10,000+***
- ***Twitter Followers: 3,100+***
- ***Instagram Followers: 2,750+***
- ***Weekly Email Subscribers: 5,000+***
- ***Most popular ZIP codes of our patrons: 17011, 17110***

NUTS & BOLTS

Dimensions & Resolution: 16:9 aspect ratio, whether video or still; highest resolution possible

Please note, to ensure your spot looks its best, we ask for the highest resolution that can be provided to us. Our projectors display images and video in the highest definition available, but only if the source material is too.

Format (video): .mp4 or .mov
Format (still): .ai .psd .png

Due Date: The 10th of the month prior to print publication.

INVESTMENT SCHEDULE

To maximize your investment, we play your promotion on all three (3) screens for the length of your commitment. Online, In-Lobby and Special Event opportunities are are also available. Please contact Adam at adam@midtowncinema.com for details.

Prices listed are per month.

	One (1) Month	Three (3) Months (Save 10%)	Six (6) Months (Save 15%)
Video :15	$199	$179	$169
Video :30	$375	$339	$319
Still Slide :10	$159	$145	$134

*****If you need content produced or designed, please contact Nate at GK Visual (nate@gk-visual.com) to arrange a meeting to discuss your needs.*****

/// EDITORIAL CALENDER: SPECIAL ISSUES*

THE BURG

JANUARY:
New Year, New You

FEBRUARY:
Black History Month

MARCH:
Women & Business

APRIL:
Home & Garden

MAY:
Dining

JUNE:
Local Tourism

JULY:
Pets

AUGUST:
Youth & Schools

SEPTEMBER:
Arts & Culture

OCTOBER:
Fall Fun

NOVEMBER:
Shop Local

DECEMBER:
Holiday Gift Guide

**ASK ABOUT OUR SPECIAL RATES!*

/// 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.

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.

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.
- Borders on ads will not be accepted.

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%.
- Borders on ads will not be accepted.

BILLING POLICY
- Clients must pay either by credit card or check. Schreier Consulting will email or mail the invoice.
- 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.

COMMUNITY PUBLISHER PROGRAM

OUR MISSION: A BETTER HARRISBURG

Since TheBurg's founding, our mission has been singular—to help make the Harrisburg area an even better place to live, conduct business and visit. To that end, we have practiced a kind of journalism designed to elevate our region through great writing, responsible reporting and world-class design. We call it "integrative journalism," as we try to include and involve all elements of our community into a central place called TheBurg.

We have had great success in building a respected, high-quality magazine, brand and business. However, we simply can't do it alone. Therefore, we are asking key members of our community to become "Community Publishers," joining us so we can continue to publish a beautiful magazine that reflects and promotes the Harrisburg area.

HOW IS A "COMMUNITY PUBLISHER" RECOGNIZED?

Each month, a logo will be printed on TheBurg's inside front cover recognizing a company, organization or individual as a Community Publisher.

A special section of TheBurg's website will provide a company description and additional recognition.

Community Publishers will have a dedicated distribution point for TheBurg at their location for the benefit of employees and clients.

Community Publishers will be honored twice a year at the Community Publisher's Dinner.

Community Publisher can participate in writing the Publisher's column.

COMMENTS FROM A FEW COMMUNITY PUBLISHERS:

TheBurg is an advocate for our entire community. As a Community Publisher we believe that written word can be the catalyst for vibrant discussion on the topics that matter the most. TheBurg serves as a window into the entire region and we utilize it as a tool to showcase the strength of Harrisburg.

- Andrew M. Enders Esq., Enders Insurance Associates

I am proud to say that I have advertised in every issue of TheBurg, since the very first issue was published in January 2009. As a Real Estate agent, it is a great tool to share with buyers, especially those who are new to the Capitol City Region. As a Community Publisher I have increased exposure with a successful group of entrepreneurs. Brand and name recognition are reinforced monthly, which is an invaluable benefit of being a Community Publisher.

- Ray Davis, Realtor®, Howard Hanna

Greater Harrisburg has wonderful stories to tell, and TheBurg serves to responsibly tell those stories in a way that not only informs, but also builds a sense of community pride. As a Community Publisher, Capital BlueCross is proud to support TheBurg and help make this free community resource possible.

- David B. Skerpon,
Executive Vice President, Enterprise Marketing,
Capital BlueCross

Service1st Restoration & Remodeling would like to Thank TheBurg for being a voice for local Businesses. TheBurg strives to advance our community through education of local challenges and changes with every publication offering current affairs that we should be aware of. We proudly support the efforts of TheBurg with a belief that TheBurg's mission may be to inspire us to create opportunities… ultimately making our home a better place to live and work.

- Jaime Novinger-Toigo, President,
Service1st Restoration & Remodeling

LCSWMA values TheBurg for its excellent journalistic and aesthetic qualities, and for its ability to connect readers with important issues and subjects that impact the City of Harrisburg and surrounding area. This type of engagement represents one of LCSWMA's core values. As such, we're proud to support TheBurg as a Community Publisher to ensure both local citizens and visitors benefit from this outstanding magazine now and for years to come.

-Kathryn Sandoe, Communications Manager, LCSWMA

KEYSTONE PRESS AWARDS

Over more than ten years, TheBurg has built a reputation for quality reporting, writing and design as we serve our community in central Pennsylvania. Keystone Press awards recognizes excellence in journalism and design in the state of PA.

2019

EDITORIAL WRITING
1st Place
Lawrance Binda

COLUMN WRITING
Honorable Mention
Lawrance Binda

ONGOING NEWS COVERAGE
2nd Place
Lizzy Hardison
Lawrance Binda

FEATURE STORY
2nd Place
Lizzy Hardison

NEWS FEATURE STORY
2nd Place
Lizzy Hardison

BUSINESS OR CONSUMER STORY
1st Place
Lizzy Hardison

BUSINESS OR CONSUMER STORY
Honorable Mention
Lizzy Hardison

PHOTO STORY/ESSAY
1st Place
Staff

PHOTO STORY/ESSAY
2nd Place
William Hicks

FRONT PAGE DESIGN
2nd Place
William Hicks, Haley Harned, Megan Caruso

FRONT PAGE DESIGN
Honorable Mention
Samantha Sanders, Elena Jasic, William Hicks

PAGE DESIGN
2nd Place
Megan Caruso, P.D. Murray

PAGE DESIGN
Honorable Mention
Megan Caruso, Kristen Fava

GRAPHIC/PHOTO ILLUSTRATION
2nd Place
Rich Hauck

HEADLINE WRITING
2nd Place
Lawrance Binda

HEADLINE WRITING
Honorable Mention
Lawrance Binda

2018 SWEEPSTAKES AWARD WINNER

GENERAL NEWS
1st Place
Lizzy Hardison

ONGOING NEWS COVERAGE
1st Place
Lizzy Hardison, Lawrance Binda

HEADLINE WRITING
1st Place & 2nd Place
Lawrance Binda

FEATURE PHOTO
1st Place
Ben Miller

GRAPHIC/PHOTO ILLUSTRATION
1st Place
Brad Gebhart
2nd Place
Rich Hauck

NEWS BEAT REPORTING
2nd Place
Lizzy Hardison

FEATURE STORY
2nd Place
Lizzy Hardison

PHOTO STORY
2nd Place
Megan Caruso, Dani Fresh

SPORTS PHOTO
2nd Place &
Honorable Mention
Ben Miller

INVESTIGATIVE REPORTING
Honorable Mention
Paul Barker

COLUMNS
Honorable Mention
Lawrance Binda

2017 SWEEPSTAKES AWARD WINNER

COLUMNS
1st Place
Lawrance Binda

NEWS BEAT REPORTING
Honorable Mention
Paul Barker

PHOTO STORY/ ESSAY
2nd Place
Megan Caruso

FEATURE PHOTO
1st Place
Megan Caruso

FEATURE STORY
Honorable Mention
Paul Barker

BUSINESS OR CONSUMER STORY
1st Place
M. Diane McCormick

HEADLINE WRITING
2nd Place
Honorable Mention
Lawrance Binda

GRAPHIC/PHOTO ILLUSTRATION
1st Place
Rich Hauck, Megan Caruso

2nd Place
Ryan Spahr

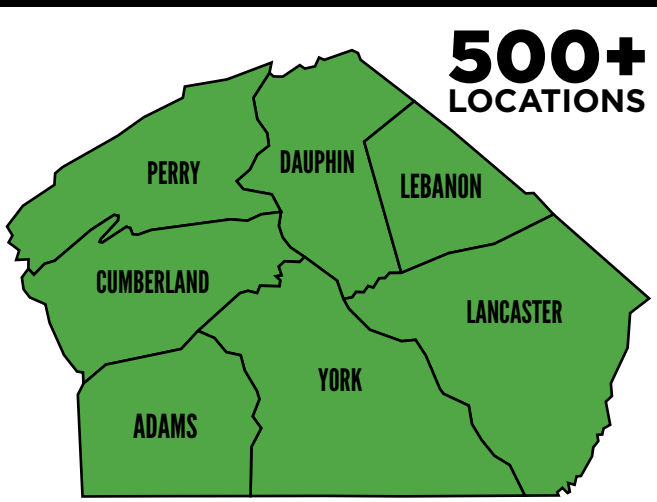
Honorable Mention
Stephen Haas
Megan Caruso

2016 SWEEPSTAKES AWARD WINNER

/// DEMOGRAPHICS

DISTRIBUTION

TheBurg can be found at more than 400 distribution locations throughout south central Pennsylvania.

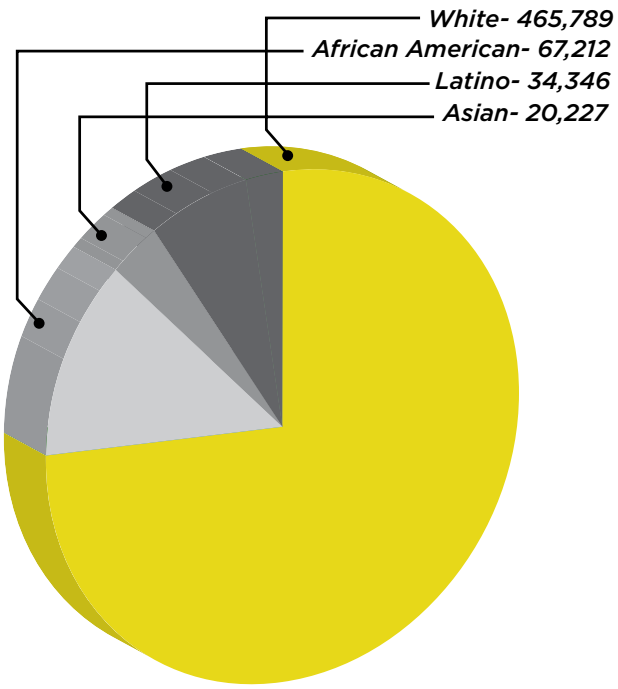


2019 CIRCULATION

20,500

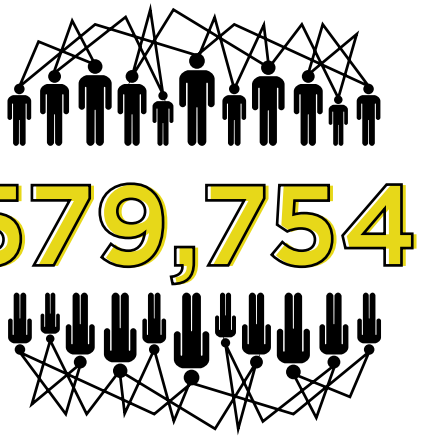
RACE

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



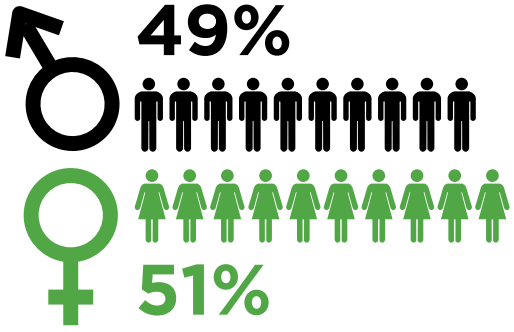
REACH

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



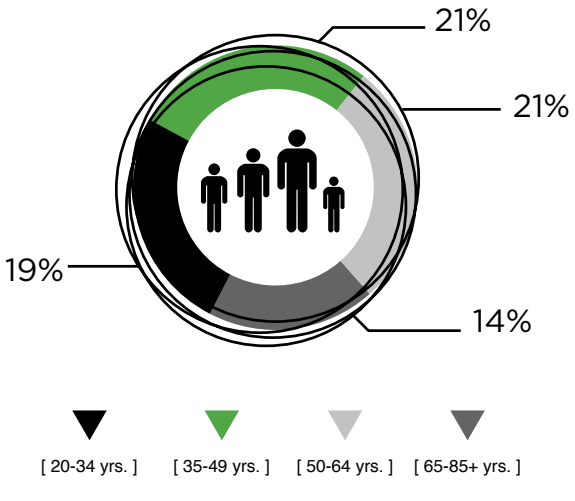
SEX

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



AGE

According to our demographic survey by zip code using the latest census data, TheBurg has the highest reach in the 35-64 age group.



HOUSEHOLD/ EMPLOYMENT/ INCOME

TOTAL HOUSEHOLDS
50,506
WITH CHILDREN (UNDER 18 YRS)
115,593

HOUSEHOLD INCOME

$$$$

MEDIAN: $56,506
MEAN: $70,679

292,690
CURRENTLY EMPLOYED

199,103
IN LABOR FORCE

67% OWNER-OCCUPIED HOUSING UNITS

33% RENTER-OCCUPIED HOUSING UNITS

EMPLOYMENT BY INDUSTRY

67,074
education, health care, social assistance

34,511
retail trade

30,066
professional, scientific, management, administrative

26,958
public administration

25,060
arts, entertainment, accomodation, food service

24,597
manufacturing

23,649
finance, insurance, real estate, rental, leasing

17,140
transportation, warehousing, utilities

14,272
construction

THE BURG

FOR ADVERTISING & SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

Lauren Maurer, Sales Manager
(e) lmills@theburgnews.com (p) 717.695.2621

Kelsey Tatge, Sales Executive & 3rd in The Burg Coordinator
(e) ktatge@theburgnews.com (p) 717.991.1660

920 N. 3rd St., Suite 101, Harrisburg, PA 17102
www.theburgnews.com

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