



2024
MEDIA KIT



THE BURG

At TheBurg, we're committed to producing high-quality, informative products that our entire region can embrace, be part of and take pride in.

We wish to be a source of inspiration and aspiration, a way to help the people of central Pennsylvania achieve closer community ties, more meaningful interactions and a more hopeful, prosperous future.

We hope that you'll join us in this effort. By partnering with TheBurg, you'll find the perfect way to market your products and services, elevate your own brand and demonstrate support for your community.

Across print, digital and social platforms, TheBurg is the go-to media source for high-quality journalism, aspirational content and regional pride. We invite you to become part of our journey.

-Lawrance Binda, Publisher /Editor-In-Chief

CELEBRATING

15

YEARS SERVING
CENTRAL PA

WINNER OF

130+

PENNSYLVANIA
PRESS AWARDS

TheBurg is a monthly publication and daily news site. We are the number one source of responsible, community-centered news for the greater Central PA area. We are dedicated to telling the stories that, put together, describe the region: the people who live, work and travel here; the families that make their home here; the merchants who do business here.

We publish 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.

ADVERTISERS ♥ THEBURG



Having a regular presence in TheBurg is one more way UPMC Central Pa. connects with our community. It allows us to support our region and communicate UPMC's growing services and successes. From the publisher's note to the quality articles, artwork and happenings, The Burg delivers highly anticipated content in print and online, meeting the needs of all readers. We appreciate and value the essential connection TheBurg provides to the community in which we live and work.

**-Christina Persson, VP, Office Of The President,
UPMC Central PA**



TheBurg 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

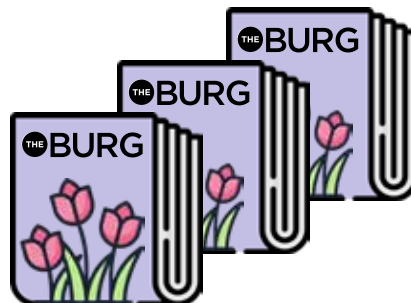


Latino Connection and Color & Culture are proud partners and clients of TheBurg. The original and community content developed by TheBurg empowers our community and neighborhoods. Our favorite part of belonging to TheBurg neighborhood are the connections they make for small businesses, and small stories which share big visions for our region!

**- George Fernandez, Chief Executive Officer,
Color & Culture, Latino Connection, PPO&S**

AWARDED STATE-WIDE
NEWS PUBLICATION OF THE YEAR
2021 | 2022 | 2023

THEBURG printed publication is a newspaper & magazine hybrid, with a focus on community.



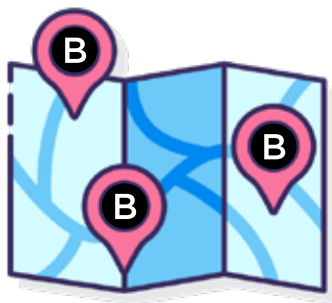
20,000 issues
printed monthly



Locally, 7 in 10 adults
read a newspaper
every week*



88% of adults
have read at least
one magazine in
the last 6 months**



500+ locations
distributed monthly

750,000+
total reach



TheBurg Daily & Weekly Digest

3,905+ Organic Subscribers

39%

Avg Open Rate

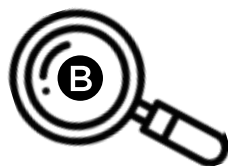
4.9%

Click Through Rate



Daily Online News:
theburgnews.com

45,000
monthly
readers



Over 60%
of our online
traffic is from
Organic Social
& Search



SOCIAL MEDIA

30,285+ Followers

130,750+
Avg monthly reach



EVENTS

150+ attendees at our annual
Friends of TheBurg events

* Source: 2023 Release 1 Nielsen Scarborough Report. Copyright 2023 Scarborough Research. All rights reserved.

** Source: News Media Alliance

THE BURG // ENGAGE ACROSS ALL PLATFORMS: BUNDLE & SAVE



print publication



theburgnews.com



e-newsletters

Online campaigns become
400% more effective
when combined with
print advertising*



* Source: Top Media Advertising

Receive our **largest discounts** with our multimedia packages, designed to help you expand your print & digital reach.

Examples include:

Full page print ad / Homepage Banner / TheBurg Daily & Weekly Digest Banner
1/2 page print ad / Website Skyscraper / TheBurg Weekly Digest Banner
1/4 page print ad / Website Block / TheBurg Weekly Digest Banner Ad

Let us customize a package for your needs!
lmills@theburgnews.com & ndisanto@theburgnews.com

PRINT

WITH A REACH OF OVER
750,000
RESIDENTS IN CENTRAL PA

22.5 %
AGES 18-34

33 %
AGES 35-54

44.5 %
AGES 55+

500+ LOCATIONS:

*Dauphin, Cumberland, Lancaster, York,
Lebanon, Perry & Adams Counties*

50.6% Female // 49.4% Male

WEB

THEBURGNEWS.COM
45,000
MONTHLY READERS

27 %
AGES 18-34

44 %
AGES 35-54

29 %
AGES 55+

TOP LOCATIONS:

*Harrisburg, Philadelphia,
Colonial Park, Mechanicsburg,
Camp Hill & Enola*

50.9% Female // 49.1% Male

EMAIL

NEWSLETTER
3,905+
SUBSCRIBERS

41 %
AGES 35-65

32 %
AGES 65+

TOP LOCATIONS:

*Harrisburg, Mechanicsburg,
Colonial Park & Camp Hill*

48.6% Female 31.8% Male < 0.1% Another Identity 19.6% Unknown

THEBURG // COMMUNITY PUBLISHERS 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 leading members of our community to become “Community Publishers,” joining us so we can continue to create a beautiful magazine that reflects and promotes the Harrisburg area.

What is a Community Publisher?

A community publisher is a vital partner who allows us to continue to offer this important, free community news resource. He or she:

- Is a business leader with a vision and a belief that, when the region prospers, we all prosper.
- Believes an informed local public is a better local public and thus a better place to live and work.
- Recognizes that engaged, local reporting is a community good that must be paid for—but that, in the age of the Internet, must depend upon resources outside of traditional advertising.
- Supports arts, culture, education and the broader community good via news and education.
- Understands and believes that the health of the community is reflected through affirmative, responsible, local reporting and features.

How Is A Community Publisher Recognized?

- Each month, a logo will be printed on TheBurg's inside front cover (premium placement) 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 Publishers will be provided an advertising plan (1/2 page monthly ad)
- Community Publisher may be scheduled to write the Publisher's column.
- Community Publisher will receive invitations to TheBurg events.



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 Blue Cross is proud to support TheBurg and help make this free community resource possible.

**- David B. Skerpon, Executive Vice President,
Capital Blue Cross**

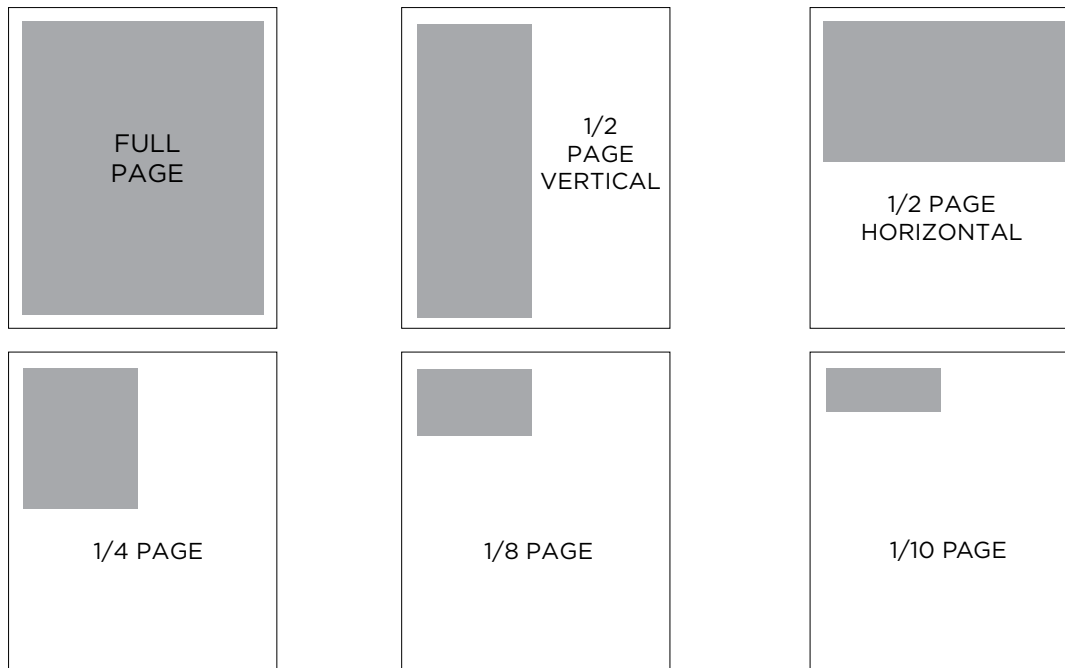


I am proud to say that I have advertised in every issue of TheBurg, since the very first issue was published in January 2009. As a Real Estate agent, it is a great tool to share with buyers, especially those who are new to the Capitol City Region. As a Community Publisher I have increased exposure with 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



PAGE SIZE	DIMENSIONS	*RATE
Full Page	10"w x 12"h*	\$1,550.00
1/2 Page (Vertical)	4.25"w x 11"h	\$925.00
1/2 Page (Horizontal)	9"w x 5.25"h	\$925.00
1/4 Page	4.25"w x 5.25"h	\$550.00
1/8 Page	4.25"w x 2.5"h	\$325.00
1/10 Page (12-month contract required)	4.25"w x 1.625"h	\$150.00
*Full page size requires 0.25" extension of design on all four sides to accommodate bleed.		



Studies published by Temple University neuroscience research firm True Impact and other research institutions suggest that printed marketing materials tend to outperform digital along several key dimensions. These include reading comprehension, recall, emotional impact and persuasiveness.

/// SAVE WITH CONTRACTS

- 10% (3 month contract)
- 15% (6 month contract)
- 20% (12 month contract)

-15% non-profit discount

/// SAVE WITH MULTIMEDIA BUNDLES

Inquire for Rates:
lmills@theburgnews.com
ndisanto@theburgnews.com

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.

**COMBINE PRINT WITH
DIGITAL AD FOR THE MOST
IMPACT & BEST RESULTS!**

In a recent Forbes article, behavioral scientist Roger Dooley stated, "Rather than an all-digital world, it appears that a multi-channel approach that leverages the unique benefits of paper with the convenience and accessibility of digital will perform best."

BLOCK WEBSITE AD

300 px wide by 250 px tall
Every page of website
\$300/month

SKYSCRAPER WEBSITE AD

300 px wide by 450 px tall
Every page of website
\$350/month

**ROTATING HEADER
WEBSITE AD**

1000 px wide by 200 px tall
Homepage only
\$250/month

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

homepage header



THEBURG *DAILY*

An afternoon newsletter sent daily to our loyal subscribers. It includes our recent local news, blogs, events, and features.

THEBURG *WEEKLY DIGEST*

A Sunday morning newsletter that is sent 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.

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.

Branded Partner Email: \$1000/email

Size- 1000w x 1200h with links, video, etc. Sent to all subscribers.



THEBURG // SPONSORSHIPS & COMMUNITY SUPPORT



Friends of TheBurg is our annual membership program.

It allows individuals, households and small businesses to support the important work we do through our daily news reporting, our monthly magazine, 3rd in the Burg and our other events and activities. It also allows you to show your love and support for the greater Harrisburg community! Join today!

www.theburgnews.com/friends-of-theburg

SMALL BUSINESS: \$100/year

Recognition on our Friends of TheBurg page, two free totes

COMMUNITY PILLAR: \$500/year

Recognition on our Friends of TheBurg page, two free totes and two free tickets to annual Burg Bash.

SMALL BUSINESS: \$250/year

Recognition on our Friends of TheBurg page, two free totes

COMMUNITY PILLAR: \$1,000/year

Recognition on our Friends of TheBurg page, four free totes and four free tickets to annual Burg Bash.



Each month, something very special happens in Harrisburg.

Since its founding over a decade 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.

TheBurg promotes and helps organize 3rd in the Burg. Recently, we've re-doubled our commitment by hiring a new coordinator, who is adding fresh ideas, a deeper community presence and renewed energy and vitality.

3rd in the Burg 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. Visit www.thirdintheburg.org.

CONTACT US FOR SPONSORSHIP OPPORTUNITIES!



Sponsor a special event hosted by TheBurg.

Sponsorship of the Annual Friends of TheBurg Bash at the Historic King Mansion: \$3,500

- Logo and tagging on all of our marketing materials advertising the FOB Bash (print, website, email, and social media)
- Logo and company information in our email invitations to all FOB members
- Logo on Photobooth Banner Backdrop
- Opportunity to speak and engage our Friends at the Bash (150 guests)
- 4 Tickets to the Bash

Sponsorship of our annual event at the Winery at Hunters Valley: \$2,500

- Logo and tagging on all of our marketing materials advertising the Winery Event (print, website, email, and social media)
- Logo and company information in our email invitations to all FOB
- 4 Tickets to the event

THE BURG // EDITORIAL CALENDAR



JANUARY
Healthy You



FEBRUARY
Black History & Culture



MARCH
Non Profit Focus



APRIL
Home & Garden



MAY
Dining



JUNE
Summer Fun



JULY
Pets



AUGUST
Youth & Schools



SEPTEMBER
Arts & Culture



OCTOBER
Fall Fun



NOVEMBER
Shop Local



DECEMBER
Holiday Gift Guide

 **INQUIRE ABOUT OUR SPECIALTY ADVERTISING SECTIONS FOR EACH ISSUE**

THEBURG // ADDITIONAL INFORMATION



As a health insurance company that serves the greater Harrisburg area, Capital Blue Cross is proud to be a Community Publisher with TheBurg.

TheBurg is more than just a magazine and a news site. It is a platform for telling the stories of our diverse and vibrant communities, celebrating their achievements, and addressing their challenges.

We believe that by supporting TheBurg, we are supporting the voices and visions that make our region a great place to live, work, and play.

We are honored to partner with TheBurg and look forward to continuing our collaboration in the future. Together, we can make a positive difference in the lives of the people we serve.

- Ronaldo Davis

**Media and Sponsorship
Coordinator, Brand
& Market Strategy
CAPITAL BLUE CROSS**

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.



Connect with our highly engaged audience, achieve closer community ties, and together, reach for a more hopeful and prosperous future.

Our sales team would be delighted to welcome you to TheBurg community and collaborate with you on your advertising needs.



LAUREN MAURER
CO-OWNER & SALES DIRECTOR

717-695-2621
lmills@theburgnews.com



NATALIE DISANTO
SALES EXECUTIVE

717-695-2086
ndisanto@theburgnews.com