



Reading Eagle subscriber clips money-saving coupons from Clip It.

MONTHLY COUPON SECTION

Each month, readers wait for their Clip It to arrive to take advantage of bargains in the region. Create a special deal that will keep customers coming through the door. Its size makes it easy to use, keep handy or share with family and friends.

READING EAGLE CLIP it

YOUR SAVINGS BOOKLET

SPECIFICATIONS

- Delivered the first Friday of each month (except for January) with the daily Reading Eagle to over 150,000 readers. Your message goes to people who have paid to receive your advertising.
- Bonus distribution of more than 15,000 additional copies to weekend and Sunday subscribers at no additional charge!
- Your advertising benefits from the extended reach of the internet by including your coupon on www.readingeagle.com.
- Choose our full distribution or a partial zone to fit your budget or target audience.

FORMAT

Tabloid section printed on upgraded white stock.

AD SIZES

- Full page (7.708" w x 10.5" h)
- 1/2 page H (7.708" w x 5.1875" h)
- 1/2 page V (3.792" w x 10.5" h)
- 1/4 page (3.792" w x 5.1875" h)

COLOR RATE

Full color included in price.

2016 PUBLISH DATES	ADVERTISING DEADLINES
January 8	December 16
February 5	January 20
March 4	February 17
April 1	March 16
May 6	April 20
June 3	May 18
July 1	June 15
August 5	July 20
September 2	August 17
October 7	September 21
November 4	October 19
December 2	November 16

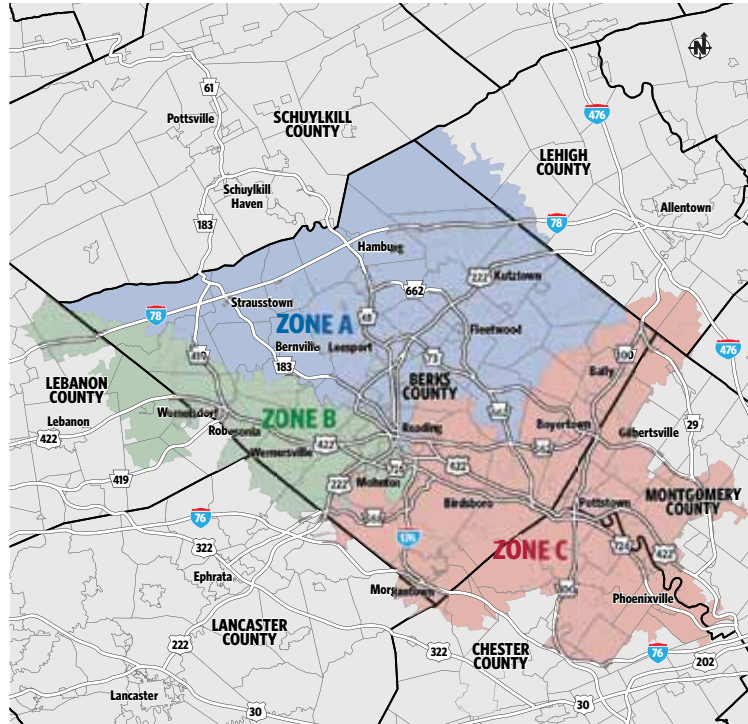
CONTACT

ADVERTISING

Your Advertising Consultant or
Lori Gerhart
610-371-5103
lgerhart@readingeagle.com

Zone A (27,000) Reading/North Zone

- 19560 Temple
- 19605 Laureldale
- 19601 Reading
- 19602 Reading
- 19604 Reading
- 18011 Alburts
- 19529 Kempton
- 19530 Kutztown
- 19534 Lenhartsville
- 19536 Lyon Station
- 19539 Mertztown
- 19562 Topton
- 19510 Blandon
- 19522 Fleetwood
- 19547 Oley
- 17961 Orwigsburg
- 19516 Centerport
- 19526 Hamburg
- 19533 Leesport
- 19541 Mohrsville
- 19549 Port Clinton
- 19555 Shoemakersville
- 19506 Bernville
- 19507 Bethel
- 19554 Shartlesville
- 19559 Strausstown



Zone B (24,000) Southwest

- 17067 Myerstown
- 17073 Newmanstown
- 17087 Richland
- 19544 Mount Aetna
- 19550 Rehrersburg
- 19551 Robesonia
- 19565 Wernersville
- 19567 Womelsdorf
- 19608 Sinking Spring
- 19609 West Lawn
- 19610 Wyomissing
- 19611 West Reading
- 19540 Mohnton
- 19607 Shillington
- 17507 Bowmansville
- 17569 Reinholds
- 19501 Adamstown

Zone C (14,000) Southeast

- 19606 Mount Penn
- 19404 Norristown
- 19468 Royersford
- 19503 Bally
- 19504 Barto
- 19505 Bechtelsville
- 19512 Boyertown
- 19519 Earlville
- 19525 Gilbertsville
- 19545 New Berlinville
- 19464 Pottstown
- 19465 Pottstown
- 19468 Limerick
- 19508 Birdsboro
- 19518 Douglassville
- 19523 Geigertown
- 19548 Pine Forge
- 19335 Downingtown
- 19344 Honey Brook
- 19460 Phoenixville
- 19520 Elverson
- 19543 Morgantown

FULL RUN					
	1x	4x	6x	8x	12x
Full Page	\$1,000	\$850	\$750	\$650	\$500
1/2 Page	\$550	\$470	\$415	\$350	\$290
1/4 Page	\$350	\$300	\$260	\$220	\$175
Premium Positions - Upcharge \$200 for page 2, 3, 4, 5, and back page, full pages only. Front page available - \$1,000 flat rate. No other discounts apply.					
ZONE A (27,000) READING/NORTH ZONE					
	1x	4x	6x	8x	12x
Full Page	\$600	\$425	\$375	\$325	\$250
1/2 Page	\$400	\$240	\$210	\$175	\$150
1/4 Page	\$300	\$150	\$130	\$110	\$90
ZONE B (24,000) SOUTHWEST					
	1x	4x	6x	8x	12x
Full Page	\$550	\$385	\$335	\$295	\$230
1/2 Page	\$400	\$220	\$205	\$160	\$135
1/4 Page	\$300	\$140	\$125	\$105	\$90
ZONE C (14,000) SOUTHEAST					
	1x	4x	6x	8x	12x
Full Page	\$350	\$205	\$190	\$170	\$130
1/2 Page	\$300	\$130	\$115	\$100	\$85
1/4 Page	\$250	\$90	\$80	\$70	\$65