

Points to remember...

Closing Dates: Closing date is six weeks prior to the first day of the month of publication. Cancellation or copy changes may not be accepted after first day of month preceding issue. *Penn Lines* is delivered by the 15th of the month of publication.

Approval: *Penn Lines* advertising policy does not permit acceptance of ads for electrical equipment not bearing Underwriters Laboratories, Inc. approval. Advertising of political or controversial public issues (except for electric cooperative political action solicitations) will not be accepted. Ads involving energy products are reviewed on a case-by-case basis. Publisher may label certain advertisements with the word "Advertisement." *Penn Lines* reserves the right to refuse any advertising.

Payment: Net 30 days; 2% discount within 10 days. Advertising orders accepted on the basis of payment within 30 days of date of invoice. Interest on delinquent accounts is 1.25% per month thereafter. In the event of non-payment, the publisher reserves the right to hold the advertiser and its agency jointly and severally liable for such monies and incurred costs due.

Terms and Conditions: Recognized agency discounts are 15%. Initial insertions must be accompanied by payment in advance, or satisfactory establishment of credit. Frequency discounts only granted to contract advertisers and agencies. To qualify for multiple insertion rates, ads must appear within 12 months of contract date.

Proof of Publication: Canceled check and tear sheets from *Penn Lines* serve as proof of publication. No special invoicing will be provided on prepaid advertisements.

Circulation and Subscriptions: *Penn Lines* is the official magazine of the Pennsylvania Rural Electric Association. It is sold by subscription only through local electric distribution cooperatives in Pennsylvania. Yearly subscriptions are \$5.39 for electric cooperative members.

NOTICE

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, owners, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason the publisher fails to publish an advertisement.

Advertising rates are subject to change. Publisher will notify contract advertisers 30 days prior to rate change, at which time advertiser may either accept new rate for remainder of contract term or cancel.

The publisher reserves the right to cease the publication of advertisements upon default in the payment of any installment due hereunder.

Our national *Penn Lines*
advertising representative:

American MainStreet Publications

611 S. Congress Ave.
Suite 504
Austin, TX 78704
800-626-1181
512-441-5200
info@amp.coop
www.amp.coop



American
MainStreet
Publications

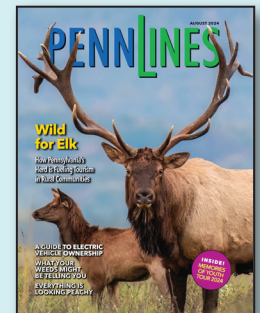
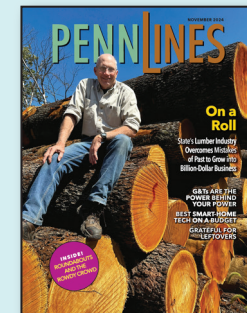
PENN LINES

ADVERTISING RATES & INFORMATION

Effective January 1, 2025 (No. 40)

Circulation Guarantee — 168,000

For nearly 60 years, *Penn Lines* has served as the voice of rural Pennsylvania. Its in-depth reporting on issues affecting rural residents and their quality of life has earned *Penn Lines* a long history of loyal readership. At its heart, *Penn Lines* is a hometown publication, focusing on local communities and the people who live in them. Along with energy news and information, each issue is packed with feature stories, engaging and informative columns, as well as reporting that speaks to life in rural Pennsylvania.



Penn Lines 2025 Advertising Rates

Four-Color	1 Time	3 Times	6 Times	12 Times
Full Page	\$3,863	\$3,679	\$3,579	\$3,289
Inside Front/Inside Back Cover	\$4,249	\$4,047	\$3,937	\$3,618
Back Cover	\$4,442	\$4,231	\$4,116	\$3,782
2/3 Page	\$2,860	\$2,721	\$2,665	\$2,464
1/2 Page	\$2,287	\$2,173	\$2,135	\$1,972
1/3 Page	\$1,576	\$1,506	\$1,468	\$1,3621
1/6 Page	\$839	\$787	\$774	\$719
Three-Column Inch	\$452	\$444	\$419	\$395
Two-Column Inch	\$302	\$296	\$279	\$263
One-Column Inch	\$151	\$148	\$140	\$132
Black & White	1 Time	3 Times	6 Times	12 Times
Full Page	\$3,105	\$2,948	\$2,893	\$2,665
2/3 Page	\$2,149	\$2,042	\$1,991	\$1,431
1/2 Page	\$1,676	\$1,588	\$1,562	\$1,431
1/3 Page	\$1,147	\$1,089	\$1,065	\$989
1/6 Page	\$611	\$567	\$548	\$523
Three-Column Inch	\$324	\$318	\$311	\$297
Two-Column Inch	\$216	\$212	\$207	\$198
One-Column Inch	\$105	\$103	\$101	\$96

COLOR:

Four-color availability on all pages.

PREFERRED PAGE POSITIONS:

2nd or 3rd cover.....10% extra
4th cover15% extra

STOCK, BINDING:

Penn Lines is printed on a 70# coated gloss cover and a 40# coated gloss text.
Binding is saddle-stitch.

AD FILE REQUIREMENTS:

High-resolution PDF format preferred. Please save files using the setting PDF/X-1a. Other accepted file formats: EPS or TIFF (fonts embedded). For complete digital ad specifications, please visit
www.prea.com/penn-lines-magazine
and download the *Penn Lines* media kit.

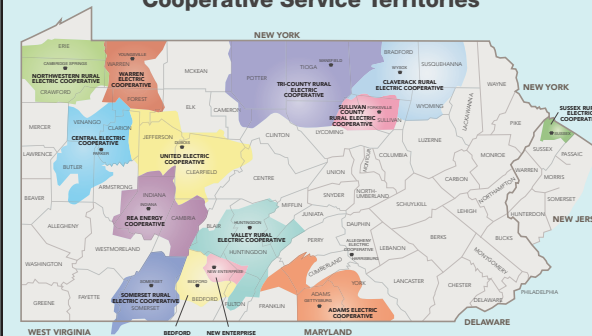
Trim Size.....8-1/4" X 10-7/8"
Column depth:.....9-5/8"
One-column width.....2-1/4"
Two-column width.....4-3/4"
Three-column width.....7-1/4"

FOR CLASSIFIED AND LOCAL DISPLAY ADVERTISING, CONTACT:

Michelle M. Smith, *Penn Lines*, P.O. Box 1266, Harrisburg, PA 17108-1266

Phone: 717-233-5704 Email: advertising@prea.com

Pennsylvania/New Jersey Electric Cooperative Service Territories



Classified Advertising

(Classified ads **NOT** accepted by email or phone)

Electric Cooperative Members: Rate is \$20 for 30 words or less. Each additional word, 50 cents. Electric cooperative members must enclose most recent *Penn Lines* address label along with payment and copy for ad.

Non-Members: Rate is \$70 for 30 words or less. Each additional word, \$1.50. Payment must accompany order.

Deadline: Six weeks prior to the month in which the ad is to appear. Advertisements not received by deadline for current issue will be included in the following month's issue.

Special Category Headings: \$5 for co-op members, \$10 for non-members. Fee applies to any heading not listed under "FREE HEADINGS," even if the heading is already appearing in *Penn Lines*. For ads running a special heading in consecutive months, the fee is a one-time fee of either \$5 (member) or \$10 (non-member) for all consecutive insertions.