PENN *lines*

WHO WE ARE

Published monthly by the Pennsylvania Rural Electric Association (PREA), the service organization for the Pennsylvania-based rural electrical cooperatives, *Penn Lines* magazine serves as the flagship publication for cooperative communications efforts. With a circulation of nearly 166,000 subscribers, *Penn Lines* magazine reaches homes and businesses in 42 Pennsylvania counties. In publication since October 1966, *Penn Lines* magazine has a long and respected history with its readers.

MISSION

In keeping with the principles of the cooperative business model, *Penn Lines* magazine serves to educate and inform its readers of issues and events affecting their communities and way of life.

EDITORIAL FOCUS

Penn Lines is "the magazine you come home to." For more than 50 years, it 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, familiar columns, and reporting that speaks to life in rural Pennsylvania.

SERVICE AREA

Penn Lines magazine is delivered each month to the cooperative consumer-members through their local rural electric cooperative and to PREA associate members. In addition the magazine is available online to anyone with internet access at www.prea.com. Most importantly, each participating individual cooperative is represented in the magazine's center spread. Here, the readers learn about local cooperative news and events, as well as happenings in their communities and surrounding areas.

PENNSYLVANIA RURAL ELECTRIC COOPERATIVE ORIGIN

As late as the mid-1930s, electricity was still out of reach for more than 90 percent of Pennsylvania rural residents. Private power companies did not find it profitable to provide electricity to these areas so rural residents banded together and provided their own electricity through community-based rural electric cooperatives. Since rural Pennsylvania electric service first began flowing in 1937, 13 Pennsylvania-based rural electric cooperatives have been formed and continue to provide safe, reliable, and affordable electric service to more than 200,000 rural homes and businesses.

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2021 EDITORIAL CALENDAR*

JANUARY
75th anniversary of Allegheny Electric Cooperative — *PLUS* — Country Kitchen: A Changing of the Guard

FEBRUARY
COVID-19's Impact on Rural Pennsylvania One Year Later — *PLUS* — 55 Years of *Penn Lines*

MARCH
Gardening is Fun and Exercise — *PLUS* — Co-ops Helping Co-ops: How Mutual Aid Program Works

APRIL
On the Hunt for Antique Insulators — *PLUS* — 250 Years of History in Bedford County

MAY
The Latest on Rural Water Systems — *PLUS* — Making Music: Local Musicians and Family Bands

JUNE
Farming's Future: Number of Farms Continues to Decline — *PLUS* — Rebirth of the Drive-In Theater

JULY
Beekeeping as a hobby, business — *PLUS* — CLMS at 35

AUGUST
Pennsylvania Forest Stewards — *PLUS* — History of Log Buildings

SEPTEMBER
9/11: 20 Years Later

OCTOBER (National Cooperative Month)
Concern for Community: How Co-ops Contribute to Their Communities

NOVEMBER
Tiny Boroughs: How are They Managing?

DECEMBER
Economic Impact of Community Colleges in Rural Pennsylvania

Each issue contains these regular departments:
Country Kitchen - a recipe column
Energy Matters - an energy news column
Rural Reflections - a photo contest
Smart Circuits - a home energy column
Tech Trends - an energy technology column

These departments are published on a rotating basis:
Power Plants - a gardening column
Rural Views - a rural living column

*Subject to change

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2019 Reader Demographics

Gender

Male 55%

Female...45%

Age

18-34 ....4%

35-44 ....6%

45-54 ....12%

55-64 ....27%

65 and over..52%

Median Age: 66 years

Household Annual Income (From All Sources)

Under $25,000...12%

$25,000-$29,999 ....7%

$30,000-$39,999 ....8%

$40,000-$49,999 ....8%

$50,000-$59,999 ....9%

$60,000-$74,999 ....9%

Over $75,000...30%

Annual Median Income: $57,400

Employment

Work full- or part-time...............................42%

Retired...50%

Homemaker..5%

Looking for work 1%

Household

Own primary residence 95%

Approximate size of the property of primary residence:

More than three acres..................................46%

Own vacation/weekend home 25%

Home Remodeling/Improvements

Completed any home remodeling/improvement projects
in the last 12 months 60%

Completed do-it-yourself (DIY) home remodeling/
improvement projects in the last 12 months 83%

Internet Access/Use

Internet access at home 80%

No internet access at home 20%

Visited a social media site, photo- and/or video-sharing
site in the last 30 days 71%

Type of Internet Connection

Broadband/high-speed internet access (not mobile).. 78%

Dial-up modem internet access................................... 8%

Mobile broadband for computer/tablet/cellphone...... 20%

Travel (Vacation/Personal Reasons)

Personally took a domestic trip of more than one
day's duration.. 64%

Took one to three trips in the last 12 months 73%

Took four to eight trips in the last 12 months 22%

Spent more than $2,000 on domestic trips................ 37%

Gardening & Landscaping

Owns a garden... 53%

Owns a lawn mower, lawn/garden tractor, tiller, or
farm tractor.. 95%

Readership

Average reading time .... 37 minutes

Read every issue 81%

Read three out of four issues..................................... 90%

Prefer to read magazines, including *Penn Lines*,
in printed magazine format 96%

Circulation...166,000

Reader Action

Readers taking an action as a result of
reading *Penn Lines*.................................. 79%

Readers who cut out or used a recipe......................... 42%

Readers who saved/shared articles/advertisements for
future reference 46%

Readers who bought or ordered or recommended a
product or service.................................... 18%

Readers who visited an advertiser's website as a result of
reading *Penn Lines*.................................. 13%

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2021 ADVERTISING SPECIFICATIONS

ISSUE MONTH	AD CLOSE/ AD MATERIALS DUE
January 2021	11/16/2020
February 2021	12/17/2020
March 2021	1/18/2021
April 2021	2/17/2021
May 2021	3/17/2021
June 2021	4/16/2021
July 2021	5/17/2021
August 2021	6/17/2021
September 2021	7/16/2021
October 2021	8/16/2021
November 2021	9/16/2021
December 2021	10/15/2021
January 2022	11/16/2021
February 2022	12/16/2021

AD SIZE/SHAPE	SIZE (WIDTH X HEIGHT)
FULL PAGE	
Live Area	7" X 10"
Trim	8-1/4" X 10-7/8"
FULL PAGE BLEED	
Live Area	7" X 10"
Trim	8-1/4" X 10-7/8"
Bleed Size	8-1/2" X 11-1/8" (1/8" Bleed)
2/3 Page	4-3/4" x 9-5/8"
1/2 Horizontal	7-1/4" x 4-7/8"
1/2 Vertical	4-3/4" x 7-1/2"
1/3 Horizontal	4-3/4" x 4-7/8"
1/3 Vertical	2-1/4" X 9-7/8"
1/6 Horizontal	4-3/4" x 2-3/8"
1/6 Vertical	2-1/4" x 4-7/8"
3"	2-1/4" x 3"
2"	2-1/4" X 2"
1"	2-1/4" X 1"

ADVERTISING FILE REQUIREMENTS:

Digital files submitted in PDFx-1a format preferred. Other Accepted File Formats: EPS or TIFF (with all fonts embedded or supplied). Advertisements requiring typesetting or other work will be charged for all required services. Publisher is not responsible for any errors in key numbers or other type set by the publisher. Please see *Penn Lines* Digital Specifications for additional information.

FOR MORE INFORMATION PLEASE CONTACT:

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DIGITAL SPECIFICATIONS

DIGITAL FILE FORMATS:

PREFERRED:
- PDF format. These should be saved using the setting PDF/X-1a or PDF/X1a:2001. These are standard file formats for high-end printing purposes.

ACCEPTABLE:
- EPS or TIFF (with all fonts embedded or supplied).
- InDesign, Adobe Photoshop, Adobe Illustrator

When submitting acceptable file types (except PDF files) the following must be provided:
- Layout file of final version of ad
- All fonts used in the ad; including fonts used in .eps files
- All art/logo files used in the ad (tiff, eps)
- A hardcopy printout of final ad; fax when emailing digital file

Microsoft Word and Microsoft Publisher are not acceptable file formats.

DESIGN GUIDELINES:

TRANSPARENCIES
All transparencies *must* be flattened prior to ad/file submission. Our digital guidelines require a PDF file to be created under the PDF/X1-a specification. The PDF/X1-a specification is the standard for the printing and publishing industry and is designed to provide the most reliable printed results possible. Because of the variables involved in transparency, transparency is not included in this specification and therefore all transparency must be flattened prior to submitting digital files. Transparency flattening is the process in which transparent objects are "flattened," thereby combining the various layers into a single layer, but preserving the transparency of the objects. During flattening, the objects that are affected by transparency are examined by the application's flattening engine and broken into separate elements. Some of these elements remain vectors and others are rasterized. Each file can be rendered differently, causing color shifts, rasterized type and artifacting (small white gaps between a vector and rastered object). Given these variables, flattening is a subjective process and therefore it is important that advertisers or designers flatten all files prior to submitting digital files.

COLORS
- All spot colors, including Pantone and RGB colors, *must* be converted to process (CMYK). RGB files should not be submitted.
- The total ink density of any color must not exceed 290% ink density.

FONTS
To minimize possible registration problems, below are the recommended minimum type specifications for all ad files:
- Knockout type should be larger than 5pt and should only knockout of one or two colors. Type 5pt or smaller should overprint.
- Minimum type to knockout of a 4C image is 8pt. Type should never knockout a 4C black.
- Black type should always be set to 100K (100K, 40C for rich black) and set to overprint.
- All vector elements within a file will be trapped to ensure proper registration. Type or other elements knocking out of continuous tone images are not trapped, and thus should be avoided.
- Type must not have artificial styles applied in the page layout program. The actual (bold or italic) font must be selected.
- White/reverse type should be set to knockout, not overprint.

PHOTOGRAPHIC/CONTINUOUS TONE IMAGES
- Images should be saved in TIFF or EPS format (not JPEG) using Binary encoding and must not contain extra channels.
- The color space should be CMYK or Grayscale, not RGB or spot color. Images in black & white ads must be Grayscale.
- The effective resolution of images should be between 250 and 400 dpi. Effective resolution is the resolution at which the image was scanned/created, divided by the scale at which it is used in your layout application. For example, an image scanned/created to an output resolution of 300 dpi and used at 75% would have an effective resolution of 300 / 0.75 = 400. Images from the web are 72 dpi, RGB and are not suitable for printing purposes.

LINEWORK IMAGES
- Images should be saved as a bitmap TIFF.
- Effective resolution should be a minimum of 300 dpi.

VECTOR ARTWORK
- Vector artwork must be in EPS format.
- Fonts should be converted to outlines (preferred) or embedded within the EPS.

FOR MORE INFORMATION PLEASE CONTACT:
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