

BUSINESS MARKETPLACE AD INFORMATION 2013

CHOOSE FROM THE BUSINESS MARKETPLACE SECTION THAT REACHES YOUR TARGET AUDIENCE...

For targeted, cost-effective advertising results, utilize the sections within the Central Penn Business Journal Business Marketplace. This section offers the image, artwork, detail and flexibility of display advertising in an attractive and economical format. Rates include promotion on Central Penn Business Journal's online business marketplace.

Business Marketplace

This section promotes professional service offerings to the business decision makers of the region. Also a great place to announce nonprofit or charity events, fundraisers and other information.

CALL FOR RATES.

Career Market

Create awareness about professional positions within companies to the professional readers of the Central Penn Business Journal.

CALL FOR RATES.

Real Estate Market

This section promotes regional prime real estate for sale or lease each week. The readers of this section are highly-qualified buyers who may be looking to move. Over 45% of readers plan to expand, relocate or renovate over the next two years.

CALL FOR RATES.

Executive Homes Market

Executive Homes appears weekly and reaches a target audience that is wealthy and well educated, the decision makers of local companies and communities. The average household income of these readers is \$190,000 per year and the average value of our subscriber's primary residence is \$361,000.

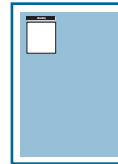
CALL FOR RATES.

Networking Market

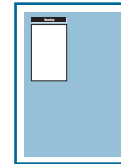
This section allows professionals to showcase their business cards to the affluent readers of the Business Journal who may be in need of their products or services.

CALL FOR RATES.

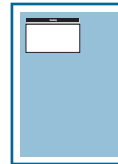
BUSINESS MARKETPLACE AD SIZES



1 COL X 2
1.926" wide
2.06" high



1 COL X 3
1.926" wide
3.02" high

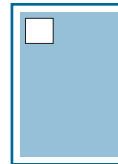


2 COL X 2
3.926" wide
2.06" high

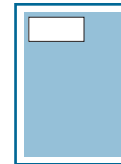


2 COL X 3
3.926" wide
3.02" high

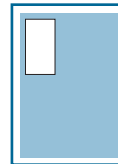
CAREER/REAL ESTATE MARKET AD SIZES



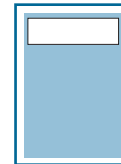
1 BLOCK
3.23" wide
2.93" high



2 BLOCKS HORIZ.
6.68" wide
2.93" high

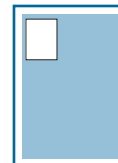


2 BLOCKS VERT.
3.23" wide
6.03" high

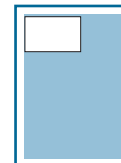


3 BLOCKS
10.125" wide
2.93" high

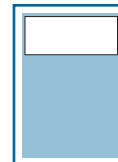
EXECUTIVE HOMES MARKET AD SIZES



1 BLOCK
3.23" wide
4.22" high

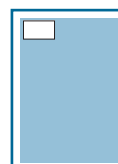


2 BLOCKS
6.68" wide
4.22" high



3 BLOCKS
10.125" wide
4.22" high

NETWORKING MARKET AD SIZE



1 BLOCK
3.5" wide
2" high

COLOR RATES:
1 Spot Color or 1 PMS Color