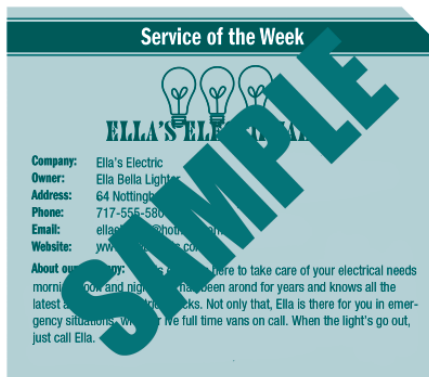


**Choose from the Classified
Market section that reaches
your target audience...**

For targeted, cost-effective advertising results, utilize the sections within the Central Penn Business Journal Classified Market. Classified Market offers the image, artwork, detail and flexibility of display advertising in an attractive and economical classified format.



AD SIZES

**Professional Services Market/
Community Service Market**

Ad Size	Width	Height
1col x 2	1.926"	2.06"
1col x 3	1.926"	3.02"
2col x 2	3.926"	2.06"
2col x 3	3.926"	3.02"

Career Market/Real Estate Market

Ad Size	Width	Height
1 block	3.23"	2.93"
2 blocks (horiz.)	6.68"	2.93"
2 blocks (vert.)	3.23"	6.03"
3 blocks	10.125"	2.93"

Executive Homes Market/Networking Market

Ad Size	Width	Height
1 block	3.23"	4.22"
2 blocks	6.68"	4.22"
3 blocks	10.125"	4.22"

Classified Market

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

	1-7X	8-12X	13-17X	18-25X	26-50X	51X
1col x 2	CALL FOR RATES 717-236-4300					
1col x 3						
2col x 2						
2col x 3						

Career Market

Create awareness about a professional position within your company to the professional readers of the Central Penn Business Journal.

	1-7X	8-12X	13-17X	18-25X	26-50X	51X
Per Block	CALL FOR RATES 717-236-4300					

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 29% of readers plan to expand, relocate or renovate over the next three years.

	1-7X	8-12X	13-17X	18-25X	26-50X	51X
Per Block	CALL FOR RATES 717-236-4300					

Executive Homes Market

Executive Homes appears weekly and reaches a target audience that is wealthy and well educated, the decision makers of our local companies and communities. The average household income of these readers is \$156,000 per year and the average value of our subscriber's primary residence is \$395,000.

	1-7X	8-12X	13-17X	18-25X	26-50X	51X
Per Block	CALL FOR RATES 717-236-4300					

Networking Market

Network with other professionals in your industry or in your customers' industries with this weekly featured section. This tool will allow you to showcase your business card to the affluent readers of the Business Journal who may be in need of your products or services.

	1-7X	8-12X	13-17X	18-25X	26-50X	51X
Per Block	CALL FOR RATES 717-236-4300					

ISSUE & CLOSING DATES

The Central Penn Business Journal is published weekly with a Friday issue date. See the Editorial Calendar for space reservations and ad copy deadlines. The Publisher may act on the written instructions of either the advertiser or agency as to any ad. No liability is assumed for instructions received after closing date.

COPY & CONTRACT TERMS

Each advertiser will be required to sign a contract. All contracts must be fulfilled within one year of the date on the contract. No cancellations will be accepted after deadline. Advertisers whose contracts were not completed will be required to pay the "earned rate" for the ads that have already run. This rate is based on the number of ads that have run upon contract cancellation. New advertisers are required to pay the first insertion in advance of publication date. Advertisers and their agencies are liable for all collection and attorney fees incurred by the publisher. The publisher reserves the right to reject any advertisement regarded as objectionable in wording or appearance, and may require the word "Advertisement" in any ad. The publisher reserves the right to include a hairline border around any ad submitted without a border. In an event of an error in an advertisement for which the publisher is liable, the liability shall be limited to republishing the ad or discounting such portion of the entire cost of the advertisement as the publisher shall deem necessary. All ad material produced by the publisher will remain the property of the publisher and may not be released.

AD AGENCY COMMISSIONS

Standard 15% commission will be paid to recognized agencies on all rates for print-ready ads which are within Business Journal specifications. There is no commission on production services or reprints. Agency commissions will be forfeited if billing goes past 60 days. Commissions will be reduced 50% if artwork is not print ready. Artwork supplied must be in reproducible form. (No foil or reflective inks, etc.) This applies to any pre-screened halftones and logo artwork. If a supplied ad requires any production time, the client or agency will be charged.

FOR ADS PREPARED DIGITALLY:

File Formats: InDesign, QuarkXPress, Illustrator, PDF* and Photoshop files in the Macintosh format. All digital art & images (clip art, scans, etc.) and fonts (printer and screen) must be provided.*Any supplied PDF that is incompatible with our output system will be converted into a TIFF format. Microsoft Publisher files are not accepted. Ads will have to be rebuilt.

Images: TIFF, EPS or press ready PDF formats preferred. Grayscale and CMYK files should have a resolution of 300 dpi. Line art or bitmapped images should be at 1200 dpi, no less than 900 dpi. Do not send images in RGB.

Fonts: Please include all fonts. If the fonts have been sent to us before, please send them again. We can not always provide digital storage. Screen and printer fonts are needed.

Accepted Media: CD-ROM · DVD

ADDITIONAL PRODUCTION INFORMATION:

Small Type and Hairlines: Fine type and thin lines should be used sparingly and limited to black. Reverse type out of no lighter than 70% of a color (preferably one color) should be in bold typeface to assure best result. Type smaller than 7 pt. size should not be used, and fine serifs should be avoided. Type should not overprint background of more than 30% in any color.

Color: Files should be one color; 2-color artwork should be set up using printer's red or blue and black; PMS color needs to be separated to 4-color process (C, M, Y, K). Pantone (PMS) colors cannot be exactly duplicated. PMS colors will be "color matched" to the nearest possible process tint.

Proofs: An approved laser print should accompany all ads submitted. Color proofs should be provided whenever possible with all color indicated. Spot color may be indicated on a sample black and white laser proof.

Insert Specifications: See front page.

Production Services: Advertising design is free when purchasing advertising space in JPI publications. For additional production services, see your account executive for details and cost estimates.

Production and Technical Support: For help preparing digital files please call the Journal Publications Operations Director at 717-236-4300, Monday through Friday, 8:00 a.m. to 5:00 p.m. You can also visit our Web site at www.centralpennbusiness.com for additional information, specifications and technical support.

PRODUCTION SPECIFICATIONS:

Central Penn Business Journal prints direct to plate. Camera ready and film ads are not accepted. If camera ready or film materials are submitted, additional production fees for copy dot scans will be charged.

EMAIL SUBMISSION

EMAIL TO: jpiads@journalpub.com.

If you e-mail your ad, please identify the advertiser and the issue date in the subject line and fax the ad proof to your account executive at 717-236-6803.