

FOCUS



COMMUNITY NEWSPAPER



Serving the **POCONOS**
& Surrounding Communities

**MONROE, CARBON, NORTHAMPTON, LEHIGH,
NORTHERN LEHIGH & WARREN COUNTY, NJ**

Advertising Rate Information

Published Weekly ~ Each Friday

25,000 CIRCULATION

All Local News

“Advertising is the Key to Success of Any Business”

*Your Website Can Now Be Accessed Through
Our Online Publication - Call For Details!*

MAILING ADDRESS: P.O. Box 775, Brodheadsville, PA 18322-0775

Phone (610) 951-4555 ~ Fax (610) 951-4233

Email: thefocus@ptd.net

**Visit us at
www.focuscommunitynewspaper.com**



Serving the **POCONOS**
& Surrounding Communities

COMMUNITY NEWSPAPER

OPEN MONDAY-THURSDAY 7:30 A.M.-4:00 P.M.



2018 ADVERTISING RATES

FREQUENCY RATE	
1 Issue	\$9.25 pci**
*2-4 Issues	\$8.25 pci**
*5-8 Issues	\$7.75 pci**
*9-17 Issues	\$7.25 pci**
*18 or More Issues	\$6.50 pci**

*Per 180 days. Must be on signed contract. **pci = per column inch.

ADDITIONAL CHARGES	
4 Color	\$60.00
Page 2 Placement	\$10.00
Page 3 Placement	\$25.00
Inserts	\$45 per 1000

1 Col.	1 1/4 Inches
2 Col.	2 3/4 Inches
3 Col.	4 1/4 Inches
4 Col.	5 3/4 Inches
5 Col.	7 1/4 Inches
6 Col.	8 3/4 Inches
7 Col.	10 1/4 Inches

PROMOTIONAL RATES	
<ul style="list-style-type: none"> BUSINESS DIRECTORY Run 10 Consecutive Weeks & Receive Additional 2 Weeks FREE 1x1 - \$72.50 1x1 1/2 - \$108.70 1x2 - \$145.00 1x2 1/2 - \$181.20 	
<ul style="list-style-type: none"> FEATURED SECTIONS \$8.25 pci (off contract) 	

SPECIAL TRIAL RATE
Run 8 Consecutive Weeks at \$7.25 pci

OTHER RATES
Non Profit Rate \$5.00 pci

NOTE: All advertisements will include a layout with the opportunity to change copy one time. Additional changes in the same week will be charged \$10.00 per change.

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ARTICLES/EDITORIALS

Articles/editorials are offered free of charge to non-profit organizations, 200 words or less (space provided), however we do offer articles/editorials with a maximum of 200 words to paying advertisers provided they run a 9" ad or larger (space provided). No placement of articles/editorials are guaranteed. We make every effort to run these articles/editorials, but there is no guarantee they will run. The editor has the right to edit or refuse any article/editorial submitted to us. Deadline for articles/editorials is Tuesday prior to Friday publication. \$10.00 photograph charge.

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Special Advertising Rates on a Signed Contract

MUST RUN 50 CONSECUTIVE WEEKS

48 Full Pages \$175.00 ea.

10 1/4" Wide x 13" Deep

48 1/2-Pages \$125.00 ea.

**10 1/4" Wide x 6 1/2" Deep or
7 1/4" Wide x 9" Deep or
5 3/4" Wide x 11 1/2" Deep**

48 1/4-Pages \$75.00 ea.

**4 1/4" Wide x 7 1/2" Deep or
5 3/4" Wide x 5 1/2" Deep or
7 1/4" Wide x 4 1/2" Deep**

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Special Advertising Rates on a Signed Contract

TO BE USED WITHIN 180 DAYS

10 Full Pages \$225.00 ea.

10 1/4" Wide x 13" Deep

12 1/2-Pages \$175.00 ea.

10 1/4" Wide x 6 1/2" Deep or
7 1/4" Wide x 9" Deep or
5 3/4" Wide x 11 1/2" Deep

15 1/4-Pages \$100.00 ea.

4 1/4" Wide x 7 1/2" Deep or
5 3/4" Wide x 5 1/2" Deep or
7 1/4" Wide x 4 1/2" Deep

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F**OCUS****Serving the POCONOS
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January

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

DEADLINES

**Display Ad Advertising 4:00 p.m. Tuesday
Prior to Friday Publication**

**All Specials - Back & Front Page Ads -
Monday 4:00 p.m. Prior to Friday Publication**

**Classified Line Ads
Tuesday 4:00 p.m. Prior to Friday Publication**

- All Advertising is Accepted Under the Following Conditions*
1. Position is gladly given when possible, but is never guaranteed.
 2. The publisher reserves the right to edit or reject all copy submitted. The text and any kind of advertising copy must both be satisfactory to the publisher.
 3. All advertising is payable in advance unless a credit

has first been established with the publisher. Political advertising is strictly cash in advance.

4. The FOCUS assumes no financial responsibility for errors which may appear in advertisements published, but in cases where the paper is at fault, will reprint without charge that portion of the advertisement in which the typographical mistake occurred.

5. When a proof is furnished to the advertiser and approved by him or his agent, all responsibility for errors in prices or copy is removed from the newspaper.

6. The FOCUS is not responsible for illustrations or originals left in the newspaper office for more than 30 days after their publication.

7. Terms: Net 30 days. 1 1/2% penalty can be charged after 30 days.

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Snydersville**ZONE 2 - 2,300**Stroudsburg, Bartonsville,
Tannersville, Henryville**ZONE 3 - 3,100**Effort, Mt. Effort, Long Pond,
Blakeslee, Pocono Lake,
Pocono Pines, Pocono Summit, Mt.
Pocono**ZONE 4 - 2,650**Reeders, Scotrun, Swiftwater,
Tobyhanna, Paradise Valley, Cresco,
Mountainhome, Canadensis,
Henryville, Analomink**ZONE 5 - 3,200**Kunkletown, Palmerton, Slatington,
Walnutport, Cherryville,
Northampton, Coplay, Whitehall,
Allentown**ZONE 6 - 2,800**Saylorsburg, Wind Gap, Pen Argyl,
Bangor, Moorestown, Bath,
Jamesville, Nazareth**ZONE 7 - 3,200**Delaware Water Gap, Portland,
Mt. Bethel, East Stroudsburg,
Eagle Valley, Marshalls Creek,
Bushkill, Shawnee, Minisink Hills,
Matamoras**ZONE 8 - 2,400**Kresgeville, Forest Inn, Lehighton,
Jim Thorpe, Penn Forest,
Albrightsville, Lake Harmony,
White Haven, Hickory Run, Jonas**ZONE 9 - 2,850**Belfast, Stockertown, Tatamy, Easton,
Phillipsburg, NJ, Palmer, Forks,
Bethlehem**MAILING ADDRESS:**

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