



# Northeast News Gleaner



Northeast News Gleaner • Olney Times • Northeast Breeze



Call (215) 535-4274 for more information

**ADVERTISING RATES & INFORMATION**

# DISPLAY ADVERTISING RATES

News Gleaner - Olney Times - N.E. Breeze ❖ 147,177 circulation

8 weekly newspapers serving: Mayfair, Torresdale, Far Northeast, Frankford, Rhawnhurst, Lawndale, Olney, Bustleton, Somerton, Rockledge.

(Rates quoted per column inch)	Any 1 edition	Any 2 editions	Any 3 editions	Any 4 editions	Any 5 editions	Any 6 editions	All 7 editions	All 8 editions
Open rate	\$7 <sup>75</sup>	\$14 <sup>00</sup>	\$17 <sup>50</sup>	\$21 <sup>00</sup>	\$24 <sup>50</sup>	\$28 <sup>00</sup>	\$31 <sup>30</sup>	\$35 <sup>00</sup>

# CLASSIFIED ADVERTISING RATES

## Classified Display

One week - \$29 per col. inch

## Classified Line Ads

\$6.<sup>50</sup> per line (5 words per line)

## General Information

- To place an ad call our CLASSIFIED HOTLINE (215) 535-1900, or fax at (215) 535-1914.
- Classified deadline is Monday at 1 p.m. Holiday week deadline is 1 p.m. on the preceding Friday.

# GENERAL INFORMATION



## Mechanical Requirements

- PRINTING PROCESS: Web-offset. Follow SNAP guidelines. Call PIA at (703) 519-8172 to receive a copy.
- SCREEN FREQUENCY: 85 lines per inch.

## Northeast News Gleaner & Olney Times

- FORMAT: Six column standard broadsheet page, 13 x 21 1/4 inch maximum image area.
- 1 col. : 2 1/16 inches      4 col. : 8 5/8 inches
- 2 col. : 4 1/4 inches      5 col. : 10 13/16 inches
- 3 col. : 6 7/16 inches      6 col. : 13 inches

COLUMN WIDTHS (SAU format):

## Northeast Breeze

- FORMAT: Six column tabloid page, 10 1/8 x 15 3/4 inch maximum image area.
- COLUMN WIDTHS :
  - 1 col. : 1 9/16 inches      4 col. : 6 5/8 inches
  - 2 col. : 3 1/4 inches      5 col. : 8 3/8 inches
  - 3 col. : 4 15/16 inches      6 col. : 10 1/8 inches

## Color

Full and spot color are available. Contact the advertising manager for pricing.

## Deadlines

- ADVERTISING: All advertising space reservations must be made by Friday at 5:00 p.m. prior to the desired insertion date. Earlier deadlines apply for proof ads.
- EDITORIAL: All editorial copy must be submitted by Monday at 10:00 a.m., though earlier submissions are appreciated.
- HOLIDAYS: Holiday week deadline schedules may vary. Consult your representative for details.

## Pre-printed Inserts

Prices start as low as \$30 per thousand for insertion of pre-printed material into the newspapers. There is a 5,000 minimum. Inserts must be delivered by Friday of the week before the desired insertion. Inserts should be delivered to 1612 Margaret St., Philadelphia, Pa. 19124.

## General Advertising Policies

- The publisher reserves the right to refuse any advertisement.
- Payment must accompany all advertising unless contracted by established advertising agency.



# Northeast News Gleaner

NEWS GLEANER  
**115**  
YEARS OF  
EXCELLENCE

Northeast News Gleaner (6 zones) • Olney Times • Northeast Breeze

**SERVING EIGHT COMMUNITIES WITH 147,177 TOTAL CIRCULATION**

## 1 FRANKFORD

Strong working class shoppers. Home of the famous Frankford El. One of the city's oldest areas.

Zip codes:  
19124.....12,753  
19137.....1,104  
19149.....4,273  
TOTAL  
CIRCULATION.....18,130

## 2 MAYFAIR

Working class residents with strong community ties. Numerous athletic groups, civic associations and church groups. Site of the famous "Frankford and Cottman".

Zip codes:  
19135.....9,140  
19136.....9,115  
19149.....4,225  
TOTAL  
CIRCULATION.....22,480

## 3 TORRESDALE

One of Northeast Philadelphia's oldest communities with a unique combination of stately mansions, quaint rowhouses, parks and recreation centers. Site of the magnificent Glen Foerd Estate on the Delaware.

Zip codes:  
19114.....13,765  
TOTAL  
CIRCULATION.....13,765

## 4 FAR NORTHEAST

Considered by many to be the fastest growing community in the county. Young, vibrant families. Site of the Franklin Mills mall.

Zip codes:  
19154.....10,120  
TOTAL  
CIRCULATION.....10,120

## 5 RHAWNHRST

Homeowners who care about their community and support local shopping districts. Site of the bustling "Castor and Cottman".

Zip codes:  
19149.....5,080  
19152.....7,400  
19111.....5,000  
TOTAL  
CIRCULATION.....17,480

## 6 BUSTLETON-SOMERTON

Appropriately named because of its "bustling" business and community centers. Site of some of the city's newest housing and commercial developments.

Zip codes:  
19115.....6,990  
19116.....12,160  
TOTAL  
CIRCULATION.....19,150

## 7 NORTHEAST BREEZE

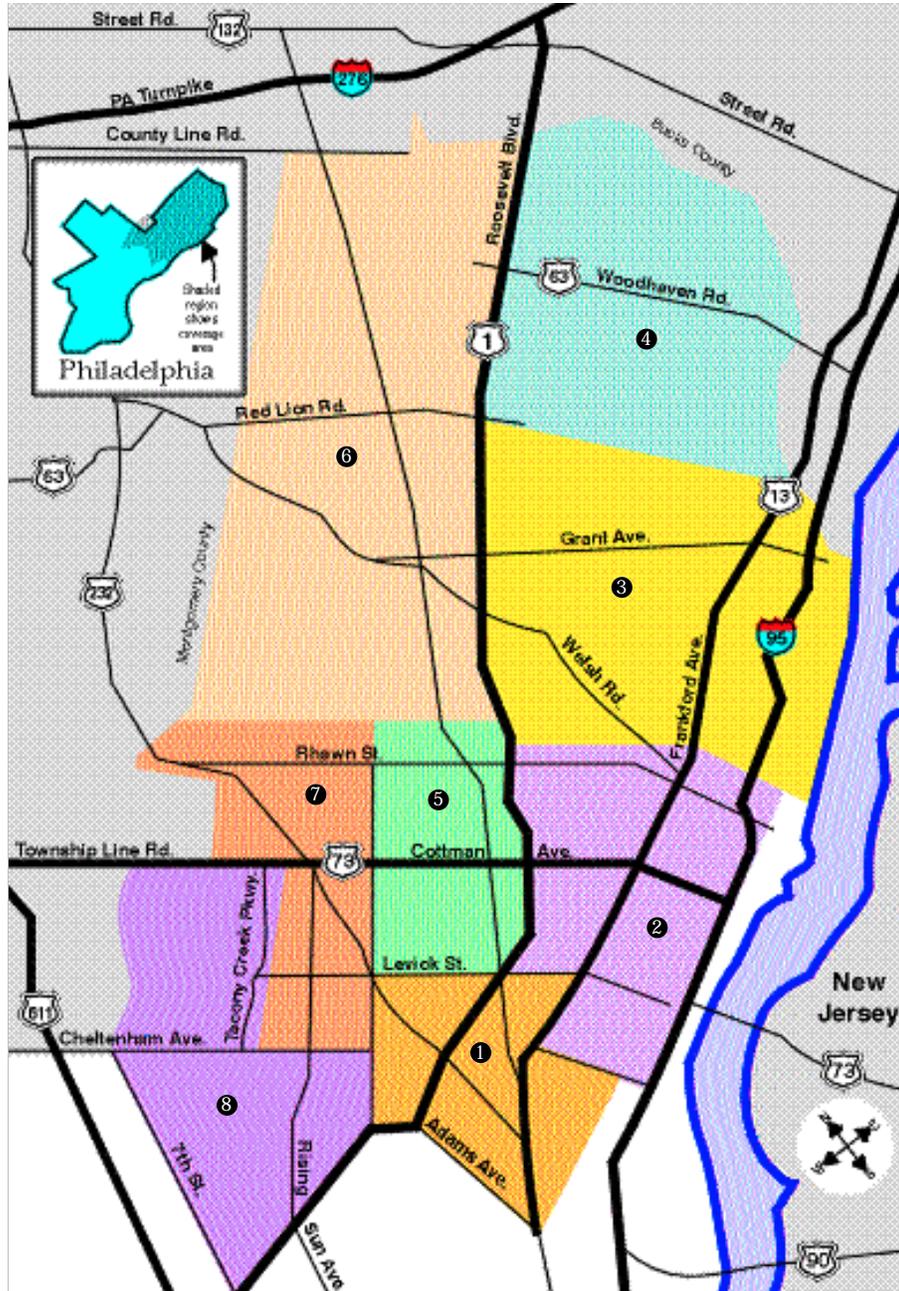
Covering the Lawndale, Fox Chase, Burholme and Rockledge communities. Site of the well known "Five-Points".

Zip codes:  
19111.....17,900  
19006.....1,500  
19046.....1,500  
TOTAL  
CIRCULATION.....20,900

## 8 OLNEY TIMES

Serving the multi-cultural communities from the Fifth Street shopping district to the suburbs of Montgomery County since 1909.

Zip codes:  
19120.....18,052  
19141.....2,000  
19140.....960  
19126.....840  
19126.....800  
19012.....2,500  
TOTAL  
CIRCULATION.....25,152



## HOW TO REACH US

News Gleaner main office  
1612 Margaret Street  
Phila., PA 19124  
(215) 535-4274  
fax: (215) 533-0566  
<http://newsgleaner.com>  
News Gleaner classifieds  
(215) 535-1900  
fax: (215) 535-1914

Olney Times office  
5703 N. Fifth Street  
Phila., PA 19120  
(215) 424-0700  
fax: (215) 424-4082

Northeast Breeze office  
54 Park Avenue  
Rockledge, PA 19046  
(215) 379-5500  
fax: (215) 379-5555