

# CENTRAL PENN BUSINESS JOURNAL

THE **POWER OF 3**



PRINT



DIGITAL



IN PERSON

2016 MEDIA KIT

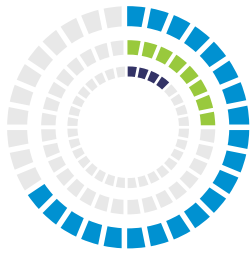
POWER OF THREE

**PRINT**

**1**

# READERSHIP DATA - PRINT 2016

**90%** of Central Penn Business Journal readers are senior executives and top management who pass their copy of the Business Journal to others who are more than **53%** management personnel.



## Executive Level - 65%

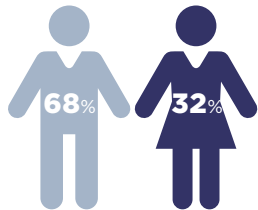
Board chairman, owner, partner, chief executive, president, vice president.

## Management Level - 25%

General manager, purchasing director, department head

## Other - 10%

Sales executive, office administrator, other



## READER PROFILE

Central Penn Business Journal readers are affluent, educated executives in a position to directly influence buying decisions

AGE RANGE: **35-64**

ATTENDED COLLEGE: **89%**

GENDER M: **68%** F: **32%**

PLAN ON ENROLLING IN A CONTINUING EDUCATION PROGRAM IN THE NEXT 36 MONTHS: **32%**

AVE. PERSONAL INCOME: **\$156,000**

AVE. HOUSEHOLD INCOME: **\$190,000**

TOTAL HOUSEHOLD NET WORTH: **\$1.28 million**

AVE. VALUE OF PRIMARY RESIDENCE: **\$361,000**

PLAN TO RENOVATE, EXPAND, OR MOVE TO NEW HOME IN NEXT 18 MONTHS: **36%**



## COVERAGE AREA

Cumberland, Dauphin, Lancaster, Lebanon, and York.

## READER INVOLVEMENT

The top three reasons why business leaders read the Business Journal are to follow the local economy, stay current on business news and developments and follow government actions that affect their businesses.



**99%** consider it a good/excellent source for business news

**84%** have subscribed for more than three years

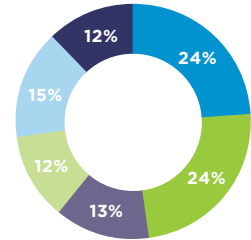
**8 years** is the average length of subscription

**33 minutes** is the average time spent reading each issue

**69%** frequently purchase products/services from ads seen in CPBJ

## BUSINESS PROFILE

The Central Penn Business Journal reaches companies, both large and small, from all industries that have a presence in the Central Pennsylvania counties of Dauphin, Cumberland, York, Lancaster and Lebanon.



## COMPANY SIZE

BY SALES VOLUME: **\$24.5 Million Avg.**

UNDER 1 MILLION: **24%**

\$1 MILLION - \$4.99 MILLION: **24%**

\$5 MILLION - \$9.99 MILLION: **13%**

\$10 MILLION - \$24.99 MILLION: **12%**

\$25 MILLION - \$99.99 MILLION: **15%**

\$100 MILLION PLUS: **12%**



## BY NUMBER OF EMPLOYEES

199 EMPLOYEE AVERAGE IN PENNSYLVANIA

**SMALL COMPANIES 58%**  
(1-49 EMPLOYEES)

**MEDIUM COMPANIES 33%**  
(50-999 EMPLOYEES)

**LARGE COMPANIES 9%**  
(1,000 OR MORE EMPLOYEES)

AVERAGE CIRCULATION: **10,300** READERS PER COPY: **4.25** TOTAL AUDIENCE: **43,800**

Sources: Central Penn Business Journal 2012 Reader Survey • Readex Research | Circulation Verification Council • 2014 Audit

CENTRAL PENN  
**BUSINESS JOURNAL**  
WWW.CPBJ.COM

<b>MAIN OFFICE</b>	<b>LANCASTER SALES OFFICE</b>
1500 Paxton Street	317 Primrose Lane
Harrisburg, PA 17104	Mountville, PA 17554
717-236-4300	717-285-9512
FAX 717-236-6803	FAX 717-285-9585

All correspondence should be directed to the main office.

# READERSHIP DATA - PRINT 2016

## PURCHASING BEHAVIOR AT WORK

**92%** of readers make purchasing decisions for their company.

**45%** of readers say they plan to move, expand or renovate their facility in the next 24 months.

**38%** of readers plan to make energy related changes or additions in the next 18 months.

Products companies plan to purchase or lease in the next 18 months:

- 91%** Cell phones/Smartphones/Tablets
- 74%** Copier/Fax/Printer Supplies
- 63%** Computer Hardware
- 46%** Office Products
- 40%** Gifts/Awards for Employees/Customers
- 39%** Computer Software
- 39%** Plant Maintenance Supplies
- 32%** Office Furniture
- 28%** Company/Fleet Cars, Trucks, Trailers
- 19%** Audio/Visual Equipment
- 14%** New Commercial Office (lease)
- 14%** Industrial Machines/Equipment
- 13%** Uniforms

Outside services companies plan to utilize/change vendors in the next 18 months:

- 56%** Accounting
- 52%** Commercial Loans
- 50%** Banking
- 48%** Employee Benefits/Health Insurance Plan
- 43%** Business Insurance
- 43%** Financial Planner
- 38%** Printing
- 35%** Legal
- 34%** Computer Maintenance/Support
- 32%** Employee Education/Training
- 30%** Advertising/PR/Marketing
- 30%** Internet Service
- 27%** Wireless Services
- 23%** Telecom/Long Distance
- 17%** Banquet/Convention/Meeting
- 16%** Construction/Subcontractors
- 16%** Shipping/Transportation/Messenger
- 15%** Building Grounds Maintenance
- 14%** Travel Agent/Travel Arrangements
- 8%** Employee Recruiting

## PURCHASING BEHAVIOR AT HOME

**40%** of readers plan to renovate, expand or move to a new home in the next 18 months.

Items/services planning to purchase or lease in the next 18 months:

- 87%** Cellular Phone
- 53%** Accountant
- 47%** Attorney
- 40%** Automobiles
- 36%** Financial Planner
- 36%** Travel Packages
- 36%** Home Furnishing/Appliances
- 30%** Business/Special Occasion Clothing
- 29%** Home Computer/Software
- 24%** Home Entertainment Equipment
- 22%** Home Improvement Supplier
- 18%** Contractor
- 15%** Home Office Equipment
- 14%** Realtor
- 12%** Fine Jewelry
- 9%** Builder
- 8%** Architect
- 7%** Engineer

*The Central Penn Business Journal provides a variety of opportunities for York College to share its message of professional preparation with the region's business leaders. CPBJ has provided an effective way for the College to consistently communicate this distinctive benefit with several different target audiences.*

**- Mary Dolheimer**  
Assistant Dean, Office of Communications  
York College of Pennsylvania  
York, PA

Sources: Central Penn Business Journal 2012 Reader Survey • Readex Research | Circulation Verification Council • 2014 Audit

Issue	Space/Copy	Inside Business Topic	Top Lists
<b>JANUARY</b>			
1/1	12/16/15	Top Deals of 2015	Mergers & acquisitions; Merger & acquisition specialists; Leasing deals
1/8	12/22/15	Architects, Engineers & Contractors	Architectural firms; Recycling companies & Commercial waste-hauling services
1/15	12/29/15	Risk Management	Restoration contractors; Security-systems companies
1/22	1/5	Banking, Finance & Investments	Banks; Asset managers; SBA Loans
1/29	1/12	Power Book	No List
<b>FEBRUARY</b>			
2/5	1/19	Growth Report: Dauphin/Cumberland	HVAC, mechanical & plumbing contractors; Largest midstate employers
2/12	1/26	Commercial Real Estate & Construction	Commercial real estate agencies; Commercial developers
2/19	2/2	Health Care: Wellness Initiatives & Incentives	Physician groups; Multispecialty physician groups; Dental practices
2/26	2/9	Destinations: Business of Tourism	Meeting facilities; Caterers; Hotel-based meeting facilities
	12/4/15	BOOK OF LISTS	Distributed Week of February 1
		Nonprofit Innovation Awards	EVENT DATE: February 26
<b>MARCH</b>			
3/4	2/16	Family-owned and -operated Businesses	Document-management providers; Commercial printers; Family-owned & -operated businesses
3/11	2/23	Executive Education & Training	MBA programs; School districts; Private schools
3/18	3/1	Construction, Engineering & Architecture Trends	Engineering firms; Electrical contractors
3/25	3/8	Employee Benefits, Human Resources & Insurance	Independent insurance agencies; Health/life/accident, Property-casualty
		#Social#Technology#Profits	EVENT DATE: March 3
<b>APRIL</b>			
4/1	3/15	Cyber Security	Website design companies; SEO & social media firms
4/8	3/22	Business of Retirement & Eldercare	Personal-care & assisted-living facilities; Retirement communities; Golf courses
4/15	3/29	Banking, Finance & Investments	Mortgage lenders & brokers; Credit unions; Jewelers
4/22	4/5	Energy & Efficiency Issues in Business	Energy consultants; Alternative energy companies; Environmental consultants
4/29	4/12	Small Business Week Issue	Advertising, marketing & public relations firms; Signage companies
	2/26	Construction & Real Estate Report (SPRING)	Distributed April 8
<b>MAY</b>			
5/6	4/19	Technology and Innovation in Business	Database-management & software-development firms; Regional technology occupations
5/13	4/26	Growth Report: Lancaster/Lebanon	Excavating companies; Landscape architecture & land development
5/20	5/3	Business Law & Accounting	Law firms; CPA firms
5/27	5/10	Business & Government	Chambers of commerce; Economic development organizations; Defense contractors
<b>JUNE</b>			
6/3	5/17	Distribution, Transportation & Manufacturing	Warehouse & distribution facilities; Trucking companies
6/10	5/24	Growth Report: York/Adams	Business parks; Theaters & art centers; Tourist attractions; Hotels
6/17	5/31	Banking, Finance & Investments	Public companies; Public-company executives
6/24	6/7	Big Data: Internet of Things	Biotechnology companies and Information-technology services; Computer consultants
		90 Ideas in 90 Minutes	EVENT DATE: 6/2
		Women of Influence Awards	EVENT DATE: 6/24

**LANCASTER**  
**SALES OFFICE**  
 317 Primrose Lane  
 Mountville, PA 17554  
 717-285-9512  
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Issue	Space/Copy	Inside Business Topic	Top Lists
<b>JULY</b>			
7/1	6/14	Real Estate, Development & Construction	Commercial property managers; Real estate appraisers; Construction projects
7/8	6/21	Insurance Innovations & Regulations	Property & casualty insurers; Employee benefits administrators
7/15	6/28	Office Culture, Environment & Workplace Design	Self-storage companies; Office-furniture dealers; Mail & packaging companies
7/22	7/5	Growth Report: Dauphin/Cumberland	Fast-growing Cumberland companies; Fast-growing Dauphin companies; SBA lenders
7/29	7/12	Supply-Chain/Logistics	Fuel companies; Public airports; Systems integrators
	5/6	Business Profiles	<b>Distributed July 15</b>
		Healthcare Symposium	<b>EVENT DATE: 7/19</b>
<b>AUGUST</b>			
8/5	7/19	The Changing Face of Health Care	Health insurers; Health maintenance organizations; Dental & vision insurers; Physical therapy & sports medicine
8/12	7/26	Workforce Development & Continuing Education	Colleges & universities; Career & trade schools
8/19	8/2	Law & Accounting: Practice Specialties	Pennsylvania law schools; Female law practitioners; Tax-preparation firms
8/26	8/9	Top 100 Private Companies Special Issue	Top 100
		Real Estate & Development Symposium	<b>EVENT DATE: 8/4</b>
<b>SEPTEMBER</b>			
9/2	8/16	High-End Commercial Real Estate, Construction	Real estate investment trusts; Specialty contractors
9/9	8/23	Wealth Management	Investment brokerage firms; Registered investment advisers
9/16	8/30	Entrepreneurship & Intellectual Property	Highest-paying professions; Executive raises
9/23	9/6	Growth Report: Lancaster/Lebanon	Fast-growing Lancaster companies; Fast-growing Lebanon companies
9/30	9/13	Business Relocation Guide	Office-equipment companies; Commercial cleaning & maintenance companies
	8/5	Financial Report	<b>Distributed September 16</b>
		Top 50 Fastest Growing Companies Awards	<b>EVENT DATE: 9/23</b>
<b>OCTOBER</b>			
10/7	9/20	Manufacturing in the Midstate Special Issue	Manufacturers; Food manufacturers
10/14	9/27	Health Care Trends	Hospitals & health systems; Hospital & health-system executives; Outpatient surgical centers
10/21	10/4	Caring for the Community	Nonprofit wish list; Private foundations; Capital campaigns
10/28	10/11	Small Business Survival Guide	Downtown development associations; Niche consultants
	9/9	Construction & Real Estate Report (FALL)	<b>Distributed October 28</b>
		Forty Under 40 Awards	<b>EVENT DATE: 10/10</b>
<b>NOVEMBER</b>			
11/4	10/18	Early-Stage Capital	Financial consultants; Management consultants
11/11	10/25	Human Resources & Workers' Compensation	Payroll companies; Staffing firms; Executive recruiters
11/18	11/1	High-End Residential Real Estate & Construction	Residential real estate agencies; Homebuilders
11/25	11/8	Growth Report: York/Adams	Fast-growing York/Adams companies; General contractors; Agency construction managers
		Business of the Year Awards	<b>EVENT DATE: 11/7</b>
<b>DECEMBER</b>			
12/2	11/15	Health Care Update	Nursing-care & skilled-living facilities; Home-care providers
12/9	11/22	Woman & Minority-Owned Businesses	Minority-owned businesses; Woman-owned businesses; Veteran-owned businesses
12/16	11/29	Business Succession Planning	Estate planners
12/23	12/15	NO ISSUE	No List
12/30	12/15	Interview Issue	<b>EVENT DATE: 12/1</b>
	12/2	Best Places to Work in PA Awards	<b>Distributed week of February 6</b>
		2017 Book of Lists	

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# AD RATES 2016

## DISPLAY RATES PER INSERTION

	1-7x	8-12x	13-17x	18-25x	26-38x	39-51x	52x
<b>Full Spread</b>	\$ 8,695	\$ 6,465	\$ 5,815	\$ 5,380	\$ 5,085	\$ 4,665	\$ 4,285
<b>Half Spread</b>	\$ 6,145	\$ 4,420	\$ 4,030	\$ 3,740	\$ 3,480	\$ 3,255	\$ 2,940
<b>Full Page</b>	\$ 5,310	\$ 3,775	\$ 3,395	\$ 3,255	\$ 3,065	\$ 2,820	\$ 2,550
<b>Island</b>	\$ 4,280	\$ 3,135	\$ 2,750	\$ 2,620	\$ 2,460	\$ 2,240	\$ 2,050
<b>1/2 Page</b>	\$ 3,520	\$ 2,555	\$ 2,300	\$ 2,140	\$ 1,990	\$ 1,845	\$ 1,760
<b>3/8 Page</b>	\$ 2,820	\$ 2,050	\$ 1,820	\$ 1,720	\$ 1,600	\$ 1,470	\$ 1,345
<b>1/4 Page</b>	\$ 1,980	\$ 1,410	\$ 1,310	\$ 1,190	\$ 1,155	\$ 1,020	\$ 960
<b>1/8 Page</b>	\$ 1,090	\$ 800	\$ 740	\$ 700	\$ 645	\$ 580	\$ 515
<b>Top List Banner</b>	\$ 1,195	\$ 1,080	\$ 985	\$ 930	\$ 900	\$ 835	\$ 770

## FULL COLOR RATES

Full Spread, Half Spread,  
 Full Page.....\$720  
 Island .....\$575  
 1/2 Page.....\$485  
 3/8 Page.....\$390  
 1/4 Page.....\$275  
 1/8 Page.....\$155  
 Banner.....\$170

## PREMIUM POSITIONS

Back Cover ..... **Ins. Rate +15%**  
(full page)  
 Center Spread ..... **Ins. Rate +15%**  
 Inside Front Cover..... **Ins. Rate +10%**  
(Up to 1/2 page V)  
 Inside Back Cover..... **Ins. Rate +10%**  
(1/4 page or larger)  
 Across from List ..... **Ins. Rate +10%**  
(1/4 page or larger)  
 Other Guaranteed Placement  
 ..... **Ins. Rate +10%**  
 Special premium positions are available within the pages of the Central Penn Business Journal including: **Newsmakers • Ask the Expert • Top List Banners • Off the Clock • Featured Property of the Week • Legal Corner**

## PUBLICATION AD SIZES

TABLOID SIZE PUBLICATION » PUB SIZE: 11 3/8" x 15" IMAGE SIZE: 10 1/8" x 12 3/4"

**FULL-PAGE SPREAD**  
21 1/2" wide  
12 3/4" high

**1/2 PAGE SPREAD**  
21 1/2" wide  
6 1/4" high

**FULL-PAGE**  
10 1/8" wide  
12 3/4" high

**ISLAND**  
7 1/4" wide  
10" high

**1/2 PAGE HORIZ.**  
10 1/8" wide  
6 1/4" high

**1/2 PAGE VERT.**  
5" wide  
12 3/4" high

**3/8 PAGE HORIZ.**  
7 3/8" wide  
6 1/4" high

**3/8 PAGE VERT.**  
5" wide  
9 1/2" high

**1/4 PAGE BLOCK**  
5" wide  
6 1/4" high

**1/4 PAGE BANNER**  
10 1/8" wide  
3" high

**1/4 PAGE VERT.**  
2 3/8" wide  
12 3/4" high

**1/8 PAGE VERT.**  
2 3/8" wide  
6 1/4" high

**1/8 PAGE HORIZ.**  
5" wide  
3" high

**TOP LIST BANNER**  
10 1/8" wide  
1 6/10" high

# HIT YOUR TARGET WITH PRE-PRINTED INSERTS



**PROMOTE** YOUR COMPANY

**SAVE** ON THE HIGH COST OF POSTAGE ASSOCIATED WITH DIRECT MAILING

**INCREASE YOUR VISIBILITY** BY BEING ONLY ONE OF THREE INSERTS PER ISSUE.

**TARGET** QUALIFIED DECISION-MAKERS

**FULL RUN ALL REGIONS**

\$3,085

Average Weekly Circulation, 10,200

**SPLIT RUN BY REGION LISTED BELOW**

Increase your targets by selecting more than one county. Simply add the counties together for your total investment.

<u>County</u>	<u>Circulation</u>	<u>Cost</u>
Dauphin County	2,231	\$750
Cumberland County	1,831	\$750
Lancaster County	2,887	\$750
York County	1,943	\$725
Lebanon and Other Regions	1,249	\$725

*Minimum price per insertion is \$1,065*

**\* 10% discount for multiple insertions**

*Circulation numbers are averages. Please check with your account executive for current numbers.*

**INSERT PROCEDURES AND SPECIFICATIONS:**

- Two copies of the advertising insert must be delivered to the Central Penn Business Journal at 1500 Paxton Street, Harrisburg, PA 17104 two weeks prior to the insertion issue. Insert copies are for postal regulation approval and to determine weekly ad percentage.  
Send the 2 copies to the circulation director's attention and note which issue, quantity and region (Dauphin, Cumberland, Lancaster, York, Lebanon, Other) for insertion.
- All advertising inserts must be pre-approved by the circulation director.
- All insert boxes must be labeled on the outside of the box with the following:
  - Name of Advertiser's Insert
  - Name of Publication
  - Date of Insert
  - Size of Insert
  - Quantity
  - Insert regions
  - Name of Account Executive
  - Number of boxes (ex: 1 of 4)
  - Number of Inserts per box

- Please provide 5% overage for spoilage
- All insert boxes must be delivered to Bartash Printing, Inc. and marked as follows:

**c/o Bartash Printing, Inc.  
Attention: Rich Moler  
5400 Grays Avenue  
Philadelphia, PA 19143  
Phone #: 215-724-1700**

**INSERT POSTAL REGULATIONS:**

- Must weigh 1 ounce or less-if over 1 ounce, additional charges will apply.
- No postal indicia are permitted on the inserts.
- Must conform to the image size of the Journal.
- Inserts must be delivered on or by the deadline specified on the editorial calendar.
- The word "catalog" can not be used on the insert in any way.



# RESOURCE LIBRARY 2016

## CONSTRUCTION AND REAL ESTATE REPORT (SPRING & FALL)

This special publication offers a frontline view of the latest in construction and real estate news and trends—commercial and residential construction, leasing and buying, and the financial and statistical information relevant to the Central Pennsylvania market.

**SPRING PUBLICATION DATE: APRIL 8, 2016 | FALL PUBLICATION DATE: OCTOBER 28, 2016**

SPRING Space Reservation/Ad Copy Deadline: **February 26, 2016**

FALL Space Reservation/Ad Copy Deadline: **September 9, 2016** MAGAZINE SIZED PUBLICATION



## FINANCE REPORT

This four-color, glossy magazine will explore the regional financial environment and how it affects local businesses. The report will take a closer look at the resurgence of private equity and the state of venture capital, as well as who's lending and how changing credit measurements play a role.

**PUBLICATION DATE: SEPTEMBER 16, 2016**

Space Reservation/Ad Copy Deadline: **August 5, 2016**

MAGAZINE SIZED PUBLICATION



## BUSINESS PROFILES

Business Profiles is a great opportunity for businesses to showcase themselves to the decision makers of our region with this advertorial format publication. Central Pennsylvania companies "telling their own story in their own words" is what makes this publication so unique. Each profile story is a collaborative effort between the business, a professional writer and a photographer.

**PUBLICATION DATE: JULY 15, 2016**

Space Reservation/Ad Copy Deadline: **May 6, 2016**

TABLOID SIZED PUBLICATION



## BOOK OF LISTS

The Book of Lists is the essential resource guide for regional companies that connects advertisers with the 43,000 local business decision makers who read the Business Journal each week. In addition to lists originally published in the Business Journal throughout the year, this publication features exclusive business research and data.

**PUBLISHED WEEK OF FEBRUARY 6, 2017**

Space Reservation/Ad Copy Deadline: **December 2, 2016**

TABLOID SIZED PUBLICATION



These publications are available digitally and POSTED online at [CPBJ.com](http://CPBJ.com).

# INSIGHTS

YOUR VOICE, OUR AUDIENCE

This monthly advertising feature is designed to match your wealth of knowledge with companies' growing business needs. Appearing the last week of every month, this section offers each expert industry exclusivity for the week they are featured.

**Advertising is simple:**

Showcase your expert advice by selecting a topic. Supply a question and answer at your discretion. Send this together with the following materials:

- 4-color head shot of you (1 x 1.5 size digital or a scanable hard copy) and your company logo (EPS, JPEG or TIF) Please note that files under 200 dpi are unacceptable reproduction wise.
- Contact information including website and/or email.

**AD DIMENSIONS:**

Each block: 4.5W" x 3.5"H · 100 words or less

**INVESTMENT:**

1-5 months.....	\$1,140
6-11 months .....	\$1,000
12 months.....	\$860

Includes full color. Rates are net.  
(12 month contract includes the Book of Lists)

SPONSORS' CONTENT

## INSIGHTS

WWW.CPBJ.COM/INSIGHTS

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**BUSINESS OWNERSHIP TRANSFER EXPERT**



**Q: Do I need a business valuation to sell my business?**

**A:** I recently met with an SBA lender who had a buyer bring him a deal to purchase a business for \$1 mil. For a loan greater than \$250K, SBA requires an independent 3<sup>rd</sup> party business valuation. The lender ordered the valuation and the report came back with a value of \$3 mil. The lenders responsibility is to the buyer and thus the seller will never know this result. Business values are very subjective and completed transaction multiples vary widely even for one specific type of business. A few thousand dollars for a business valuation could save you from giving away hundreds of thousands of dollars (or in this case, millions). Yes – get a valuation and know what you are selling.

**Jim Esleman, Principal**  
Strategic Endeavors LLC  
805 Estelle Drive, Suite 110, Lancaster, PA 17601  
717 898-7662  
jim@strategicendeavors.com  
www.strategicendeavors.com




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**DIGITAL COMMUNICATIONS EXPERT**

**How do I determine which smartphone or operating platform is right for my business and my workforce?**

Without modern cellular technology, managing a business would be absolutely impossible in today's marketplace. At the Cellular Connection, we believe that putting the most reliable and fastest technology in the hands of your employees is the first step in a hectic process made streamlined by our business support team. Learning which device is for you is determined by a series of carefully designed questions that will help us pinpoint your organizational needs. In the end, choosing between iOS, Android, or a Windows operating platform comes down to pricing, capability, unique needs, speed, and personal preference.

**Jordan Golob, Owner**  
The Cellular Connection  
1013 Market Street, Lemoyne, PA 17043  
P (717) 737-8800 M (717) 480-0259  
W www.thecellularconnection.org




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**HUMAN RESOURCES EXPERT**



**Q: I heard that OSHA requires organizations to post something just a couple months each year. Can you tell me more about this?**

**A:** OSHA requires organizations to post the OSHA Form 300A from February 1st through April 30th of each year. This form includes a summary of recordable injury statistics for the company from the previous

# AD SPECS 2016

## 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.

## 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, 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 the Business Journal before, please send them again. The Business Journal 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.

**Insert Specifications:** Contact your account executive.

**Production Services:** Advertising design is free when purchasing advertising space in Journal Multimedia publications. However, Journal Multimedia charges a usage fee of \$250 per ad if the client requests a copy for use elsewhere. Payment of the usage fee does not constitute, and should not be viewed as, permission by a copyright holder to reproduce works that are copyrighted. Users are wholly responsible for the ad's compliance with copyright and other laws. The usage fee is for a one-time copy transfer of the ad as built. Alterations or resizing of the ad is not included and would be subject to additional charges. Please see your account executive for details.

**Production and Technical Support:** For help preparing digital files please call the Journal Multimedia Operations Director at 717-236-4300, Monday through Friday, 8 a.m. to 5 p.m. You can also visit the Business Journal website at [CPBJ.com](http://CPBJ.com) for additional information, specifications and technical support.

### EMAIL SUBMISSION:

**Email your ad materials to your account executive.** Please identify the advertiser and the issue date in the subject line of the email and fax the ad proof to your account executive at 717-236-6803.

POWER OF THREE

**DIGITAL**

**2**

# DIGITAL ADVERTISING INFORMATION 2016

ONLINE READERSHIP DATA

## PAGE VIEWS

517,885

October 2015

380,280

September 2015

...

## AVERAGE OPEN RATE (DAILY E-NEWS)

25%

(nat. avg, < 20%)

...

## UNIQUE VISITORS

117,678

October 2015

69,646

September, 2015

...

## AVG. TIME ON SITE

11.56 min

October 2015

...

## AVG. NUMBER - PAGES VISITED

2.18 pages

...

## MOBILE PAGE VIEWS

111,588

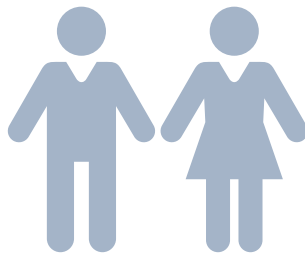
October, 2015

62,466

September, 2015

CPBJ.com's website traffic continues to gain traction as its presence and reach spreads across Central Pennsylvania. This reach goes well beyond its print subscribers as one third of web traffic comes from individuals who do not regularly read Central Penn Business Journal's print edition.

CPBJ.COM'S AUDIENCE IS **EDUCATED, ENGAGED,**  
AND HAS **PURCHASING POWER** BOTH IN THE OFFICE AND AT HOME.  
**42% of online audience does not read the CPBJ print edition.**



AGE RANGE: **35-64**

GENDER M: **59%** F: **41%**

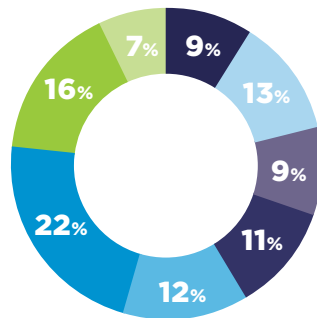
ATTENDED COLLEGE: **94%**

AVERAGE INCOME: **\$116,000**

AVERAGE NET WORTH: **\$974,000**

TITLE: **C-level executive - 30%**

PURCHASING INFLUENCE: **Personally responsible for purchasing at work. - 41%**



## AVERAGE COMPANY SIZE

BY SALES VOLUME: **\$83 Million**

UNDER \$500,000: **16%**

\$500,000 - \$999,999: **7%**

\$1 MILLION - \$4.99 MILLION: **22%**

\$5 MILLION - \$9.99 MILLION: **11%**

\$10 MILLION - \$24.99 MILLION: **13%**

\$25 MILLION - \$99.99 MILLION: **12%**

\$100 MILLION - \$499.99 MILLION: **9%**

\$500 MILLION PLUS: **9%**

## NUMBER OF EMPLOYEES

AVERAGE NUMBER OF EMPLOYEES: **282**

SMALL COMPANIES (1-99 EMPLOYEES): **61%**

MEDIUM COMPANIES (100-999 EMPLOYEES): **24%**

LARGE COMPANIES (1,000 OR MORE EMPLOYEES): **15%**



**96%** use the internet to research and purchase products and services

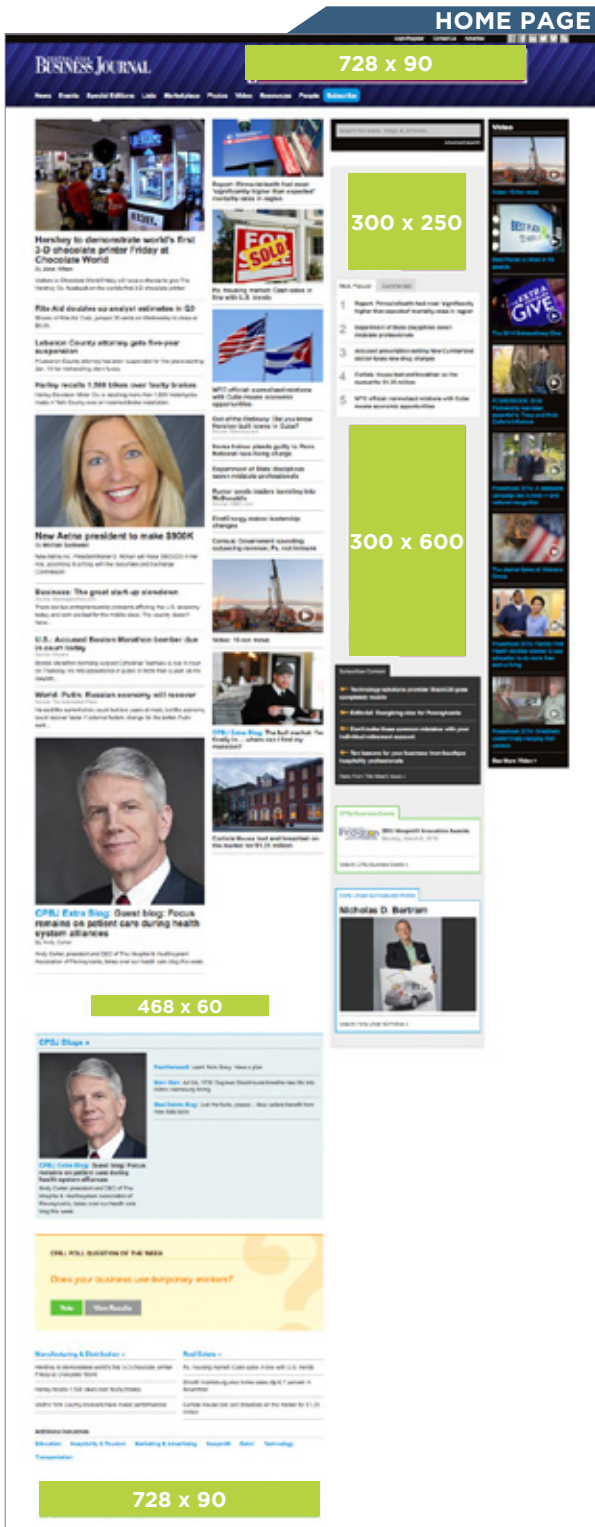
**67%** have taken some action as a result of seeing an advertisement on CPBJ.com or in one of its e-newsletters

Source: Central Penn Business Journal 2015 Web Subscriber Survey



# DIGITAL ADVERTISING INFORMATION 2016

SITE SPONSORSHIP Rates effective January 1, 2016 – March 31st 2016



## SITE SPONSORSHIP

With over **3.4 million CPBJ.com page views** and almost **16 million e-newsletters delivered per year**, SITE SPONSORSHIP gives advertisers maximum exposure to Central PA business decision makers who visit the website and receive the e-newsletters to stay up-to-date on local and regional news.



- Includes industry exclusive ad rotation with up to four site sponsors on every page of CPBJ.com and a dominating presence on the homepage.
- **CPBJ.com averages over 282,000 page views per month and over 61,000 unique visitors who visit the site to read articles, search lists, register for events, read special supplements and more.**
- Ad positions include 468x60, 728x90, 300x250, 300x600.
- Also includes 728x90 ROS position on CPBJ.com
- Includes additional valuable exposure with a 145x160 rectangle ad in the Business Journal's popular e-newsletters including the Business Journal Daily and Morning Roundup delivered to over 17,000 subscribers twice each day.
- Each ad is hyperlinked to the advertiser's URL of choice and can be revised at any time during the campaign.

## MONTHLY RATES

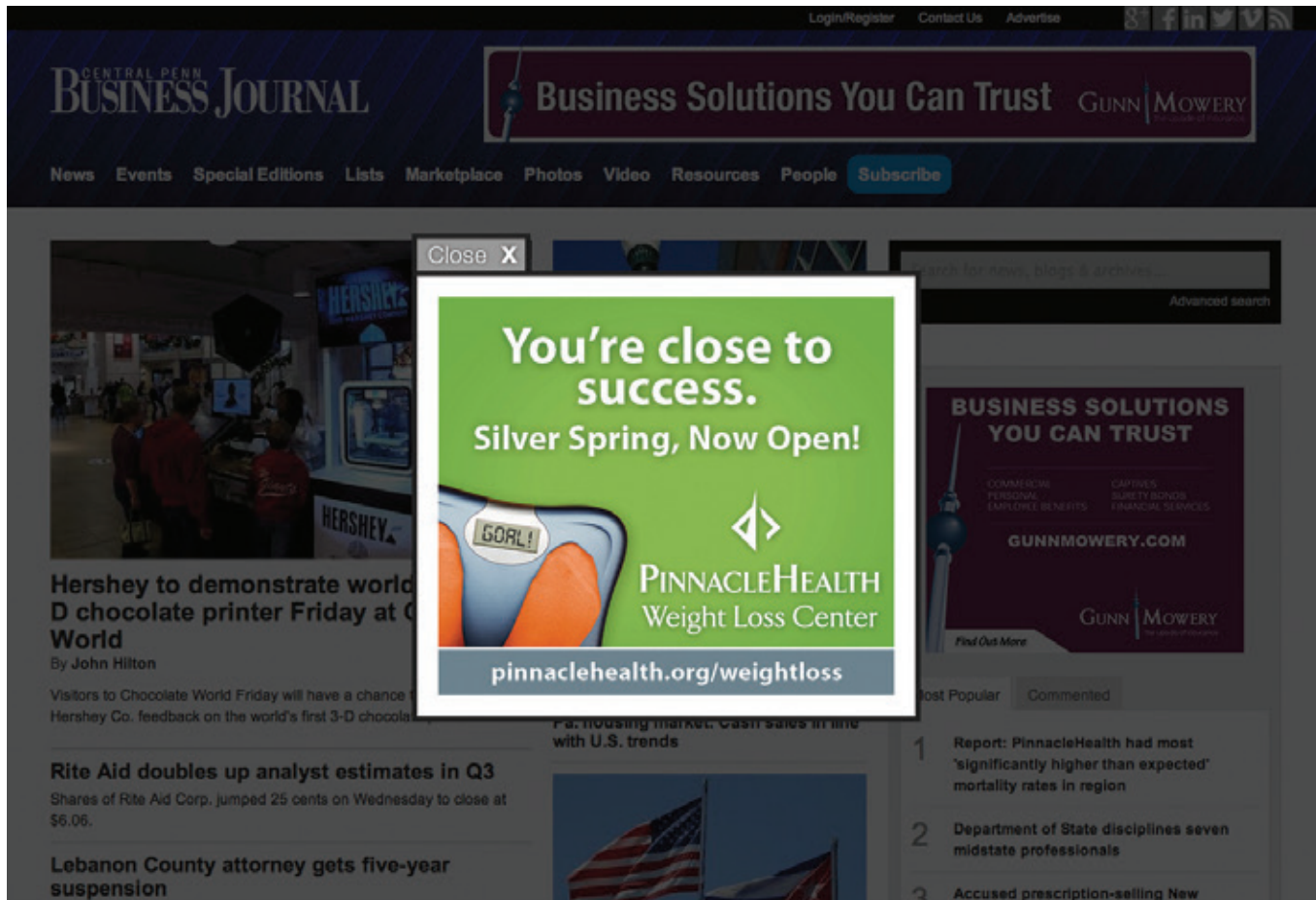
<b>Open</b> .....	\$4,100
<b>6x</b> .....	\$3,280
<b>12x</b> .....	\$2,840

*All rates are net*

**www.CPBJ.com**

# DIGITAL ADVERTISING INFORMATION 2016

SPLASH AD Rates effective January 1, 2016 – March 31st 2016



Be seen by the viewers at [www.CPBJ.com](http://www.CPBJ.com) as they enter Central Penn Business Journal's website with a large 550x480 splash ad. Whether they are coming in at the home page or through one of the article links, they will see your ad prior to arrival on our website. This is a great opportunity to get in front of our business decision making audience and leave a lasting impression!

[CPBJ.com](http://www.CPBJ.com) averages over 64,000 unique visitors per week!

SIZE: 550x480  
FILES: JPG, GIF, and ANIMATED GIF

INVESTMENT ..... \$1,080/week  
*All rates are net*

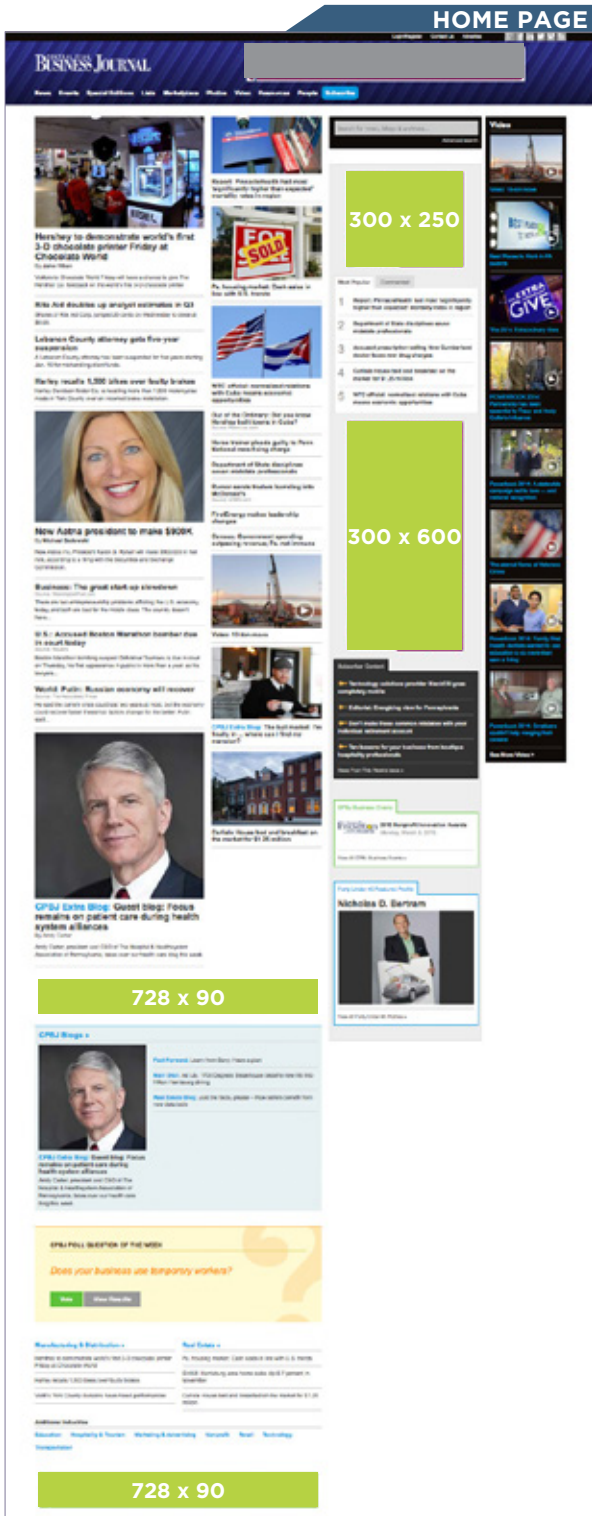
CENTRAL PENN  
**BUSINESS JOURNAL**  
WWW.CPBJ.COM

<b>MAIN</b>	<b>LANCASTER</b>
OFFICE	SALES OFFICE
1500 Paxton Street	317 Primrose Lane
Harrisburg, PA 17104	Mountville, PA 17554
717-236-4300	717-285-9512
FAX 717-236-6803	FAX 717-285-9585

*All correspondence should be directed to the main office.*

# DIGITAL ADVERTISING INFORMATION 2016

RUN-OF-SITE Rates effective January 1, 2016 – March 31st 2016



## RUN-OF-SITE

Additional RUN-OF-SITE opportunities are available that include a presence on every page at **CPBJ.com** except the home page. Choose from five RUN-OF-SITE ad positions that include industry exclusive rotation with up to three advertisers per position.

Run of Site advertising is a great way to get your message in front of **CPBJ.com** viewers who visit the website to read our breaking and daily news, weekly print content, archived stories, digital supplements, event information, blogs and much more.

## MONTHLY RATES

	Open	6x	12x
<b>Large Skyscraper 300 x 600</b>	\$ 2,185	\$ 2,020	\$ 1,635
<b>Large Rectangle Top 300 x 250</b>	\$ 1,635	\$ 1,530	\$ 1,205
<b>Full Banner 468 x 60</b>	\$ 1,040	\$ 955	\$ 760
<b>Bottom Large Rectangle 300 x 250</b>	\$ 890	\$ 845	\$ 690
<b>Bottom Leaderboard 728 x 90</b>	\$ 850	\$ 760	\$ 630

All rates are net



# DIGITAL ADVERTISING INFORMATION 2016

DAILY E-NEWSLETTER: MORNING ROUNDUP and BUSINESS JOURNAL DAILY  
Rates effective January 1, 2016 - March 31st 2016

The screenshot shows the layout of the Business Journal Daily e-newsletter. At the top is a green banner for the '728 x 90 Top Leaderboard'. Below it is the newsletter header with the Business Journal logo and navigation links. The main content area includes several articles with images, such as 'Hershey to demonstrate world's first 3-D chocolate printer Friday at Chocolate World' and 'Rite Aid doubles up analyst estimates in Q3'. There are also sections for 'TODAY'S STORIES', 'TEXT BOX', 'FEATURED NEWS', 'SUBSCRIBER CONTENT', 'NEWS FROM AROUND THE GLOBE', 'UPCOMING CPD EVENTS', and 'IN CASE YOU MISSED IT'. At the bottom is a green banner for the '728 x 90 Bottom Leaderboard'.

## BUSINESS JOURNAL DAILY

This midday e-mail news alert, with over 17,000 subscribers, delivers local and national business news Monday through Friday.

## MORNING ROUNDUP

A compilation of the morning's top business headlines from around the region delivered at 8:30 a.m. Monday through Friday. Received by over 17,000 subscribers.

## MONTHLY RATES

	Open	6x	12x
<b>Top Leaderboard (728x90)</b>	\$2,230	\$2,060	\$1,670
<b>Large Rectangle #1 (300x250)</b>	\$1,670	\$1,555	\$1,225
<b>Large Rectangle #2 (300x250)</b>	\$1,450	\$1,335	\$1,060
<b>Large Rectangle #3 (300x250)</b>	\$1,335	\$1,280	\$1,030
<b>Bottom Leaderboard (728x90)</b>	\$865	\$780	\$640

All rates are net

## TEXT BOX ADVERTISING

Create direct response by promoting your events, business news, new product launch or brand message with this exclusive text box position within the editorial content of our daily email product.

Choose from our Morning Roundup and Business Journal Daily e-newsletters. Your text ad may consist of one 60 words or less description as well as a headline and links to your desired landing page.

Ask your account executive for availability.

## INVESTMENT:

**Text Box**.....\$760/week

All rates are net

# DIGITAL ADVERTISING INFORMATION 2016

INDUSTRY E-NEWSLETTERS Rates effective January 1, 2016 - March 31st 2016

The screenshot displays a typical e-newsletter layout for the Central Penn Business Journal. At the top, it features a '728 x 90 Top Leaderboard' with the journal's logo and navigation tabs. Below this, there are several article teasers with images and headlines. Three specific ad placements are highlighted with green boxes: a 'Top Large Rect. 300 x 250' ad, a 'TEXT BOX' containing 60 words, and a 'Bottom Large Rect. 300 x 250' ad. At the bottom of the page, there is a '728 x 90 Bottom Leaderboard' with additional logos and contact information.

Sent in the morning, throughout the week, our industry-specific e-newsletter provide a recap of the top stories in and new articles and blogs that can't be found anywhere else. These weekly reports are a "must read" when it comes to staying up to date on the latest news about your customers, partners and competitors. Industry e-newsletters by the Central Penn Business Journal are target marketing at its best.

## MONTHLY RATES

<b>Top Leaderboard (728x90)</b>	\$ 595
<b>Top Large Rectangle (300x250)</b>	\$ 775
<b>Text Box (60 Words)</b>	\$ 360
<b>Bottom Large Rectangle (300x250)</b>	\$ 385
<b>Bottom Leaderboard (728x90)</b>	\$ 260

All rates are net per month.

## INDUSTRY E-NEWS SCHEDULE:

- MON:** Government, Nonprofit & Education
- TUES:** Energy & Environment
- WED:** Construction & Real Estate
- THURS:** Health Care
- FRI:** Manufacturing, Distribution & Logistics
- SAT:** Banking & Finance
- SUN:** Weekly Planner

All correspondence should be directed to the main office.

# DIGITAL ADVERTISING INFORMATION 2016

DAILY E-NEWSLETTER: EVENING RUSH Rates effective January 1, 2016 – March 31st 2016

## 728 x 90 Top Leaderboard

## 728 x 90 Bottom Leaderboard

### EVENING RUSH

This late-afternoon daily e-newsletter contains the day's updated business news and market close information, along with a quick weather report, a traffic report and three things you should know for tomorrow.

### MONTHLY RATES

	Open	6x	12x
<b>Top Leaderboard (728x90)</b>	\$2,180	\$2,020	\$1,635
<b>Large Rectangle (300x250)</b>	\$1,635	\$1,550	\$1,205
<b>Bottom Leaderboard (728x90)</b>	\$850	\$760	\$630

All rates are net

### TEXT BOX ADVERTISING

Your text may consist of one 60 words or less description as well as a headline and links to your desired landing page.

### INVESTMENT:

**Text Box 1** ..... \$760/week

All rates are net

# DIGITAL ADVERTISING INFORMATION 2016

MOBILE SITE SPONSORSHIP Rates effective January 1, 2016 - March 31st 2016

Busy company executives are on the move and are harder to reach than ever. Many business leaders are getting their news online and many more are using smart phones to get important business information. The Central Penn Business Journal offers our advertisers an exclusive opportunity to reach these technology savvy readers with an ad placement on our mobile friendly website.

The mobile version of CPBJ.com offers smart phone users an easy-to-navigate and reader-friendly platform for accessing regional business news. It gives advertisers an opportunity to sponsor this mobile edition as the only advertiser. This prominent ad zone is located at the top of the page in a 320 x 50 size giving you 100% share of the Business Journal's mobile user audience.

## INVESTMENT:

<b>Open</b> .....	\$2,500
<b>6x</b> .....	\$2,000
<b>12x</b> .....	\$1,800

*All rates are net*

**78%** of CPBJ.com readers use their smart phones to read business news.\*



\*Source: Central Penn Business Journal 2013 Web Subscriber Survey

CENTRAL PENN  
**BUSINESS JOURNAL**  
WWW.CPBJ.COM

**MAIN  
OFFICE**  
1500 Paxton Street  
Harrisburg, PA 17104  
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FAX 717-236-6803

**LANCASTER  
SALES OFFICE**  
317 Primrose Lane  
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717-285-9512  
FAX 717-285-9585

*All correspondence should be directed to the main office.*

# INSIGHTS

YOUR VOICE,  
OUR AUDIENCE

## Sponsor Benefits

- Two to four unique digital posts each month (350-500 words each).
- Share your ideas and perspective with the Central Penn Business Journal audience.
- Position yourself and your firm as a thought leader in your industry.
- Dedicated page on CPBJ.com/insights with your content and contact information.
- 300x250, 728x90 and 300x600 ad positions reserved on your personal page and all of your posts.

## Distribution & Exclusivity

- Promoted through CPBJ.com, email updates and social media.
- Insights posts appear on dedicated pages on CPBJ.com/insights. Limit: Four experts per category. Four posts per expert, per month.

## Possible Categories Include:

- Business Growth
- Commercial Real Estate
- Education
- Financial
- Health Care
- Human Resources
- Legal Issues
- Manufacturing
- Marketing & Sales
- Meetings & Events
- Nonprofits
- Residential Real Estate
- Technology
- Travel & Entertainment
- Utilities & Energy

## Digital Distribution

Contract Period	Monthly Investment
12 Months	<b>\$600</b> \$700 includes a writer preparing two content pieces per month
6 Months	<b>\$785</b> \$835 includes a writer preparing two content pieces per month



# DIGITAL ADVERTISING INFORMATION 2016

## SIZES AND SPECS

### AD PARAMETERS

Advertising creative sizes have been set to minimize page-loading time while remaining current and competitive with industry advertising creative standards:

Ad type	Size in pixels (w x h)	Ad type	Size in pixels (w x h)
<b>Leaderboard</b> .....	728 x 90	<b>Skyscraper</b> .....	120 x 600
<b>Full Banner</b> .....	468 x 60	<b>Rectangle</b> .....	145 x 160
<b>Large Skyscraper</b> .....	300 x 600	<b>Pop Up (interstitial)</b> .....	550 x 480
<b>Large Rectangle</b> .....	300 x 250		

### REQUIREMENTS & SPECIFICATIONS

All artwork submitted must include advertiser branding (i.e. company name, product name or logo) and must be accompanied by a technical contact name, e-mail address and phone number. In addition, all artwork must include instructions, such as linking URL and rotation specifications. Ad materials must be submitted a minimum of five business days prior to campaign start date. All ad contracts are irrevocable once signed.

### SUPPORTED AD TYPES\*

#### Web:

- GIF, PNG or JPG
- Animated GIF
- Flash

#### Email:

- Static GIF, PNG or JPG only

#### Flash File Specifications:

- Maximum initial load file = 80KB
- Additional file size (polite download) = 120KB except for view which will not exceed 1.2MB
- 18fps (frames per second)
- User initiated audio (mute by default)
- Maximum animation/video length = 8 seconds
- Provide .SWF and .FLA files

*Please allow a three-day turnaround on new ads.*

*\*Contact a Business Journal account executive for specific ad type restrictions.*

POWER OF THREE

**IN PERSON**

**3**



# FACE-TO-FACE MARKETING 2016

The Central Penn Business Journal produces specialized events that highlight the ever changing environment of the business-to-business market in Central Pennsylvania. With approximately 5,000 attendees annually, the Business Journal's local and statewide events allow individuals and organizations to be recognized for tremendous accomplishments and offer a diversified spectrum of information on issues pertinent to today's business interests.



## NONPROFIT INNOVATION AWARDS **FEBRUARY 26, 2016**

This event is designed to recognize and honor local 501(c)(3) organizations that demonstrate innovation in their daily operations. **NOMINATIONS BEGIN IN AUGUST**

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## SOCIAL#TECHNOLOGY#PROFITS **MARCH 3, 2016**

Digital symposium focused on how to leverage technology and social media for bottom line growth including a digital roadmap and 23 social media ideas to improve your brands.

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## 90 IDEAS IN 90 MINUTES **JUNE 2, 2016**

CPBJ gathers the collective wisdom of nine of the region's top business leaders in this fast-paced breakfast event.

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## WOMEN OF INFLUENCE **JUNE 24, 2016**

Twenty-five women are honored for their influence in their companies, industries and communities. **NOMINATIONS BEGIN IN DECEMBER**

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## HEALTHCARE SYMPOSIUM **JULY 19, 2016**

A morning event with multiple panel discussions on the latest issues surrounding health care. Includes speakers and an update on health care reform and what it means for businesses in the midstate.

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## REAL ESTATE & DEVELOPMENT SYMPOSIUM **AUGUST 4, 2016**

Commercial real estate professionals and those businesses impacted by the real estate industry and real estate development gather to tackle the hot topics.

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## FORTY UNDER 40 **OCTOBER 10, 2016**

The Forty Under 40 program recognizes 40 business men and women under the age of 40 for their notable successes and demonstrations of strong leadership in the region. **NOMINATIONS BEGIN IN APRIL**

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## TOP 50 FASTEST GROWING COMPANIES **SEPTEMBER 23, 2016**

This event honors Central Pennsylvania's most dynamic for-profit businesses and their contributions to the growth and success of the region. **NOMINATIONS BEGIN IN MARCH**

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## BUSINESS OF THE YEAR AWARDS **NOVEMBER 7, 2016**

Companies and individuals are honored for their outstanding accomplishments in helping the region's business community grow and prosper. **NOMINATIONS BEGIN IN APRIL**

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## FINANCIAL EXECUTIVE OF THE YEAR AWARDS **TBD 2016**

This program celebrates Central Pennsylvania's financial executives who contribute to the success of the midstate's economic growth and stability. **NOMINATIONS BEGIN IN MAY**

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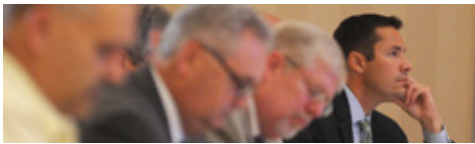
## BEST PLACES TO WORK IN PA **DECEMBER 1, 2016**

This statewide program recognizes and ranks the best places to work in the state, based on work place practices and the satisfaction of their employees. **NOMINATIONS BEGIN IN MARCH**

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# FACE-TO-FACE MARKETING 2016



CENTRAL PENN  
**BUSINESS JOURNAL**  
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**MAIN OFFICE**  
 1500 Paxton Street  
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 FAX 717-236-6803

**LANCASTER SALES OFFICE**  
 317 Primrose Lane  
 Mountville, PA 17554  
 717-285-9512  
 FAX 717-285-9585

*All correspondence should be directed to the main office.*

POWER OF THREE

**PARTNER  
SUCSESSES**



# TESTIMONIALS 2016

SIZES AND SPECS



I greatly appreciate the work your company did in putting together our business profile. The article was well written, the picture of our company was professionally done and well edited, and the turn around time from all parties was exceptional. I felt like the profile did a solid job of portraying us accurately, and gave my company exposure to the clients we were looking to target. I still send out your article with every quote to give a broad spectrum introduction to our future clients about who we are. It was money well spent.

**- Doug Anderson**  
Owner



I am writing to recommend the Central Penn Business Journal as an effective means to reach business decision makers. I began placing inserts with the CPBJ years ago and I always know when the inserts have been delivered as evidenced by the immediate direct response. This targeted advertising has resulted in several sales including new business. I will definitely continue to use the CPBJ as a driving force behind my marketing efforts and I am confident that engaging the competent marketing experts at the Business Journal is a decision you won't regret.

**- Glen Bootay**  
Owner



When the WIN (Women Involved) auxiliary of The Salvation Army Harrisburg initiated Shoe Strut, a unique and new fundraising event, we worried about reaching the right audience including potential corporate sponsors, guests, retailers and businesses who would be inclined to donate auction items. We ran a small ad in CPBJ for two weeks and had immediate response from several corporate sponsors. They called our office, asked how they could get involved and did so, providing a very positive return to our bottom line and enabling us to help more people in need! The best part? Each of these calls were from folks who had no previous experience with The Salvation Army, our programs and services. CPBJ helped us find new supporters with whom we can build lasting and mutually beneficial relationships. Thank you CPBJ!

**- Kathy Anderson-Martin**  
Director of Philanthropy



The Reynolds companies have been advertising in the Central Penn Journal for the last 15 years and we have found them to be the best publication in the area for reaching the correct audience and decision makers here in Central Pennsylvania.

**- Rob Strickler, CPSM**  
Director of Business Development



The Central Penn Business Journal provides a variety of opportunities for York College to share its message of professional preparation with the region's business leaders. CPBJ has provided an effective way for the College to consistently communicate this distinctive benefit with several different target audiences.

**- Mary Dolheimer**  
Assistant Dean, Office of Communications



<b>MAIN</b>	<b>LANCASTER</b>
OFFICE	SALES OFFICE
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# TESTIMONIALS 2016

SIZES AND SPECS



I am writing to express my satisfaction with the business relationship which we enjoy with the Central Penn Business Journal. Over the years our advertising and marketing focus has changed with our evolving business. We often have different types of space offerings geared toward or ideal for very different segments of business. It is also always important to us to maintain the consistent message of our presence here in Lancaster in the minds of the business community. We have continued to advertise even during times when we have experienced almost full occupancy. Our facility is constantly changing and evolving and we do not want to miss an opportunity to be recognized as a resource. We are often the ideal answer to very challenging needs for businesses to do many things in one location or for specialty needs hard to fit into traditional settings. Despite the increase in the digital and technological applications the Central Penn Business Journal has been the single print resource that we have continued to utilize. The combination of news, relevant content and the popularity of the lists appeal to a broad spectrum of companies in this region. Particularly attractive to our goals are the publications which have a longer shelf life and are used as a business tool for key decision makers. When we do advertise I often get comments on the ads that we place. We like to mix it up and have a little fun and the Central Penn creative staff has helped play with the ideas to create some different looks and approaches. Some of our current tenants have mentioned that they saw our ads before they came here and that it 'kept us in mind' when it was time to look for a new space or for a solution to seasonal expansion needs.

I have enjoyed the positive relationship and interaction with the Journal for all ten years that I have been at my current position and hope to do so for (at least) ten more!

**- Althea Ramsay Carrigan**



"There are a lot of means of advertising but at Integrity we believe the best way to attract business customers is through the Central Penn Business Journal. Quite simply, it works."

**- Jim Gibson**

President



Central Penn Business Journal (CPBJ) has proven to be an instrumental part of our business strategy. Each year CPBJ produces new and creative avenues for our company to reach new customer AND new customers to find us. One great example of a unique partnership between CPBJ and Paul Davis was the use of the webinar. That service was unique and interesting for our potential customers. It provided us with new contacts and help establish us as a leader in the industry. I believe CPBJ has its hands on the pulse of the area and has proven to be a valued partnership.

**- Stephen Rotay**

President/CEO



Ever since the first day of the month of our CPBJ web sponsorship, the page views on our website have TRIPLED! I thought it was a fluke on the first day, but when we were getting the same numbers on day two, and three, I had to dive deeper. It turns out that our top referral source for our website is now centralpennbusiness.com! This solidifies for me the positive impact of our CPBJ advertising investment. I can't wait to see how our website traffic (and subsequent sales!) grows. Thank you, Central Penn Business Journal, for being my top source for local business news and now my favorite place to spend my advertising dollars.

**- Melissa Anderson**

Director of Marketing



WWW.CPBJ.COM

MAIN OFFICE	LANCASTER SALES OFFICE
1500 Paxton Street Harrisburg, PA 17104 717-236-4300 FAX 717-236-6803	317 Primrose Lane Mountville, PA 17554 717-285-9512 FAX 717-285-9585

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