



## **PENNAG WEEKLY UPDATE ADVERTISING OPTIONS**

### **DESCRIPTION:**

#### **Ad Banner: 8.2 inches wide x 3 inches high**

Purchase an ad banner in the PennAg Weekly Update to display your business to thousands each month. Placed above the fold where all will see, banner space in the PennAg Weekly Update provides optimal value to you and your business.

***Note:** Space for ad banners was not designed to serve as a classified ad section. Ads dealing with offers of or requests for jobs, houses, apartments, used cars, and the like will not be accepted.*

### **SCHEDULE:**

The schedule for PennAg Weekly Update distribution is each Monday morning, approximately 8:30 a.m. Advertisements must be submitted the Wednesday prior to distribution.

### **NUMBER OF IMPRESSIONS:**

The PennAg Weekly Update is emailed to approximately 1,600 email addresses each week. An ad banner placed in the Weekly Update for one (1) month would have the potential for 6,000+ impressions.

### **AUDIENCE:**

The PennAg Weekly Update is emailed to PennAg members, friends of agriculture, members of the legislature, members of academia, and representatives from various government agencies.

### **RATE:**

**\$150/per month for PennAg members; \$200/per month for non-members**

Placement of an ad banner is currently only offered on a monthly basis, not weekly.

*Place the same ad each week, or provide multiple ads.*

Ads must be prepaid prior to Weekly Update distribution.



**PENNAG WEEKLY UPDATE ADVERTISING ORDER FORM**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Which month(s) would you like to advertise?

JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC

Advertisements must be sent to Kelly Caldwell at kcaldwell@pennag.com in JPG format.  
Please submit artwork by the Wednesday prior to distribution.

Payment:

\_\_\_\_\_ Check Enclosed

\_\_\_\_\_ Charge my Credit Card:

\_\_\_\_ Visa    \_\_\_\_ MasterCard    \_\_\_\_ Discover  
Number \_\_\_\_\_ Exp. \_\_\_\_\_ CVV # \_\_\_\_\_

Name/Address on card (if different from above) \_\_\_\_\_

\_\_\_\_\_ Bill Me

Total Amount Enclosed: \$ \_\_\_\_\_

FOR FEDERAL TAX INCOME PURPOSES, ADS PURCHASED ARE DEDUCTIBLE AS A BUSINESS EXPENSE BUT NOT AS A CHARITABLE CONTRIBUTION.

Signature \_\_\_\_\_

Complete form and fax or email to PennAg Industries at:  
Attn: Kelly Caldwell  
Fax: 717-651-5926 • Email: kcaldwell@pennag.com