

## Who we are

### The Printed Paper

Our newspaper has strong roots in the Central Pennsylvania community. Since 1934, The Etownian has been published on-campus at Elizabethtown College. The Etownian reaches the 2,500-student body on campus, plus over 500 staff and faculty at the College. But, The Etownian is read far and wide across Central Pennsylvania. In fact, in 2012, The Etownian totaled nearly 31,000 readers in the month of February when combining our online readers and print readers. Readership is still strong today, with thousands reading our publications. Our trustworthy stories engage all members of the Elizabethtown College community, and far past it, through many quality mediums.

- Over 1400 copies distributed on campus a month
- Over 70% students regularly read the Etownian
- About 20 publications each year
- Recent redesign of the paper has been increasing readership

### The Website

- Reaches about 700 viewers per week
- Etownian.com named one of top college newspaper sites by Pennsylvania Newspaper Association

## Contact Us

We would love to work with you! Our Chamber of Commerce partnership was created to bring your business to the thousands that read The Etownian. Email or call us to learn more.

Phone: (717) 361-1132

Email: [etownianads@etown.edu](mailto:etownianads@etown.edu)

Web: [Etownian.com](http://Etownian.com)

# The Etownian at Elizabethtown College

## *Chamber of Commerce Partnership Program*



# We make it work for you.

Our Chamber of Commerce partnership is where your business wins! You can get an advertisement in our widely-circulated newspaper, and a spotlight story that features your business, all for a price that your business can afford. To support our local community, we make it work for you.

---

***“One thing I like about the Etownian staff is their prompt attention to emails. They quickly respond to any inquiries I have regarding ad placement and deadlines.” – Terry Barnhart, Central PA Blood Bank***

---

## Submitting an advertisement

Electronic File: E-mail to [etownianads@etown.edu](mailto:etownianads@etown.edu)

Include:

- Advertisement size desired
- Attach print ads in a PDF file
- Attach online ads in .png or .jpeg file

We offer a service to design your advertisement for a \$20 fee. We allow you to approve the ad before it is placed. After placing an advertisement, you will receive an invoice within 7 days of publication.

Please make checks payable to “Elizabethtown College” to the following address:

The Etownian  
One Alpha Drive  
Elizabethtown, Pa. 17022

# Overview of Program

## Chamber of Commerce Partnership

As an *exclusive* program designed especially for the Chamber of Commerce, we are offering a featured story about your business in our publication when you purchase an advertisement with us. A 10% discount is placed on advertisements with The Etownian if your business is a part of the Chamber of Commerce.

## What we will include in our feature story?

Our talented team of writers will put your business in the spotlight as we interview you and your employees one on one. We will create a personalized story that describes your business, tells its story, highlights any upcoming events or specials, and its role in the community. We want to show off your business to our readers!

Additionally, we can take photographs of your business and employees to include in our story, please talk with our writers to ask about this added feature.



Your story is waiting to be written.

## Partnership Pricing

Print Only:		
Advertisement Size	B&W Price	Color Price
Sixteenth Page (7.875 col. In.)	\$ 24.75	\$ 29.25
Eight Page (15.75 col. In. )	\$ 49.50	\$ 58.50
Quarter Page (31.5 col. In.)	\$ 99.00	\$ 117.00
Half Page (63 col. In.)	\$ 198.00	\$ 234.00
Full Page (126 col. In)	\$ 369.00	\$ 450.00

Online Only:	
Advertisement Size	Price
Bottom Side Square	\$87.75
Half Sidebar	\$175.50
Full Sidebar	\$351.00

Additional Discounts for Multiple Weeks	
Weeks	Discount
2	5%
3	10%
4	20%
5	30%
10	40%

Combination Package		
Print and Online	Black and White	Color
1/16 Page With Half Sidebar	\$185.00	\$195.00
1/8 Page With Half Sidebar	\$215.00	\$250.00
1/4 Page With Full Sidebar	\$350.00	\$390.00
1/2 Page With Full Sidebar	\$420.00	\$460.00
Full Page With Full Sidebar	\$500.00	\$515.00

## Additional Notes

We will design advertisements for our customers upon request. The price for advertisement design is \$20 and applies to both online and print design requests. Clients will be asked to provide the basic framework for their ad, and will have the opportunity to inspect and approve the ad before it is printed. Email or call us for any questions.

Phone: (717) 361-1132

Email: [etownianads@etown.edu](mailto:etownianads@etown.edu)