



ad rates



| Rate per insertion | Black & White Ads | 1 time | 4 times | 8 times |
|--------------------|-------------------------------------|------------------|---------|---------|
| | Full Page: 9.5" w x 12.5" d | \$1600. | \$1490. | \$1380. |
| | Half Page: 9.5" w x 6.125" d | \$810. | \$740. | \$680. |
| | 1/3 Page Vertical: 3" w x 12.5" d | \$610. | \$590. | \$540. |
| | 1/3 Page Square: 6.25" w x 6.125" d | \$610. | \$590. | \$540. |
| | 1/6 Page: 3" w x 6.125" d | \$335. | \$290. | \$275. |
| | 1/12 Page: 3" w x 3" d | \$185. | \$166. | \$160. |
| | Business Card Size: 3.5" w x 2" d | One Price: \$80. | | |

Publication Inserts

Preprinted inserts: four inserts per issue maximum. No two businesses alike in any issue.
 Members only issues (2,600): \$595. • All W4 readers (4,500): \$825.

| Rate per insertion | Full Color Ads | 1 time | 4 times | 8 times |
|--------------------|-------------------------------------|---------|---------|---------|
| | Full Page: 9.5" w x 12.5" d | \$2585. | \$2445. | \$2440. |
| | Half Page: 9.5" w x 6.125" d | \$1280. | \$1130. | \$1010. |
| | 1/3 Page Vertical: 3" w x 12.5" d | \$975. | \$880. | \$845. |
| | 1/3 Page Square: 6.25" w x 6.125" d | \$955. | \$865. | \$840. |
| | 1/6 Page: 3" w x 6.125" d | \$555. | \$525. | \$500. |
| | 1/12 Page: 3" w x 3" d | \$325. | \$310. | \$285. |



Questions?

Please give Sue Freeman a call at 215.345.7040 ext. 117 or simply e-mail Sue at W4@msambc.com



W4 AD SALES c/o Sue Freeman
 at Michael Stumpf and Associates, Inc.
 Penn's Court • Suite 113 • 350 South Main Street • Doylestown, PA 18901
 215.345.7040 ext. 117 • fax 215.345.7042