



# G PENNSYLVANIA GRANGE NEWS

## 2017 EDITORIAL & ADVERTISING MEDIA KIT

### About Us

The Grange (Patrons of Husbandry) is a fraternal family organization dedicated to the betterment of the American way of life through community service, education, legislation and fellowship. The Grange includes members of all ages and specifically has programs for Juniors (ages 5-14), Youth (ages 14-23) and Young Adults (ages 23-35). The Grange represents approximately 7,200 Pennsylvanians across the Commonwealth. It is the oldest agricultural and rural advocacy organization of its kind in the United States. The National Grange representing about 200,000 members, began in 1867 and the PA State Grange was chartered in 1873.

URL: [www.pagrange.org](http://www.pagrange.org)

### Our Mission

The Pennsylvania State Grange supports the local Granges to help members grow as individuals, unify their communities and create opportunity through legislation and community service.

### Pennsylvania Grange News

The Pennsylvania Grange News is the official bi-monthly publication of the Pennsylvania Grange. The PGN is included in all Pennsylvania Grange memberships, and subscriptions are available for non-members. Each issue of the PGN contains relevant legislative information, columns from the PA State Grange Officers, homesteading and farming-related classified ads (members only), calendar of events, and other Granger-related columns.

### Editorial Focus

Each issue of the PGN contains bi-monthly letters to the membership from the PA State Grange Officers, news from the various PA State Grange programs, legislative news relevant to the interests of our membership, a bi-monthly instructional column, "Back to the Land", focusing on small-acreage farming and homesteading, an events page, membership-related informational articles, and much more. The goal of the PGN is to teach and inform. It is not the goal of the PGN to express opinion-related editorial features. PGN welcomes editorial submissions from Grange members and non-members alike.

### Distribution / Circulation

The current distribution of the Pennsylvania Grange News includes Grange members in PA, as well as all neighboring states. The PGN has recently acquired a new publisher, whose goal it is to expand each issue's circulation throughout the year. Currently, there are over 7,200 Grange members receiving the PGN, with many additional copies distributed at various Grange and PA agricultural events around the state.

### The Future

The new publisher of the PGN has charted out the following improvements and changes to the magazine in future issues: Advertising, an "Ask the Experts" column, a "Products Review" column, expanded distribution and circulation, a push for new members by including more stimulating homesteading-type instruction-

al articles, a "Featured Grange", "Featured Youth", "Featured Member" column in each issue, a short profile on the various Quilt Blocks located around PA, and hopefully delectable recipes submitted by past and current grange members.

### Editorial and Advertising Deadlines

#### January/February Issue

November 7th, 2016  
(State Session & National Grange Session wrap up, Farm Show preview)

#### March/April Issue

January 6th, 2017  
(Farm Show wrap-up, April Grange Month)

#### May/June Issue

March 3rd, 2017  
(June Dairy Month, Preparing for Summer Camps)

#### July/August Issue

May 5th, 2017  
(July Family Picnic, August Ag Progress Days)

#### September/October Issue

July 7th, 2017  
(State Session, Camp wrap-ups)

#### November/December Issue

September 1st, 2017  
(National Session, Holiday)

### Publisher

Please direct all questions, to:  
Heather Hiller  
c/o 88 Dragon Design Studio  
PO Box 350  
Montoursville, PA 17754  
E-mail: [info@88dragon.com](mailto:info@88dragon.com)  
Phone: 570-435-5088



# 2017 ADVERTISING RATES & SPECIFICATIONS

## Advertising Rates *(all rates are color. All rates are per-issue)*

	1x	3x	6x
<b>Full Page</b>			
Inside Front	\$1200	\$1126	\$1054
Inside Back	\$1160	\$1086	\$1014
Inside	\$960	\$886	\$814
2/3 Page	\$750	\$719	\$680
<b>1/2 Page</b>			
Inside	\$552	\$480	\$456
Outside Back	\$662	\$576	\$547
<b>1/3 Page</b>	\$384	\$353	\$324
<b>1/6 Page</b>	\$180	\$161	\$144
<b>*Business Card</b>	na	na	\$125

**\*Classified** - \$20 for first 30 words / .50 each additional word

*\*Members Only: Business cards ads and classified ads are exclusive offerings to PA State Grange Members, only. Business Cards must be for a Member's business only.*

## Requirements

Digital files submitted in PDF format preferred. EPS or TIFF (with all font embedded or supplied) are also accepted, but not preferred. All colors must be converted to CMYK. Minimum typeset is 8pt. Effective resolution should be between 250-400 dpi. Web images (72 dpi) are not acceptable. Additional requirement questions should be directed to the Publisher.

## Terms & Policies

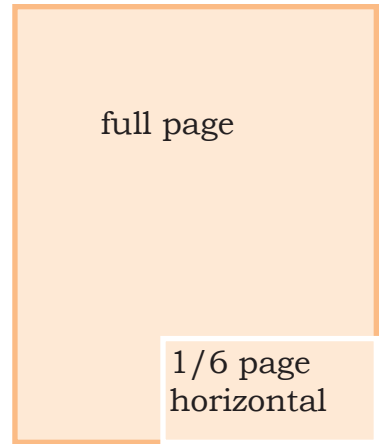
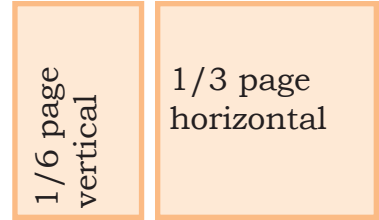
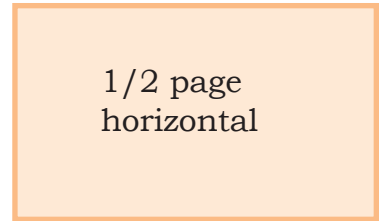
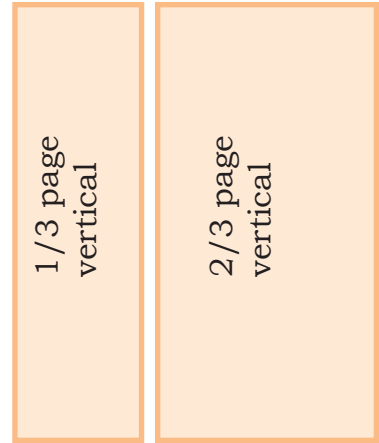
- All advertising must be pre-paid.
- The publisher reserves the right to edit or reject any ad copy submitted.
- Advertisers are responsible for the accuracy of their ad material, and assume liability for all content of their ad. Advertisers also assume responsibility for all claims made against those affiliated with the production of Pennsylvania Grange News arising from publication, including costs of defending claims.
- If ad design is needed, the Publisher will charge an additional design fee.
- PA State Grange accepts checks, money orders and Paypal.

**All payments must be made payable to PA State Grange.**

Ad Dimensions	(W)	x	(H)
Full page:	7.375"	x	9.75"
2/3 page:	4.75"	x	9.75"
1/2 page (horizontal)	7.375"	x	4.75"
1/3 page (horizontal)	4.75"	x	4.75"
1/3 page (vertical)	2.375"	x	9.75"
1/6 page (horizontal)	4.75"	x	2.25"
1/6 page (vertical)	2.375"	x	4.75"

## Publisher

Mail all advertising materials, and direct all questions, to:  
Heather Hiller c/o 88 Dragon Design Studio  
PO Box 350 • Montoursville, PA 17754  
E-mail: [info@88dragon.com](mailto:info@88dragon.com)  
Phone: 570-435-5088



## Ad Design Rates

If you need an ad designed for the Pennsylvania Grange News, 88 Dragon Design Studio is available for all your graphic design needs. Please contact Heather at 570-435-5088 or Email: [info@88dragon.com](mailto:info@88dragon.com) for a quote on designing your professional ad.



# 2017 EDITORIAL SCHEDULE

## 2017 Deadlines

### January/February Issue

*(Farm Show - January)*  
November 7th

### March/April Issue

*(National Grange Month - April)*  
January 6th

### May/June Issue

*(Dairy Month -- June)*  
March 3rd

### July/August Issue

*(Camps, Ag Progress Days,  
Family Festival)*  
May 5th

### September/October Issue

*(State Session - October)*  
July 7th

### November/December Issue

*(National Grange Session -  
November)*  
September 1st

*Additional editorial features to  
be added throughout the year.  
Please contact the publisher, or  
look on the PA Grange website to  
keep updated on changes.*

## Event Deadlines!!!

Please get the publisher your Grange event deadlines **no later** than 4 months before your Grange event, in order to have your event listed in the PGN!!!

### Publisher

Mail all advertising materials, and direct all questions, to:

### Heather Hiller

*c/o 88 Dragon Design Studio*  
PO Box 350  
Montoursville, PA 17754  
E-mail: [info@88dragon.com](mailto:info@88dragon.com)  
Phone: 570-435-5088

## Per Issue Columns:

- President's Message
- Chaplain's Corner
- Legislative Matter's
- New Members/Birthdays/ Memorial
- Coming Events
- Grange News
- Youth News
- Junior News
- Officer's News
- Featured Grange
- Featured Quilt Block
- Past Meets Present (a series of articles on resurrecting farming/homesteading techniques our parents/grandparents used)
  - Back to the Land (a column dedicated to small-acreage "homesteading")
  - Ask the Experts (Have a Grange/Farming/Insurance/Canning/etc question you can't find an answer for? Ask us and we'll find an expert to answer your question)
  - Product Review
- Grange Cookbook Recipe of the Issue

## Editorial Contributions:

Would you like to contribute to our editorial features? We welcome Granger's input and editorial suggestions!

Every issue we need to feature a "Grange Of The Issue". Interested? Call Heather Hiller to find out what the magazine is looking for.

We need fantastic pictures of those Quilt Blocks! Please send Heather Hiller your pictures and a brief description of your Quilt Trail Quilt Block.

We are still looking for a number of dedicated and knowledgeable homesteaders to help us with two very unique columns: Back To The Land, and Past Meets Present. Please get in touch with us as soon as possible to help us with these columns.

## Advertising Specials:

All first time Grange Members ads: 15% off (*3x-6x runs only!*)

All Granger Business Card ads: first issue 50% off (*must run in all 6 issues*)

All contract display advertisers (1/2 page & larger) will receive editorial space in 2 (*or more*) issues per year to discuss their business attributes)

All professional photographers, featured on the cover of an issue, will receive a business card ad that issue.

Members finding us industry advertisers (tractors, farming, feed mills, seed companies, insurance companies, real estate, etc), that sign a contract with PGN, will receive a free 30 word classified in each issue.

