

# Lancaster Farming Covers the Market with Agricultural News and Information

Lancaster Farming's news department is the winner of multiple Keystone Press Awards from the Pennsylvania News Media Association, including first place news coverage of the dairy and industrial hemp industries.

**Total Circulation: 56,423\* / Published: Weekly on Saturday**  
**Closing & Cancellation Dates: 4 PM WEDNESDAY of publication week**

\*Circulation as of September 2020

**BILLING ADDRESS**

P.O. Box 609, Ephrata, PA 17522  
 1 East Main Street, Ephrata, PA 17522  
 OFFICE HOURS: Mon-Fri 8 a.m. to 5 p.m.

**MAILING ADDRESS FOR INSERTS**

Susquehanna Printing  
 1704 Hempstead Road, Lancaster, PA 17601

**PHONE**

717-394-3047 / Auction: 717-721-4453

**FAX**

717-733-6058 / Auction: 717-626-1210

**E-MAIL**

**FOR NEWS & BUSINESS:**  
 sseeber@LancasterFarming.com

**FOR ADS & IMAGES:**

Please contact your sales representative or call 717-394-3047.

**WEBSITES**

LancasterFarming.com  
 LancasterFarmingLocator.com

**PERSONNEL**

President: Peter Lindquist  
 Advertising Sales Manager: Beverly Kent  
 Editor: Stephen Seeber

**MEMBERSHIPS**

- Newspaper Publishers Association
- National Newspaper Association

**ROP/Local Rates black & white**

	Rate per column inch
1" to 19" .....	\$18.98
20" to 49" .....	\$17.87
50" to 79" .....	\$16.83

	Rate per column inch
80" to 223" .....	\$15.82
224" to 447" .....	\$14.92
448" or more .....	\$14.02

**Color Rates**

**Spot Color**

Per ad / per page ..... \$170  
 Per ad / 2 page spread .....

**Insert Rates**

4 to 12 pages (8-1/2" x 11") maximum size.  
 Minimum number of insertions is 5,000.  
 Rates upon request for inserts with additional pages.

5,000 - 10,000 .....	\$145 per thousand
10,001 - 20,000 .....	\$131 per thousand
20,001 - 30,000 .....	\$119 per thousand
30,001 - 50,000 .....	\$105 per thousand

**Classified Rates**

**1 & 2 insertions • line reader ads**

3 lines ..... \$13.61 / 3 lines  
 Additional lines ..... \$4.68 each

**3 or more insertions • line reader ads**

3 lines ..... \$12.70 / 3 lines  
 Additional lines ..... \$4.35 each

**Classified Display black & white**

	Rate per column inch
1" to 41" .....	\$19.53
42" to 83" .....	\$18.58
84" to 166" .....	\$17.67

	Rate per column inch
167" to 416" .....	\$16.79
417" to 833" .....	\$15.97
834" or more .....	\$13.87

**Section Covers (52 weeks) \$13.99 / inch**

**Auctioneer rate** ..... \$17.18 / inch  
**Non-Auctioneer rate** use classified rate

**Copy Regulations**

- All advertising is subject to the approval of the publisher.
- No advertising accepted for page one or editorial page.
- Cancellations not accepted after 5PM Wednesday.

**Terms**

- 30 days net

**Mechanical Requirements**

	picas	inches
<b>Page Width</b> .....	62.6 picas	10.42"
<b>Page Depth</b> .....	96 picas	16
<b>Columns per page</b> .....	7	
1 column .....	8.6 picas	1.42"
2 columns .....	17.6 picas	2.92"
3 columns .....	26.6 picas	4.42"
4 columns .....	35.6 picas	5.92"
5 columns .....	44.6 picas	7.42"
6 columns .....	53.6 picas	8.92"
7 columns .....	62.6 picas	10.42"
<b>Printing</b> .....	Offset	

Effective January 1, 2021

**Call 717-721-4412 to subscribe.**

**Lancaster Farming**  
 Friday, October 17, 2020 \$2 Per Copy \$104 Per Year

**Silage of Relief**

**Hemp Podcast**  
 Follow us to Montana at bit.ly/FFPodcast104 or by phone at 857-385-7936.

**Inside**  
 Tar spot reported in Pennsylvania for the first time. A2  
 Poll: Can spotted lanternflies be stopped? A8  
 Home on the Range is popping with recipes this week! B2

**Taking the Plunge With a New Apple Variety Gets Complicated**  
 The newest of crops is 'You! Absolutely not if you're really an apple aficionado, you might class in your personal one of the 2,000 additional varieties grown around the world, like the Crisp Golden Delicious, introduced in the U.S. in 1910 by the horticulturist Richard Calk.

**Food Distribution Business Banks on Convenience of Home Delivery**