

## J. GRUBER'S

### **COPY AND CONTRACT REGULATIONS**

- A. Advertisers and their advertising agencies assume liability for all material used in advertisements and also assume responsibility for any claims arising therefrom and made against the publisher.
- B. The publisher reserves the right to reject any advertisement that does not conform to publisher's standards. Copy for all advertisements must be submitted with space order.
- C. Any deliberate attempt to simulate the publication's format is not permitted and publisher reserves the right to place the word "Advertisement" with copy which in the publisher's opinion resembles editorial content.
- D. No cancellations or changes will be accepted after the closing date or after the advertisement has been printed.
- E. Because of the nature of *The Almanack* and its relationship with its readers, all advertisements will be closely scrutinized before publication for appropriateness and legitimacy. Schemes and/or fraudulent advertisements will not be accepted.

### **TERMS**

15% discount applied to recognized advertising agencies if invoices are paid within 30 days from date of invoice. A 2% cash discount allowed for up to 10 days from invoice date. Cash in advance is required for new accounts and for any copy request placed directly by advertiser. A 1% service charge will be applied to all outstanding balances over 30 days.

### **OTHER IMPORTANT INFORMATION**

With J. Gruber's *Hagerstown Town and Country Almanack*, performance is our most important product. As an advertiser, you expect results and J. Gruber delivers! Space will be filled on a first come-first served basis. If you are a "regular" advertiser, place your order NOW for best positioning 2020. If you haven't tested J. Gruber's, do it in the 224th edition.

### **SEND ALL ORDERS AND MATERIALS TO:**

The Gruber Almanack, LLC

Gerald W. Spessard

747 West Orchard Road

Mercersburg, Pennsylvania 17236

(301) 491.4002

FAX: (717) 294.6086

Email: [ijerry@almanack.com](mailto:ijerry@almanack.com)

## J. GRUBER'S



HAGERS-TOWN

# Town and Country ALMANACK.

FOR THE YEAR OF OUR LORD

2020

**RESERVE YOUR SPACE TODAY!**  
WEATHER FORECASTS!



Printed and Sold by THE GRUBER ALMANACK, LLC  
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# 2020

# ADVERTISING RATE CARD

- **Feature article**, (“Divining the Weather, With Methods Old and New”) in *The New York Times*’ syndicated column, ‘*This Land*’, by Dan Barry (December, 2013)
- **Maryland Traditions’ 2012 ALTA Award Winner for Tradition**  
“*The Almanack* has made Hagerstown widely known throughout the US and has given Maryland an ‘epicenter’ of farming and agricultural life. “ (October, 2012)
- **Featured on NBC-TV’s “Nightly News”** with Tom Brokaw  
“The Almanack beat the National Weather Service’s sophisticated computers to accurately predict the first big snow storm of the new millennium “. (January 25, 2000)
- **Featured in US News and World Report**  
“*The Almanack* correctly forecast the surprise snowstorm using a formula based upon phases of the moon”. (February 7, 2000)
- **Featured on the front page of USA Today**  
“...though the Hagerstown Almanack is strictly regional, it has been more accurate than the much larger *Old Farmer’s Almanac*” (March 4, 1994)



*J. Gruber’s Hagerstown Town and Country Almanack*, first printed in 1797 by John Gruber, is the second oldest almanac in the United States and is the ONLY almanac still published today by descendants of its founder. It offers useful information that includes accurate monthly weather forecasting for the coming year, astronomical and Zodiac data vital to all aspects of successful farming (planting, cultivating and harvesting), tips on livestock management, homemaking and home maintenance, backyard flower and vegetable gardening, and fishing. The highly accurate weather predictions are developed exclusively for *The Almanack* by Professor William O’Toole of Emmitsburg, Maryland. Also included are many articles on a wide variety of subjects ranging from credit card fraud to debunking gas mileage myths, exposing Internet scams to saving money.

**REGIONAL AND NATIONAL DISTRIBUTION**

*The Hagerstown Town & Country Almanack* has been traditionally distributed for over 2 centuries throughout the Mid-Atlantic Region which includes the District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia, and Delaware. Each 84-page copy sells for \$5.50, a 3-year subscription for \$23.50, and A Friend of *The Almanack* (FOTA) Membership Program for the annual fee of \$15.

*The Almanack* can be purchase on-line at [www.almanack/order](http://www.almanack/order) or on newsstands and at popular retailers throughout the Mid-Atlantic region. For a complete full list of retailers that sell *The Almanack*, go to [www.almanack.com](http://www.almanack.com), click on ‘Talk to The Almanack’ and then select ‘Where to Buy Us’.

**DISTRIBUTION AND CIRCULATION**

180,000 distribution with sworn statement from the Standard Rate and Data Service.

**MECHANICAL REQUIREMENTS**

Printed offset. Cannot use mats, stereotypes or plastic plates. For the very best reproduction, please furnish halftones.

Page Size (118 lines).....	4 3/4 x 7 3/4
Half Page Horizontal (59 lines).....	4 3/4 x 3 5/8
Half Page Vertical (59 lines).....	2 1/4 x 7 3/8
Single Column Width (Narrower cuts accepted).....	2 1/4
Double Column Width.....	4 3/4

**DISPLAY ADVERTISING RATES**

Cover Pages 2, 3, 4.....	\$1500.00
Full Page.....	\$1000.00
Half Page (Vertical or Horizontal).....	\$650.00
Per Inch.....	\$105.00

**CLASSIFIED ADVERTISING RATES (PAYABLE WITH ORDER)**

1/2" vertical x 2 1/4 Horizontal.....	\$3.15 per word
Ten (10) words.....	\$31.15

**DISTRIBUTION DATE**

One issue of *The Hagerstown Town and Country Almanack* is distributed annually, beginning in September, 2019 (four months prior to its publication date of 2020).

**SPECIAL NOTE:**

All advertising content (i.e. copy, artwork, and graphics) needs to be submitted and approved by *The Almanack* editorial staff by July 30, 2019 in order for it to be included in the 2020 edition that is scheduled for distribution after Labor Day. Invoicing will be based upon the TERMS outlined on the back page of this rate card.