

RESERVE YOUR SPACE TODAY!

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*, *J. Gruber's Garden and Farm Almanac* 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 and J. Grubers Garden and Farm Almanac, 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 in 2012. If you haven't tested J. Gruber's, do it in the 216th 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: info@almanack.com

ADVERTISING RATE CARD FOR 2012

J. GRUBER'S



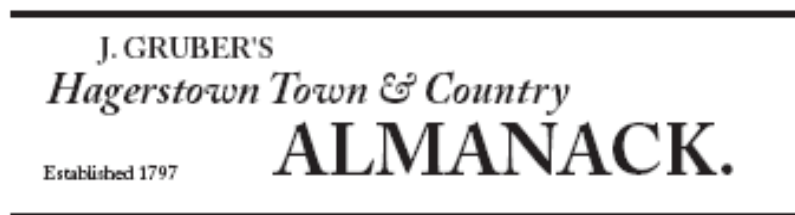
**RESERVE
YOUR SPACE
RIGHT NOW**
IN ONE OF THE
MOST TALKED-
ABOUT ALMANACS
AROUND THE
WORLD!

NEW EDITION!
INTRODUCED IN
2011, THIS NEW
EDITION WAS
INSPIRED BY
THE HISTORICAL
HAGERSTOWN
ALMANACK AND
IS DISTRIBUTED
NATIONALLY



**YOUR CHOICE OF TWO PUBLICATIONS
OR ADVERTISE IN BOTH!**

- **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 on US News and World Report**
 "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 Hagers-town Almanack is strictly regional, it has been more accurate than the much larger Old Farmer's Almanac" (March 4, 1994)
- **Featured on ABC-TV's Good Morning America**
 (March 6, 1994)
- **Featured in a full-page story in the Washington Post**
 (February 28, 1994)



J. Gruber's Hagers-town Town and Country Almanack was established in 1797 by John Gruber, ranks as the second oldest almanac in the United States, and is still published and distributed regionally by his heirs today. **J. Gruber's Garden and Farm Almanac** is a nationally-distributed version of this historically significant almanac. Both Gruber publications are written for readers desiring useful information that includes accurate monthly weather forecasting for the coming year, astronomical and Zodiac data believed to be vital to all aspects of successful farming (planting, cultivating and harvesting), tips on livestock management, homemaking and home maintenance, backyard gardening, and fishing. Since 1970, our readers have come to rely heavily on the dead-on accuracy of our weather predictions developed by our very own weather prognosticator, Professor William O'Toole. Also included are many articles on a wide variety of subjects such as food and meat production in the United States.

REGIONAL AND NATIONAL DISTRIBUTION

The Hagerstown Town & Country Almanack has been traditionally distributed in the Mid-Atlantic region which includes the District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia, and Delaware. Each 84-page copy sells for \$4.99

J. Gruber's Garden and Farm Almanac is distributed throughout the "Lower 48" in three regional editions: Eastern, Mid-America, and Western Regions. Each 84-page copy sells for \$4.99

Visit our website at www.almanack.com and click on 'Where to Buy Us' for a full list of retailers.

DISTRIBUTION/CIRCULATION

180,000 distribution with sworn statement from the Standard Rate and Data Service. Fall, Winter, Spring Total Estimated Circulation 75,000.

MECHANICAL REQUIREMENTS

Printed offset. Cannot use mats, stereotypes or plastic plates. For the very best reproductions, 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

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

CLOSING DATES:

Fall: July 30, 2011 **Winter:** November 1, 2011 **Spring:** January 1, 2012

DISTRIBUTION DATES

Three issues of each almanac are distributed from October through February. The first issue (Fall) in circulation September 5, 2011 (four months prior to publication date of 2012). The second issue (Winter) in circulation December 5, 2011 (one month prior to publication date of 2012). The third issue (Spring) in circulation February 5, 2012.