

# Berks 1<sup>ST</sup>

KEEPING YOU CONNECTED

BERKS COUNTY, PA, GOVERNMENT NEWS & SERVICES

2023 Media Kit

**Berks 1st is the official publication of the County of Berks, PA, produced expressly for the purpose of disseminating important and timely news and information to county residents and business stakeholders.**

**Berks County Commissioners**

Christian Y. Leinbach, Chair  
 Lucine E. Sihelnik  
 Michael S. Rivera

**EDITORIAL FOCUS**

Published triannually, *Berks 1st* serves all residents and business stakeholders in the County of Berks. Content covers current constituent services news, events, activities, and updates across the 42 County departments that impact every single citizen within the County, from Aging and Assessments, to Veterans Services and the Workforce Development Board, and everything in between.

**DISTRIBUTION & READERSHIP**

***Berks 1st* is read in print and digital format by more than half the entire adult population of Berks County!**

It is mailed directly to 87,646 residential addresses comprising Berks County's most civically active residents. *Berks 1st* is also mailed to more than 250 business and community leaders, every Berks County library, and into 500 high-traffic consumer locations.

**BERKS COUNTY DEMOGRAPHICS\***

- Population... 429,342 Total**
- Over 18 years of age... 334,028
  - In Workforce... 233,820
- Total Residential Households... 168,240**

*\*US Census 2020 estimates*

**PER ISSUE**

**READERSHIP STATISTICS**

*Berks 1st* Mails Directly into 52% of all Berks County Residential Households by Head of Household Name, to 250 business and community leaders, and into 500 high-traffic consumer locations

**Print Circulation & Distribution... 89,000**

- Civically Active Households Mailing... 87,646
- Business and Community Leaders... 250
- High-Traffic Consumer Locations... 500

**Digital Impressions... 20,000+**

- English and Spanish language digital issues are served and distributed through an integrated web and social media strategy that includes the County of Berks website, broadcast email and social media channels.

**Total Readership... 250,000+**

- Combined totals generated through
  - In-home and in-business pass-along readership
  - High-traffic readership within libraries, beauty salons and dental practices
  - Social media distribution channels from 42 countywide departments, and affiliated business and organizational entities



2023 Editorial Schedule	Publication Deadlines	
ISSUE	AD RESERVATIONS DUE	AD MATERIALS DUE
Spring 2023 (Apr-Jun)	March 10, 2023	March 15, 2023
Summer/Fall 2023 (Aug-Oct)	June 25, 2023	June 30, 2023
Fall/Winter 2023 (Nov23-Feb24)	September 18, 2023	September 21, 2023

Deadlines are subject to moderate shifting due to County of Berks events and news. Your media representative will keep you apprised of any changes to the publishing schedule.



Media Representative: **Tracy Hoffmann**  
Tracy@HoffPubs.com

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Size of Ad: \_\_\_\_\_ Rate: \_\_\_\_\_

Payment Method:  Check  Credit Card

Months to run:

**2023**    **Spring 2023 (Apr-Jul)**    **Summer/Fall 2023 (Aug-Oct)**    **Fall/Winter 2023 (Nov23-Feb24)**

I understand the Publisher's policy does not guarantee the order and page location of advertisements. All contracts are non-cancelable. Payment in full is due within 30 days of publication date. I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

Billing Contact: \_\_\_\_\_ Billing E-mail: \_\_\_\_\_

**AUTHORIZED SIGNATURE**

**DATE**

Advertiser will be billed electronically per issue. Secure credit card payment link will be provided with electronic invoice. If paying by check, please make checks payable to:  
**Hoffmann Publishing Group, 2669 Shillington Road, Box #438, Reading, PA 19608**

**2023 ADVERTISING RATES**

Per Placement	1x	3x
Back Cover	\$8000	\$7000
Inside Covers	\$7500	\$6500
Page One	\$7500	\$6500
Full Page	\$7000	\$6000
1/2 Page (Horiz. or Vert.)	\$3750	\$3250
1/4 Page	\$2000	\$1750
1/8 Page	\$1400	\$1150
Classified/Help Wanted	\$500	\$450
Bottom Digital Banner*	\$500	\$450

**MECHANICAL REQUIREMENTS**

Full Page .....	7.375 x 9.875
Full Page Bleed (trim size is 8.375 x 10.875) .....	8.625 x 11.25
1/2 Page Vertical .....	3.5625 x 9.875
1/2 Page Horizontal.....	7.375 x 4.833
1/4 Page .....	3.5625 x 4.833
1/8 Page .....	3.5625 x 2.2813
Classified/Help Wanted .....	50 words/325 characters including spaces
Bottom Digital Banner (Cover Page Only) .....	8.375inch x1inch, 300DPI

\*Cover Page Only. Digital Advertising only available to print advertisers.

**POLICY INFORMATION**

Payment Policy: Advertisers & advertising agencies are jointly responsible for payment of all insertions. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication. Political advertising will not be accepted.

Media rep will contact advertiser in advance of each placement to query whether advertiser wishes to submit a new ad or use the previous ad, where available. Should advertiser not respond with an answer and new materials before the issue publication date, publisher is authorized to use advertiser's previous ad.

