



Get Up & Go!

A Special Supplement to
The Indiana Gazette,
a sister publication of
Recreation News

Publication Date:
June 4, 2010

The Indiana Gazette
IN PRINT DAILY. ONLINE ALWAYS.



2010 Get Up & Go!

The Indiana Gazette

IN PRINT DAILY. ONLINE ALWAYS.

Sister publication of *Recreation News*,
a division of Indiana Printing & Publishing Company

Contact Karl Teel • publisher@recreationnews.com • 410-638-6901

About The Indiana Gazette A division of Indiana Printing & Publishing Co.,
The Indiana Gazette is a sister publication of Recreation News

Household Penetration: 45% Total Readership: 46,400

Readership by Household Income:

- 69% of households in the \$60,000 - \$74,999 income level read The Gazette in an average week
- 64% of households in the \$75,000 - \$99,999 income level read The Gazette in an average week
- 91% of households in the \$100,000+ income level read The Gazette in an average week

Single-copy readership habits:

- 81% of single-copy buyers take their *Indiana Gazette* home with them

indianagazette.com

Pageviews: 1.850,000+ per month

Average Length of Visit: 10.24 minutes

Visitors: 270,000+ per month

Indiana County, PA & Its Residents

Population: 89,000

Age 35 - 54: 28%

Households: 34,500

Age 55+: 24%

PLUS Indiana University of Pennsylvania community: 14,000+

A vibrant, thriving community, home to ...

Indiana University of Pennsylvania

- currently undergoing a \$270 million student housing Residential Revival
- currently building the Kovalchick Convention and Athletic Complex (KCAC), which will boost the local economy by at least \$22 million during construction
- KCAC and adjoining hotel projects to inject an additional \$358 million over the first decade of operation
- included in Princeton Review's "Best Colleges" guidebook for the eighth year in a row
- included in Princeton Review's "Best Colleges of Business" for the fourth year in a row

Diamond Pharmacies

- the nation's largest pharmacy services provider to correctional facilities,
- Pennsylvania's largest independently owned pharmacy provider to nursing facilities

Indiana Regional Medical Center

- ranked #2 on the national "100 Best Places to Work in Healthcare" list
- planning to add a new 65,000 square-foot medical arts & physical therapy facility

Whose residents are within driving distance of favorite vacation spots, including ...

- Clearfield, Erie, Gettysburg, Harrisburg, Lancaster, Niagara Falls, Philadelphia, The Poconos, Wellsboro, York
- Baltimore, Chesapeake, Cumberland, Easton, DC, Deep Creek, Easton, Frederick, Hagerstown, Ocean City
- Berkeley Springs, Canaan Valley, Morgantown, Wheeling, White Sulphur Springs
- Charlottesville, Luray, Monticello, Natural Bridge, Shenandoah Valley



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GET UP & GO

Love Your LIFeStYle Travel Feature
Friday, June 4, 2010

AD SPECS

Full page ads: NOTE VERTICAL DIMENSION on full page only - 10.25"wide X 11.5" tall **\$402.50**

BIG 1/2 page horizontal ads: 10.25"wide X 6.75" tall (actually encompasses 60% of the page) **\$201.25**

BIG 1/3 page horizontal ads: 10.25"wide X 4.5" tall (actually encompasses 40% of the page) **\$134.00 BIG**

BIG 1/4 page ads: 5"wide X 7" tall (actually encompasses 30% of the page) **\$100.65**

BIG 1/5 page ads: 5"wide X 5" tall (actually encompasses 22% of the page) **\$80.50**

BIG 1/6 page ads: 3.25"wide X 7" tall (actually encompasses nearly 20% of the page) **\$67**

BIG 1/8 page ads: 3.25"wide X 5" tall (actually encompasses 14% of the page) **\$50.25**

Bus. Card page ads: 3.25"wide X 2" tall, **\$30**

No charge for resizing if needed

All ads can be emailed to publisher@recreationnews.com

BONUS FEATURES

100% paid circulation 16,000

Total Readership: 46,400

Targeted editorial input

Also publishes online at indianagazette.com

Pageviews: 1,850,000+ per month

Average Length of Visit: 10.24 minutes

Visitors: 270,000+ per month

Get Up & Go remains online as a hot link in pdf format for up to 12 months, then is offered in our archives

Clearfield County Co-op Sign Up Sheet

Contact Information:

Please complete and email to Publisher@RecreationNews.com, fax to 410-638-6902.

Destination Name: _____

Contact Name: _____

Email and/or phone: _____

Address line 1: _____

Address line 2: _____

City: _____ State: _____ Zip: _____

Select Ad Type:

Full page BIG 1/2 page BIG 1/3 page BIG 1/4 page BIG 1/5 page

BIG 1/6 page BIG 1/8 page Business Card