

# KEYSTONER ADVERTISING RATES

## PENNSYLVANIA OPTOMETRIC ASSOCIATION

218 NORTH STREET · HARRISBURG, PA 17105  
PHONE (717) 233-6455 · FAX (717) 233-6833  
AFFILIATED WITH THE AMERICAN OPTOMETRIC ASSOCIATION

### DISPLAY ADVERTISEMENTS (POA MEMBERS DEDUCT 20% DISCOUNT FROM FOLLOWING RATES)

Size	One insertion	Three insertions	Six insertions
<b>Full page</b> Dimensions: 7 1/2" wide x 10" deep	\$300	\$800	\$1,500
<b>Half page</b> Dimensions: Horizontal: 7 1/2" wide x 4 7/8" deep or Vertical: 3 5/8" wide x 10" deep	\$175	\$475	\$900
<b>Quarter page</b> Dimensions: Horizontal: 3 5/8" wide x 4 7/8" deep or Vertical: 4 7/8" wide x 3 5/8" deep	\$100	\$265	\$500
<b>Business card</b> Dimensions: 3 1/2" wide x 2" deep	\$50	\$125	\$225
<b>Full-Page Insert</b> Dimensions: 7 1/2" wide x 10" deep <i>Inserts may be one- or two-sided and can printed on white or colored paper.</i>	\$350	\$950	\$1,800

**All display ads must be provided as PDF, TIFF, EPS or MicrosoftWord files, or camera-ready (hard copy original).**

## CLASSIFIED ADS

**POA members:** Free of charge.

- As a service to our members, classified ads may be run free of charge for up to three consecutive months.

**Non-members:** \$25 up to 25 words; \$1 for each additional word.

All classified ads **must be submitted in writing** by mail, fax or e-mail ([Deb@poaeyes.org](mailto:Deb@poaeyes.org)), and must be paid in full before the ad will appear in the *Keystoner*.

Numbers count as one word (i.e. "PO Box 3312, Harrisburg, PA, phone (717) 233-6455" equals seven words). Punctuation does not count as a word. Classified ads will be published in eight-point type or larger, on a space-available basis, and are typeset in sentence format. (ALL CAPS and **bold type** are not available.)

Please indicate if you wish to place a blind listing. Names, phone numbers and addresses do not appear in blind classified ads. Please indicate where you would like POA to send your responses.

## SPECIFICATIONS FOR ALL ADVERTISING

The *Keystoner* is published nine times a year, and is mailed third-class, usually the first week of the month. Publication time may be delayed and/or issues may be skipped or combined without notice. The *Keystoner* is printed on 8.5" x 11" semi-gloss white paper in dark blue ink and saddle stapled. **Circulation: 1,350**

The **deadline** for classified ads and display ads is the 1st of the month preceding publication. (For example, January 1 is the deadline for the February issue.)

*The Keystoner is published as a member benefit by the Pennsylvania Optometric Association. POA reserves the right to reject any advertising copy. Contact Deborah Blanchard, editor, or Charles Stuckey, Jr., O.D., executive director.*