

PENNlines

WHO WE ARE

Published monthly by the Pennsylvania Rural Electric Association (PREA), the service organization for the Pennsylvania-based rural electrical cooperatives, *Penn Lines* magazine serves as the flagship publication for cooperative communications efforts. With a circulation of nearly 166,000 subscribers, *Penn Lines* magazine reaches homes and businesses in 42 Pennsylvania counties. In publication since October 1966, *Penn Lines* magazine has a long and respected history with its readers.

MISSION

In keeping with the principles of the cooperative business model, *Penn Lines* magazine serves to educate and inform its readers of issues and events affecting their communities and way of life.

EDITORIAL FOCUS

Penn Lines magazine focuses on rural social and political issues, economic and community development, health and education concerns, better and more efficient uses of electricity, as well as human interest profiles. The main features are packaged with news and commentary, legislative matters affecting rural electrification, as well as regular gardening, outdoor life, humor, reader photo and recipe columns.

SERVICE AREA

Penn Lines magazine is delivered each month to the cooperative consumer-members through their local rural electric cooperative and to PREA associate members. In addition the magazine is available online to anyone with internet access at www.prea.com. Most importantly, each participating individual cooperative is represented in the magazine's center spread. Here, the readers learn about local cooperative news and events as well as happenings in their communities and surrounding areas.

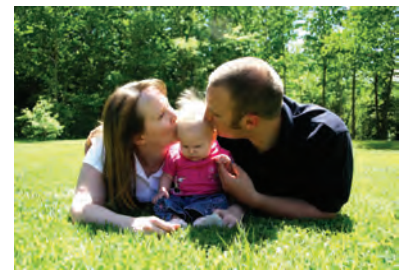
PENNSYLVANIA RURAL ELECTRIC COOPERATIVE ORIGIN

As late as the mid-1930s electricity was still out of reach for more than 90 percent of Pennsylvania rural residents. Private power companies did not find it profitable to provide electricity to these areas so rural residents banded together and provided their own electricity through community-based rural electric cooperatives. Since rural Pennsylvania electric service first began flowing in 1937, 13 Pennsylvania-based rural electric cooperatives have been formed and continue to provide safe, reliable, and affordable electric service to more than 200,000 rural homes and businesses.

MARKET SEGMENTS...

THE STABLE COUNTRY FAMILY

This group makes up the largest segment of our audience. Households usually consist of two adults (age 25-54) and one or two children. On average, this group owns about 20 acres of land. They're interested in travel, trucks, home furnishings, remodeling, gardening, fencing, books, satellite programming, pet supplies, clothing, home appliances, and computers.



THE LARGE LANDOWNER

These readers own 50 acres of land or more. Although a small percentage of the readership, they account for a large portion of the spending done for the rural marketplace; making large purchases of goods and services including, large farm machinery, herbicides, insecticides, and lots of barn and fencing materials.



THE RETIRED COUNTRY DWELLER

Well-to-do early retirees, seasonal migrators, and the independent elderly make up this group of avid readers. They are more likely to reside around lakes, golf courses, or other resort communities. They frequently shop online and through mail-order, and are interested in gardening, traveling, reading, and health and fitness.



THE WEEKENDER

Working upper-income families who have a second residence out in the country. Weekenders typically own property within 100 miles of metro areas. They are interested in travel, trucks, boating, hunting and fishing, entertainment, and computers.



THE SUBURBANITE

The fastest growing segment of our audience, these upper-scale professionals and wage earners are moving in droves into electric co-op areas on the outskirts of large metro areas. They share similar interests relating to travel, trucks, lawn and garden, home improvement, and computers.



PENNLines

2012 EDITORIAL CALENDAR*

JANUARY

- 2012 International Year of Cooperatives

FEBRUARY

- 2010 Census: The Changing Face of Rural Pennsylvania

MARCH

- 100th Anniversary of the Girl Scouts of America

APRIL

- PA Preferred: Products Produced in Pennsylvania

MAY

- Co-op Safety: Storm Restoration Efforts

JUNE

- Geo-caching in Pennsylvania

JULY

- Bluegrass and Folk Music in Pennsylvania

AUGUST

- The 100th Anniversary of 4-H & County Fairs in Pennsylvania

SEPTEMBER

- The Face of Main Street: Historic Mesker Facades

OCTOBER

- Political Spotlight on ACRE-Endorsed Candidates
- Sub-feature: Pennsylvania Breweries

NOVEMBER

- The Plight of Rural Post Offices

DECEMBER

- Challenging Times for Charities



Each issue contains the following regular departments:

County Kitchen - a recipe column

Outdoor Adventures - an outdoor column

Power Plants - a gardening column

Punch Lines - a humor column

Rural Reflections - a photo contest

Smart Circuits - a home energy column

****Subject to change***

PENN*lines*

Reader Demographics

Gender

Male	59%
Female	41%

Age

18-34.....	7%
35-44.....	10%
45-54.....	26%
55-64.....	26%
65 and over	31%

Median Age: 57 years

Household Annual Income (From All Sources)

Under \$25,000	26%
\$25,000-\$29,999.....	8%
\$30,000-\$39,999.....	11%
\$40,000-\$49,999.....	8%
\$50,000-\$59,999.....	5%
\$60,000-\$74,999.....	14%
Over \$75,000	28%

Average Household Income: \$65,000

Internet Access

At home	70%
At work.....	35%
At another place.....	7%
No access	22%
Ordered items using the internet in the past 30 days.....	50%

Type of Internet Connection

DSL connection	32%
Dial-up modem.....	18%
Cable modem.....	32%
Wireless Device.....	13%
Other	8%

Home Remodeling/Improvements

Energy efficiency fixes planned for the next
12 months

73%

Completed home remodeling/improvement
projects in the last 12 months

51%

Remodeling/home improvement projects
completed by homeowner (Do-it-yourself) ..

Readership/Topic Interest

Average reading time

41 minutes

Readers taking action as a result of reading
Penn Lines

79%

Readers very/somewhat interested in
Penn Lines energy saving topics

92%

Readers very/somewhat interested in
Penn Lines recipe topics

87%

Readers very/somewhat interested in
Penn Lines gardening topics.....

86%

Readers very/somewhat interested in
Penn Lines home improvement topics

84%

Readers very/somewhat interested in
Penn Lines community/news event topics ...

84%

Readers very/somewhat interested in
Penn Lines education topics

66%

Readers very/somewhat interested in
Penn Lines travel topics.....

61%

Circulation

Advertisements

166,400

Readers finding the advertisements in
Penn Lines as a source of purchasing information
very useful/somewhat useful

74%

Readers very/somewhat interested in
Penn Lines advertising

PENNLines

2012 ADVERTISING SPECIFICATIONS

ISSUE MONTH	AD CLOSE/ AD MATERIALS DUE
January 2012	11/17/2011
February 2012	12/15/2011
March 2012	1/17/2012
April 2012	2/14/2012
May 2012	3/19/2012
June 2012	4/19/2012
July 2012	5/18/2012
August 2012	6/19/2012
September 2012	7/19/2012
October 2012	8/20/2012
November 2012	9/19/2012
December 2012	10/19/2012
January 2013	11/16/2012
February 2013	12/14/2012

AD SIZE/SHAPE	SIZE (WIDTH X HEIGHT)
FULL PAGE	
Live Area	7" X 10"
Trim	8-1/4" X 10-7/8"
FULL PAGE BLEED	
Live Area	7" X 10"
Trim	8-1/4" X 10-7/8"
Bleed Size	8-1/2" X 11-1/8" (1/8" Bleed)
2/3 Page	4-3/4" x 9-5/8"
1/2 Horizontal	7-1/4" x 4-7/8"
1/2 Vertical	4-3/4" x 7-1/2"
1/3 Horizontal	4-3/4" x 4-7/8"
1/3 Vertical	2-1/4" X 9-7/8"
1/4 Horizontal	4-3/4" x 3-3/4"
1/4 Vertical	3-3/8" x 4-7/8"
1/6 Horizontal	4-3/4" x 2-3/8"
1/6 Vertical	2-1/4" x 4-7/8"
3"	2-1/4" x 3"
2"	2-1/4" X 2"
1"	2-1/4" X 1"

MECHANICAL REQUIREMENTS:

Digital files submitted in PDF format preferred. Other Accepted File Formats: EPS or TIFF (with all fonts embedded or supplied). Hardcopy proofs at 100 percent size to match each supplied digital file must be provided. Advertisements requiring typesetting or other work will be charged for all required services. Publisher is not responsible for any errors in key numbers or other type set by the publisher. Please see *Penn Lines* Digital Specifications for additional information.

FOR MORE INFORMATION PLEASE CONTACT:

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DIGITAL SPECIFICATIONS

DIGITAL FILE FORMATS:

PREFERRED:

- PDF format. These should be saved using the setting PDF/X-1a or PDF/X1a:2001. These are standard file formats for high-end printing purposes.

ACCEPTABLE:

- EPS or TIFF (with all fonts embedded or supplied).
- InDesign CS5, Adobe Photoshop CS5, Adobe Illustrator CS5, QuarkXpress 8.5.

When submitting acceptable file types (except PDF files) the following must be provided:

- Layout file of final version of ad
- All art/logo files used in the ad (tiff, eps)
- All fonts used in the ad; including fonts used in .eps files
- A hardcopy printout of final ad; fax when emailing digital file

Microsoft Word and Microsoft Publisher are not acceptable file formats.

DESIGN GUIDELINES:

FONTS

To minimize possible registration problems, below are the recommended minimum type specifications for all ad files:

- Knockout type should be larger than 5pt and should only knockout of one or two colors. All type 5pt or smaller should overprint.
- Minimum type to knockout of a 4C image is 8pt. Type should never knockout a 4C black.
- Black type should always be set to 100K (100K, 40C for rich black) and set to overprint.
- All vector elements within a file will be trapped to ensure proper registration. Type or other elements knocking out of continuous tone images are not trapped, and thus should be avoided.
- Type must not have artificial styles (bold, italic etc.) applied in the page layout program. The actual (bold or italic) font must be selected.
- White/reverse type should be set to knockout, not overprint.

COLORS

- All spot colors, including Pantone and RGB colors, must be converted to process (CMYK). RGB files should not be submitted.
- The total ink density of any color must not exceed 290% ink density.

PHOTOGRAPHIC/CONTINUOUS TONE IMAGES

- Images should be saved in TIFF or EPS format (not JPEG) using Binary encoding (not JPEG encoding) and must not contain extra channels.
- The color space should be CMYK or Grayscale, not RGB or spot color. Images in black & white ads must be Grayscale.
- The effective resolution of images should be between 250 and 400 dpi. Effective resolution is the resolution at which the image was scanned/created, divided by the scale at which it is used in your layout application. For example, an image scanned/created to an output resolution of 300 dpi and used at 75% would have an effective resolution of $300 / 0.75 = 400$. Images from the web are 72 dpi, RGB and are not suitable for printing purposes.

LINework IMAGES

- Images should be saved as a bitmap TIFF.
- Effective resolution should be a minimum of 300 dpi.

VECTOR ARTWORK

- Vector artwork must be in EPS format.
- Fonts should be converted to outlines (preferred) or embedded within the EPS.

FOR MORE INFORMATION PLEASE CONTACT:

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