

Looking to Advertise?

Net Results

with



Over 25 Years Serving Advertising Needs!

**Gain
More
Sales**

**Advertise
Your
Event**

**Find
Quality
Employees**

**Increase
Brand
Awareness**

2026 AD PACKET

Serving: Schuylkill, Dauphin, Lebanon, Berks, Lancaster, and Chester Counties!

What's The Fishwrapper?

The Fishwrapper is a biweekly publication with a loyal readership. Because our publication gets read, your business gets results. Use it to advertise your event, find the right employee, or to grow your business.

What Makes The Fishwrapper Different?

Instant Trust

Fishwrapper readers appreciate the core moral values and positive content of the publication, and by extension, trust the advertisers.

Extended Circulation

Instead of throwing *The Fishwrapper* away without reading it, our readers eagerly anticipate each issue, and often pass their copy on to friends and family, who regularly pass it on again.

Extended Shelf Life

Because it's appreciated and shared, *The Fishwrapper* content long outlives that of other competing publications. Your ad will be seen long after the issue date on its front cover.

What Are Others Saying?

“...I choose to advertise there because I just know that people who pick up and read these type of stories will also make good customers. We have had a lot of feedback from *Fishwrapper* readers, so we know that it is working from a business standpoint...”

- Lee King, Zook's Homemade Chicken Pies, Ronks



How it Works

4 easy steps!

Step 1

Choose Your Area(s)

Step 2

When & How Many Times?

Step 3

Select Your Ad Size

Step 4

Choose Your Options

Ad Rates & Contacts

Located on the back cover.

Step 1

Choose Your Area(s)

See map below to select the areas that reach your customers!

DELIVERED:

1st & 3rd TUESDAYS

Bi-weekly Distribution: 40,000
(10,000 per area)

Rep: **STEVE**

717.675.0614

steve@fishwrapper.com

2

Lebanon/Dauphin AREA

1

Schuylkill / Northern Berks AREA

4

East Berks AREA

3

East Lebanon/Berks AREA

6

East Lancaster AREA

5

West Lancaster AREA

7

Lan-Chester AREA

8

South Lancaster AREA

DELIVERED:

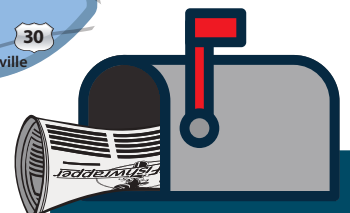
2nd & 4th TUESDAYS

Bi-weekly Distribution: 40,000
(10,000 per area)

Rep: **ANTHONY**

717.821.8526

anthony@fishwrapper.com



Mailing/Online AREA

Total Distribution
(Approx.): 6,420

Online - 920

Mailing - 5,500

Step 2

When & How Many Times?

Choose the dates you would like to run your ad using the table that corresponds with the areas you have chosen.

AREAS 1-4 | 1st & 3rd TUESDAYS

Schuylkill/Northern Berks • Lebanon/Dauphin • East Lebanon/Berks • East Berks



| Month | Delivery Date | Order Deadline |
|-----------|------------------|--------------------|
| January | Tuesday 01/06/26 | Monday 12/22/25 |
| | Tuesday 01/20/26 | Wednesday 01/07/26 |
| February | Tuesday 02/03/26 | Wednesday 01/21/26 |
| | Tuesday 02/17/26 | Wednesday 02/04/26 |
| March | Tuesday 03/03/26 | Wednesday 02/18/26 |
| | Tuesday 03/17/26 | Wednesday 03/04/26 |
| April | Tuesday 04/07/26 | Tuesday 03/24/26 |
| | Tuesday 04/21/26 | Wednesday 04/08/26 |
| May | Tuesday 05/05/26 | Wednesday 04/22/26 |
| | Tuesday 05/19/26 | Wednesday 05/06/26 |
| June | Tuesday 06/02/26 | Tuesday 05/19/26 |
| | Tuesday 06/16/26 | Wednesday 06/03/26 |
| July | Tuesday 07/07/26 | Tuesday 06/23/26 |
| | Tuesday 07/21/26 | Wednesday 07/08/26 |
| August | Tuesday 08/04/26 | Wednesday 07/22/26 |
| | Tuesday 08/18/26 | Wednesday 08/05/26 |
| September | Tuesday 09/01/26 | Wednesday 08/19/26 |
| | Tuesday 09/15/26 | Tuesday 09/01/26 |
| October | Tuesday 10/06/26 | Wednesday 09/23/26 |
| | Tuesday 10/20/26 | Wednesday 10/07/26 |
| November | Tuesday 11/03/26 | Wednesday 10/21/26 |
| | Tuesday 11/17/26 | Wednesday 11/04/26 |
| December | Tuesday 12/01/26 | Monday 11/16/26 |
| | Tuesday 12/15/26 | Wednesday 12/02/26 |

AREAS 5-8 | 2nd & 4th TUESDAYS

West Lancaster • East Lancaster • Lan-Chester • South Lancaster

| Month | Delivery Date | Order Deadline |
|-----------|------------------|--------------------|
| January | Tuesday 01/13/26 | Tuesday 12/30/25 |
| | Tuesday 01/27/26 | Wednesday 01/14/26 |
| February | Tuesday 02/10/26 | Wednesday 01/28/26 |
| | Tuesday 02/24/26 | Wednesday 02/11/26 |
| March | Tuesday 03/10/26 | Wednesday 02/25/26 |
| | Tuesday 03/24/26 | Wednesday 03/11/26 |
| April | Tuesday 04/14/26 | Tuesday 03/31/26 |
| | Tuesday 04/28/26 | Wednesday 04/15/26 |
| May | Tuesday 05/12/26 | Wednesday 04/29/26 |
| | Tuesday 05/26/26 | Tuesday 05/12/26 |
| June | Tuesday 06/09/26 | Wednesday 05/27/26 |
| | Tuesday 06/23/26 | Wednesday 06/10/26 |
| July | Tuesday 07/14/26 | Tuesday 06/30/26 |
| | Tuesday 07/28/26 | Wednesday 07/15/26 |
| August | Tuesday 08/11/26 | Wednesday 07/29/26 |
| | Tuesday 08/25/26 | Wednesday 08/12/26 |
| September | Tuesday 09/08/26 | Tuesday 08/25/26 |
| | Tuesday 09/22/26 | Wednesday 09/09/26 |
| October | Tuesday 10/13/26 | Wednesday 09/30/26 |
| | Tuesday 10/27/26 | Wednesday 10/14/26 |
| November | Tuesday 11/10/26 | Wednesday 10/28/26 |
| | Tuesday 11/24/26 | Wednesday 11/11/26 |
| December | Tuesday 12/08/26 | Monday 11/23/26 |
| | Tuesday 12/22/26 | Wednesday 12/09/26 |



Reminder

As a courtesy, The Fishwrapper offers proofs to be reviewed before ads are published. If we do not receive feedback regarding the proof in a timely fashion The Fishwrapper reserves the right to **1. Run the ad as is 2. Choose another ad on file, or 3. Postpone the ad altogether** depending on the nature of the order. Orders cannot be canceled after the **Order Deadline**. Design fees may be applied to canceled orders. **THANK YOU!**

Step 3

Select Your Ad Size

The following ad sizes visually reflect a true representation within the publication.

Full Page #100

7.625"W x 9.625"H

Horizontal #112

5"W x 2.125"H

Vertical #106

2.4"W x 4.25"H

Business Card #113

3.75"W x 2.125"H

Banner #103

7.625"W x 2.125"H

Half Page

#101

7.625"W x 5"H

Quarter Page

#110

5"W x 4.25"H

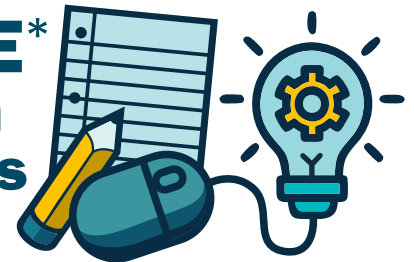
Step 4

Choose Your Options

Black & White or Color?



FREE*
Design
Services



Need assistance designing
your Fishwrapper ad?

No problem.

We offer expert design services with a talented
team of skilled artists with no extra fees.

All content necessary to create the ad must be
submitted to your sales representative by the
order deadline listed in this document.

*Free design services only apply to ads published
in the Fishwrapper. All other design is subject to
our normal hourly design fee.

Ad Rates

(per ad, per area)

| | | | | 6+ Total Ads 5% Discount Per Ad | | 12+ Total Ads 8% Discount Per Ad | | 24+ Total Ads 10% Discount Per Ad | | Mailing / Online Edition | | |
|--------|-----------------|-----------|-------------|------------------------------------|----------|-------------------------------------|----------|--------------------------------------|----------|-----------------------------|-----------|-------------|
| Ad | Ad Size | 1X B&W | 1X Color | B&W | Color | B&W | Color | B&W | Color | Ad | 1X B&W | 1X Color |
| FULL | 7.625" x 9.625" | \$575 | \$730 | \$546.25 | \$693.50 | \$529.00 | \$671.60 | \$517.50 | \$657.00 | FULL | \$165 | \$320 |
| HALF | 7.625" x 5" | \$320 | \$475 | \$304.00 | \$451.25 | \$294.40 | \$437.00 | \$288.00 | \$427.50 | HALF | \$100 | \$265 |
| QUART. | 5" x 4.25" | \$205 | \$350 | \$194.75 | \$332.50 | \$188.60 | \$322.00 | \$184.50 | \$315.00 | QUART. | \$85 | \$220 |
| BANNER | 7.625" x 2.125" | \$180 | \$299 | \$171.00 | \$284.05 | \$165.60 | \$275.08 | \$162.00 | \$269.10 | BANNER | \$75 | \$195 |
| HORIZ. | 5" x 2.125" | \$140 | \$225 | \$133.00 | \$213.75 | \$128.80 | \$207.00 | \$126.00 | \$202.50 | HORIZ. | \$65 | \$145 |
| VERT. | 2.4" x 4.25" | \$140 | \$225 | \$133.00 | \$213.75 | \$128.80 | \$207.00 | \$126.00 | \$202.50 | VERT. | \$65 | \$145 |
| BCARD | 3.75" x 2.125" | \$115 | \$199 | \$109.25 | \$189.05 | \$105.80 | \$183.08 | \$103.50 | \$179.10 | BCARD | \$55 | \$140 |

Discount awarded for TOTAL ads ordered, regardless of Size & Area

Special Placements! (FRONT & BACK COVERS - CALL FOR AVAILABILITY)

| Location/Ad | Ad Size | 1X Color | 6+ Ads Color | 12+ Ads Color | 24+ Ads Color | MAILING/ ONLINE EDITION | Location/Ad | Ad Size | 1X Color |
|----------------|-----------------|-------------|-----------------|------------------|------------------|-------------------------------|----------------|-----------------|-------------|
| FRONT - BANNER | 7.625" x 2.125" | \$585 | \$555.75 | \$538.20 | \$526.50 | | FRONT - BANNER | 7.625" x 2.125" | \$295 |
| BACK - HALF | 7.625" x 5" | \$695 | \$660.25 | \$639.40 | \$625.50 | | BACK - HALF | 7.625" x 5" | \$320 |
| BACK - QUARTER | 5" x 4.25" | \$410 | \$389.50 | \$377.20 | \$369.00 | | BACK - QUARTER | 5" x 4.25" | \$250 |

EARLY CANCELLATION MAY RESULT IN BEING INVOICED THE DISCOUNT DIFFERENCE.

BILLING:

Account balances must be current to qualify for discounts.

1. Ads are billed on the 22nd of each month.
2. All payments must be received within 30 days of the invoice or future ads may be suspended.
3. \$30.00 fee for returned checks.

AD CREATION & SUBMISSION

Rates include ad creation if needed. Content or art may be emailed to your sales representative. If you choose to submit your own ad layout it must be presented in a print-ready pdf file that matches the sizes listed in this document.

CONTENT DISCLAIMER:

Little Mountain Printing reserves the right to refuse and cancel any advertisement at any time. Due to the controversial nature of some topics we have taken a position to exclude certain ad types. These include, but are not limited to, ads with political, military and alcoholic content, various health services, and certain entertainment / musical events.

CIRCULATION:

Little Mountain Printing reserves the right to modify the circulation at any time.

Talk to a Rep Today

**AREAS
1-4**

STEVE - 717.675.0614
steve@fishwrapper.com

**AREAS
5-8**

ANTHONY - 717.821.8526
anthony@fishwrapper.com

Ads may also be submitted by:

Fax: 717.933.8017 Mail: 234 East Rosebud Road, Myerstown, PA 17067

fishwrapper.com