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2024 PENNSYLVANIA BUSINESS CENTRAL EDITORIAL CALENDAR

Publication Date	List(s)	Edition Focus	Special Focus
1.26.24	• Top 100 People Signature Edition	• Central PA Leadership Edition • Healthcare Quarterly	• Economic Outlook 2024
2.23.24	• Top 100 Organizations Signature Edition	• Business Resources Edition • Banking/Financial Quarterly	• Diversity, Equity, Inclusion
3.29.24 SLG	• Top Commercial Real Estate Agencies • Construction Companies in Central PA	• Law Quarterly	• Work-Force Housing • Spotlight Cambria County
4.26.24	• Tourism Bureaus • Chambers of Commerce	• Healthcare Edition/Healthcare Quarterly	• Summer Central PA Activities Guide
5.31.24 SLG	• Top Financial Planners • Top Benefits Solutions Companies	• Financial Edition • Banking/Financial Quarterly	• Financial Planning Guide • Financial Planners Roundtable
6.28.24	• Top Law Firms / Start Ups	• Law Quarterly • Entrepreneurs	• Spotlight Blair County
7.26.24 BOL	• Top Development Corporations • Signature Leaders Under 30	• Economic Development Edition • Healthcare Quarterly	• PA Rural Healthcare • Ben Franklin Technology Profile
8.30.24 MBC	• Banks • Credit Unions	• Banking/Financial Quarterly	• Banking CEO Roundtable
9.27.24	• Made in Central Pennsylvania	• Manufacturing Edition • Law Quarterly	• Spotlight Indiana County
10.25.24 SLG	• Hospitals • Independent Insurance Agencies	• Hospitals Edition • Healthcare Quarterly	• Spotlight Lycoming County
11.27.24	• Top Accounting Firms • Foremost Under 40	• Professional Services Edition • Banking/Financial Quarterly	• Spotlight Indiana County
12.20.24	• Industrial Parks • Public Airports	• Infrastructure Edition • Law Quarterly	• Women in Business

SPECIAL SECTION PUBLICATIONS

MBC MARCELLUS ANNUAL GUIDE / AUGUST

BOL BOOK OF LISTS / SEPTEMBER

SLG SENIOR LIVING GUIDE / MARCH, MAY, JULY & NOVEMBER



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1/2 PAGE HORIZONTAL	10.125	5.75
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3/8 PAGE HORIZONTAL	7.625	5.75
1/4 PAGE VERTICAL	2.375	11.75
1/4 PAGE HORIZONTAL	5	5.75

AD SIZE	WIDTH	HEIGHT
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1/8 PAGE VERTICAL	2.375	5.75
1/8 PAGE HORIZONTAL	5	2.75
1/16 PAGE	2.375	2.75
CENTERSPREAD	21.25	11.75

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3/8 PAGE (V/H)	\$795	\$895	\$995	\$1,195	3/8 PAGE (V/H)	\$1,095	\$1,195	\$1,295	\$1,495
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1/16 PAGE	\$150	\$175	\$195	\$225	1/16 PAGE	\$195	\$225	\$250	\$295

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PX = PIXELS



WEB ADVERTISING RATES

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Pub. Date	Issue	Focus	Advertising Deadline
January 26	PBC	Central PA Leadership Edition / Healthcare Quarterly <i>Issue Recognition Program: Top 100 People Signature Edition / Special Focus: Economic Outlook 2024</i>	January 22
February 23	PBC	Business Resources Edition / Banking/Financial Quarterly <i>Issue Recognition Program: Top 100 Organizations Signature Edition / Special Focus: Diversity, Equity, Inclusion</i>	February 19
March 29	PBC	Law Quarterly <i>Issue Recognition Program: Top Commercial Real Estate Agencies / Construction Companies in Central PA</i> <i>Special Focus: Work-Force Housing / Spotlight Cambria County</i>	March 25
March 29	SLG	Senior Healthcare Edition <i>Issue Recognition Program: Top Home Healthcare Agencies / Elder Law / Special Focus: County Offices of Aging</i>	March 25
April 26	PBC	Healthcare Edition/Healthcare Quarterly <i>Issue Recognition Program: Tourism Bureaus / Chambers of Commerce / Special Focus: Spring - Summer Central PA Activities Guide</i>	April 22
April 26	WIB	Resources Edition <i>Issue Recognition Program: Top Non-Profit Leaders in Central PA / Special Focus: Resources for Women-Owned Businesses</i>	April 22
May 31	PBC	Financial Edition / Banking/Financial Quarterly <i>Issue Recognition Program: Top Financial Planners / Top Benefits Solutions Companies</i> <i>Special Focus: Financial Planning Guide / Financial Planners Roundtable</i>	May 27
May 31	SLG	Senior Lifestyle Edition / Senior Networking Groups / Lifelong Learning (OLLI) <i>Issue Recognition Program: Top Assisted Living Facilities / Top Retirement Communities / Special Focus: Senior Friendly Destinations in Central PA</i>	May 27
June 28	PBC	Law Quarterly / Entrepreneurs <i>Issue Recognition Program: Top Law Firms / Start Ups / Special Focus: Spotlight Blair County</i>	June 24
June 28	WIB	Mentoring & Networking Edition <i>Issue Recognition Program: Fifty to Follow / Special Focus: Top PA Networking Groups</i>	June 24
July 12	MPG	Successful Tips for Strategic Planning/Retreats <i>Issue Recognition Program: Top Meeting/Planning Facilities / Special Focus: Sales Force Training / Team Building / Local Roundtable</i>	July 8
July 26	PBC	Economic Development Edition / Healthcare Quarterly <i>Issue Recognition Program: Top Development Corporations / Signature Leaders Under 30</i> <i>Special Focus: PA Rural Healthcare / Ben Franklin Technology Profile</i>	July 22
July 26	SLG	Family Caregiver Support <i>Issue Recognition Program: Memory Care Centers / Special Focus: Alzheimer's/Dementia / Managing Finances</i>	July 22
August 30	PBC	Banking/Financial Quarterly <i>Issue Recognition Program: Banks/ Credit Unions / Special Focus: Banking CEO Roundtable</i>	August 26
August 30	WIB	Women in Manufacturing Edition <i>Issue Recognition Program: Top Female CEOs / Special Focus: Women Entrepreneurs Roundtable</i>	August 26
August 30	MBC	MBC Annual Resource Guide <i>Issue Recognition Program: Industry List / Special Focus: Shale Coverage of PA, WV, and OH / B2B Resources</i>	August 26
September 13	BOL	Recap Top 100 Lists <i>Issue Recognition Program: Consolidation of 2024 Industry Lists / Special Focus: Emerging Central Pennsylvania Industries</i>	September 9
September 27	PBC	Manufacturing Edition / Law Quarterly <i>Issue Recognition Program: Made in Central Pennsylvania / Special Focus: Fall/Winter Central PA Activities Guide / Spotlight Centre County</i>	September 23
October 25	PBC	Hospitals Edition / Healthcare Quarterly <i>Issue Recognition Program: Hospitals / Independent Insurance Agencies / Special Focus: Healthcare Heroes / Spotlight Lycoming County</i>	October 21
October 25	WIB	Career Development Edition / Breast Cancer Awareness <i>Issue Recognition Program: Women Making a Difference / Special Focus: Business Leadership Programs/Resources for Women</i>	October 21
November 27	PBC	Professional Services Edition / Banking/Financial Quarterly <i>Issue Recognition Program: Top Accounting Firms / Foremost Under 40 / Special Focus: Spotlight Indiana County</i>	November 25
November 27	SLG	Senior Financial Edition / Home Services/Resources <i>Issue Recognition Program: Top Homecare Equipment & Supplies / Special Focus: Adult Day Centers / Support Groups for Adults with Aging Parents</i>	November 25
December 20	PBC	Infrastructure Edition / Law Quarterly <i>Issue Recognition Program: Industrial Parks / Public Airports / Special Focus: Women in Business</i>	December 16