# PIKE COUNTY

Community News At Its Best

Premier Community Newspaper Pike County, PA

### Serving All Of:

Pike County, PA Port Jervis, NY Monroe County, PA Wayne County, PA Western Orange Co., NY Northern Sussex County, NJ and Surrounding Area

Advertising Rates Effective 11/1/2014

> Call Us At 570-296-6641

Visit us at www.pikedispatch.com

See us on Facebook®







#### oward's' Sniper Round Killed Trooper At Barracks



# Full-Court Press To Apprehend Shohola Burglar

#### 9-11 Remembrance Ceremony Held In Milford



OFFICIAL NEWSPAPER OF PIKE COUNTY, PA





### ADVERTISING GUIDELINES AND STANDARDS: EASY PAYMENTS

We make it easy to pay for your ads. We accept cash or check. Ask your advertising representative for a credit application if you would like to establish an account with us.

#### **CO-OP OPPORTUNITIES:**

Use co-op advertising dollars to increase your advertising space and frequency without increasing your actual cost. Many manufacturers and suppliers offer some type of co-op advertising program for the products you offer in your business. Your *Dispatch* representative will assist you in developing effective new co-op programs.

## QUALITY ADS START WITH QUALITY WORK:

Any flaws on your ad (or photos) will be reproduced. If there is tape on it, the image of the tape itself may appear on your ad and possibly blur the type under it. To find out if a photo will reproduce well, photocopy it. If the grey tones wash out, or if the shadowy areas go black, it will not print well in the newspaper. Photos from catalogs and magazines, as well as faxes, do not reproduce well. Your logo should be sharp and clean. Do not send inkjet printed or digitized printed photos.

#### **CORRECTION POLICIES:**

Occasionally there may be an error in your ad. Please read your ad the first day it runs in the paper and let us know if there is a problem so we can correct it in the next issue. If we are at fault, we will adjust your charges based on **the space the error occupies** that first day. Or you may prefer a small correction ad in the next issue similar to the ones that major advertisers run. We will be happy to provide you with a correction letter for your customers if needed.

#### **EMAIL INSTRUCTIONS FOR PDF:**

All ad files in pdf format must be emailed by 10 a.m. Tuesday of the print week to ads@pikedispatch.com.

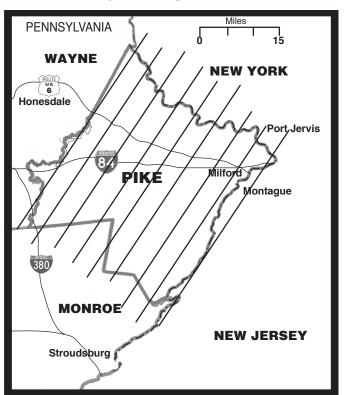
#### **FREEBIES:**

No Cost! Lost & Found, Free Pets. One ad per item per family at a time. 3 line limit. Must be submitted in writing to the Dispatch office by 9 am Monday, for Thursday publication.

#### **BUSINESS DIRECTORY:**

A directory of business for our readers created for easy access to the services often-times needed at the drop of a hat. Specially priced per column inch. Guaranteed at least 45 inserts through the year (maybe more), for \$650 total. You get 1 column x 1 inch per week, set to run on a continuous basis. Your advertising year begins from the day of the first insertion through the following year.

#### = Coverage Area :





#### Coverage Area Includes These Areas

Bushkill; Dingmans Ferry; Greeley; Greentown; Hawley; Matamoras; Milford; Mill Rift; Newfoundland; Paupack; Shohola; Stroudsburg; Layton, NJ; Montague, NJ; Sussex, NJ; Port Jervis, NY; Western Orange County, NY

#### **FORMATS**

The Pike County Dispatch's Format is 6 column Broadsheet. The Classified Section is in 9 column format. Halftone Screens are 70 lpi.

### MECHANICAL REQUIREMENTS

ROP (Display Ad) Full Page: 6 col. x 21"			<b>CLASSIFIED</b> Full Page: 9 col. x 21"		<b>TABULAR</b> Full Page: 6 col. x 13"			
Size	Picas	Inches	Size	Picas	Inches	Size	Picas	Inches
1 col	12	2"	1 col	8	1-5/16"	1 col	9	1-1/2"
2 col	25	4-1/4"	2 col	16.5	2-3/4"	2 col	19.5	3-1/4"
3 col	38	6-1/4"	3 col	25.5	4-1/4''	3 col	30	5''
4 col	51.5	8-1/2"	4 col	34.5	5-11/16''	4 col	40.5	6-3/4''
5 col	65	10-3/4"	5 col	43	7-1/8''	5 col	51	8-1/2"
6 col	78	13"	6 col	52	8-5/8''	6 col	61.5	10-1/4''
			7 col60.510-1/16"					
			8 col69.511-9/16"					
			9 col	78	13"			

## ELECTRONIC GUIDELINES ALL ADS MUST BE IN PDF FORMAT IF EMAILED

The Pike County Dispatch accepts ads electronically for use on a MAC platform.

PDF Files are preferred

We can work with:

- Email CD's Zip Disks
  - In Design 2.0
  - Photoshop CS
  - PDF, EPS, or TIFF files



**PHOTOS:** We prefer JPEG format, however, EPS and TIFF formats are acceptable **EDITORIAL COPY:** Should be in any text form, i.e. SimpleText, Microsoft Word, etc.

Advertisements sent directly to printer will have \$35.00 per page production charge for output

#### **EMAIL ADDRESS:**

ADVERTISING INFORMATION: sales@pikedispatch.com • REGULAR PAPER PDF'S/ARTWORK: ads@pikedispatch.com EDITORIAL COPY/PHOTOS: pr@pikedispatch.com • CLASSIFIED DISPLAY PDF'S/ARTWORK: classified@pikedispatch.com

#### **DEMOGRAPHIC PROFILE OF PIKE COUNTY**

County in Pennsylvania, emphasizing the importance tion. Interstate 84, crossing East and West through Pike of sound planning. The 2010 Census shows the County population to be 58,335, a 23.9% increase from the 2000 connection to the New York Thruway, and connections Census.

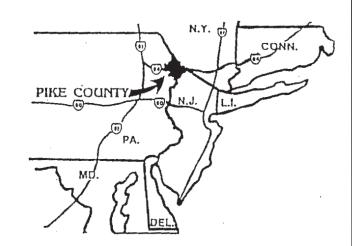
#### POPULATION BY SEX/AGE GROUP 2010

2010		
Male Female	<b>Number</b> 29,270 29,065	<b>Percent</b> 50.2 49.8
Under 5 years 5 to 9 years 10 to 14 years 15 to 19 years 20 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 59 years 60 to 64 years 65 to 74 years 75 to 84 years 85 years and older	2,467 3,838 4,262 4,632 2,736 5,235 9,000 9,660 4,288 3,533 4,430 2,946 692	4.2 6.6 7.3 7.9 4.7 9.0 15.4 16.6 7.4 6.1 8.7 5.1
Median Age (years)	41.8	X
18 years and older Male Female 21 years and older 62 years and older 65 years and older Male Female Source: US Census Bureau Center 2010	44,735 22,235 22,500 42,617 10,652 8,684 4,130 4,554	76.7 49.7 50.3 73.1 18.3 14.9 47.6 52.4

#### REGIONAL LOCATION

Pike County is strategically located within six hours Pike County continues to be one of the fastest growing driving distance of one-third of the nation's popula-County, provides direct access to New England, a direct with I-81 and I-80, making Pike County an excellent regional location.

> Air and rail service are within easy access of Pike County. The nearby Wilkes-Barre/Scranton International Airport, Stewart International Airport, and the Lehigh Valley International Airport each offer a Foreign Trade Zone and Inland Port of Entry.



#### **INCOME STATISTICS**

	2010	2000	
Total Persons	46,302	57,850	
Persons Per Household	2.63	2.52	
Per Capita Income	\$20,315	\$27,408	
Median Household Income	\$44,608	\$56,44 <i>7</i>	
Median Family Income	\$49,340	\$61,729	
Source: US Census Bureau & The Economic Development Council of NE PA			

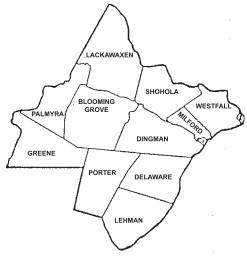
From Milford Pike Co. To:	# Of Miles	From Milford Pike Co. To:	# Of Miles
Hartford, CT	140	Philadelphia, PA	125
Washington, DC	275	Pittsburgh, PA	350
Newark, NJ	70	Boston, MA	240
New York City, N	775	Baltimore, MD	230

#### LOCAL GOVERNMENT

Pike County is comprised of 13 local units of government; eleven Townships of the second class and two Boroughs. Townships are governed by a Board of Supervisors. The Boroughs are governed by a Council and a Mayor. The local municipalities are authorized by state statute to levy and collect taxes, provide a broad range of services, adopt and enforce regulations to protect the health, safety and general welfare of the residents of Pike County. The area of Pike County is 542 square miles.

#### The square mileage of each municipality is as follows:

Blooming	Grove Township	74.1
Delaware	Township	44.0
Dingman <sup>1</sup>	Township	58.2
Greene To	ownship	58.1
Lackawax	en Township	78.0
Lehman T	ownship	47.5
Matamora	s Borough	0.8
Milford Bo	orough	0.4
Milford To	ownship	12.0
Palmyra T	ownship	33.0
Porter Tov	vnship	60.2
Shohola T	ownship	46.0
Westfall T	ownship	29.7



# DISPATCH 2015 Business Service Directory

A directory of business for our readers created for easy access to the services often needed at the drop of a hat.

A special section, specially priced per column inch. Guaranteed at least 45 inserts throughout the year (maybe more), for \$650 total you get 1 column x 1 inch per week, set to run on a continuous basis. Your advertising year begins from date of first insertion through the following year.

# This is a savings of over \$110 Off Weekly Insertion One Ad • One Bill • Great Savings

BUSINESS NAME:			DATE:
OWNER (Signature):_			
ADDRESS:			
TELEPHONE:			
SIZE:			
	ART:	☐ WORKUP	

## RESERVE YOUR SPACE NOW!

AVAILABLE 1X2 @ \$1,050 (savings of \$350); AND OTHER SIZES

ALL ACCOUNTS MUST BE PREPAID FOR YEAR

P.O. BOX 186 • MILFORD, PA 18337 • (570) 296-6641 • FAX (570) 296-2610

Email: sales@pikedispatch.com

# Profile of Area Municipalities

#### CITY OF PORT JERVIS

Population: 9,136 (2010 Census) Land Area: 2.5 square miles

Government: Municipal 10 Member Council

with Mayor

City Offices: 14-20 Hammond Street

845.858.4014

Tax Millage: County ~ 5.92

City ~ 11.02 School ~ 34.21

Avg. House

Prices: \$462,733 (2010 Census)

Median Family

Income: \$32,000 (2010 Census)

#### MILFORD BORO / TOWNSHIP

Population: 1,210/1,292 (2010 Census) Land Area: 12.5 miles / 12.6 miles Offices: 570.296.5540 / 570.296.7140

Tax Millage: 40.0 / 8.00 (updated)

Median Family

Income: \$87,580/\$85,803

(Updated Estimate)

Median House

Value: \$345,800/\$290,000

(Updated Estimate)

#### WESTFALL TOWNSHIP

Population: 2,486 (2010 Census) Land Area: 31 square miles

Tax Millage: 23.85

Median Family income: 67,917

#### TOWN OF DEERPARK

Population: 8,410 (2010 Census) Land Area: 42,399 square miles

Tax Millage: County & Town ~ 7.4618

School ~ 26.58681

Median income and house value not available

#### MATAMORAS BOROUGH

Population: 2,624 (2010 Census) Land Area: 3.1 square miles

Tax Millage: 38.25

Median Family

Income: \$65,000

Median House

Value: \$193,000

#### SHOHOLA TOWNSHIP

Population: 2,486 (2010 Census)

Township

Office: 570.559.7394

Tax Millage: 10.5

#### DINGMAN TOWNSHIP

Population: 12,190 (Census) Land Area: 59.9 square miles Town Office: 570.296.8455

Tax Millage: City & Township ~ 29.30

Median House

Value: \$246,600 (2010 Census)

Median

Income: \$69,430 (2010 Census)

#### MONTAGUE TOWNSHIP

Population: 3,401 (2010 Census) Government: 5 Member Township

Committee

Taxes: \$2.50 per \$100

Median

Income: \$58,000

Median House

Price: \$143,000 (Estimate)

Information was compiled from reliable sources; however, they may be subject to change. 8/8/2011