



1238 County Welfare Road, Leesport, PA 19533 610-898-5482 www.berksag.net

Next Bi-monthly B.A.R.N. Meeting – Thursday, Jan. 31 9-11 a.m., Ag Center

To: B.A.R.N. members
From: Sheila Miller, Berks Agricultural Coordinator
Subject: Special Offers for Your Consideration

As you close out 2012 and look forward to another New Year, please consider several opportunities open to B.A.R.N. members, including a special advertising rate in Berks Country section of the Reading Eagle, electric power pooling, and an opportunity to lower credit card rates for those of you who offer credit purchases to customers. All are outlined below.

Berks County Special Advertising Rates

The Reading Eagle is offering agricultural organizations in Berks County a special price for classifieds to be run in the Wednesday *Berks Country* section of the newspaper. This publication reaches 56,000 homes and 150,000+ readers every week, according to Dave Kline, chief sales and marketing officer for the Reading Eagle. It is part of the subscription and single-copy buyers' papers every Wednesday. This offer, which was coordinated through the Office of Agricultural Coordinator, is offered to farm-related organizations, businesses, and friends in Berks and surrounding counties.

From now until March 31, 2013, classified ads will cost just \$5.00 for an advertisement up to 35 words in length. Customers get a second ad up to 35 words in length FREE after purchasing the first ad which can run in the same edition or another week's edition of *Berks Country*.

To place a *Berks Country* Classified ad, call 610-376-1527, option # 2 , or you may place the ad directly online by sending your ad via to classified@readingeagle.com. Please mention or use the code "COUNTRY" when placing classified ads in *Berks Country* to receive your free ad and discounted price. Use the discount code as many times as you like between now

and March 31, 2013. If emailing, be sure to include your name, address and home phone number so they can either add your ad to an existing account at Reading Eagle, or if you're a new customer, they'll create a new account for you.

B.A.R.N. members and those responding to this message can qualify for discounted Display advertising in Berks Country Magazine! For display ads/information, please contact Jim Davidheiser at 610-371-5143 or 484-706-3262.

Electric Power Pool Enrollment

B.A.R.N. members are invited to enroll in the 2013 Electric Power Pool that is offered through a partnership with the Greater Reading Chamber of Commerce & Industry and American PowerNet, an independent consulting firm. This is for commercial and industrial electric Met-Ed and PPL accounts. (This does not cover farms with residential meters.)

To enroll, complete the "Your Company Information" section of the Letter of Authorization (attached). This allows American PowerNet to pursue bids on your behalf. Gather complete copies of the bill(s) you wish to submit for pricing. The authorization is necessary to gather pricing from 3rd party suppliers. This information can be e-mailed, faxed, or sent to American PowerNet, 45 Commerce Drive, Wyomissing, PA 19610 to the attention of Jordan Dialectos. ***It must be received by noon, January 2, 2013.*** You can contact Jordan at 610-372-8500 (phone). His fax number is 610-372-9100, and his e-mail is JordanD@americanpowernet.com.

This offer is for members of Berks Agricultural Resource Network. To participate, you must be current with your membership dues. Memberships run from January 1 to December 31 annually.

Credit Card Machine Rates

Another opportunity for B.A.R.N. members as a result of our affiliation with the Greater Reading Chamber is an opportunity to lower credit card machine costs. Infintech will be at our January 31, 2013 bi-monthly meeting to make a presentation on their program with the Chamber. Their account manager, Dan Vosel, is looking to develop a program that will benefit B.A.R.N. and its members. An informational sheet is included if members want to contact the company prior to the January meeting. Questions should be directed to Dan by calling 513-312-5793 (cell) or 800-621-8931. You can check out the company's information at www.infintechllc.com.