

WE ARE ONE IN A BILLION.



LNP
LancasterOnline

“If you look at companies that have lasted more than 100 years, it is 45 companies for one million. If you look at companies that have lasted 200 years, it is one company of about one billion,”

— John Elkann, the scion of Italy’s Agnelli dynasty and chairman Fiat Chrysler Automobiles.

In 2019, LNP|LancasterOnline celebrated 225 years as the leading source of news and information for Lancaster County, Pennsylvania.

We are one in a billion.

We saw this monumental milestone as an opportunity to elevate our brand, reaffirm our company’s role in our community and to gain new audience, readers and subscribers.

The Celebrate campaign started in January 2019 and lasted the entire year.

The stated mission of our Celebrate campaign was to share our story of community involvement with all Lancaster County residents and underscore our unique value to them as a locally-owned and operated news organization.

We also embraced several objectives for the Celebrate campaign;

1. Every resident of Lancaster County should know that LNP is celebrating its 225th anniversary as one of the nation’s longest-running newspapers.
2. Every resident of Lancaster County should have at least one new opportunity – through a publication, a contest or an event – to interact with LNP|LancasterOnline during its anniversary year.
3. 10,000 digital-only subscribers by 12/31/2019 and increase incremental revenue tied to circulation.
4. Find unique revenue opportunities.

Since 1794.

“LNP provides good coverage of Lancaster and regional issues as well as news of national and international significance.”

John H.
Lancaster County, PA



To start the ball rolling on our digital-only subscription goals, we promoted unlimited digital access to LNP|LancasterOnline for just \$2.25/month, in honor of our 225th anniversary, through 2019. We also offered special 225 anniversary pricing on our print product. Since the year of our start is 1794, we offered 26 weeks of home delivery to new subscribers for just \$17.94.

LNP
Always Lancaster
PO BOX 1328, LANCASTER, PA 17608-1328
A Steinman Communications Company

LNP|LancasterOnline
225
Always Lancaster



SEND NO MONEY NOW!

IT'S OUR 225TH ANNIVERSARY!

A family-owned, local business for 225 years, LNP is celebrating its anniversary throughout 2019. As part of the celebration, we are creating exclusive deals on local, fact-based journalism you can't get anywhere else. We were founded in 1794, so we are offering a 6 month Sunday-only home-delivery subscription for \$17.94. That works out to only \$2.99 per month, less than you'd pay for a single cup of fancy coffee! Plus, with your subscription you'll get complimentary unlimited access to **LancasterOnline.com**.

*This introductory offer is available to new subscribers only. Offer valid only when you subscribe to the 26-week Sunday LNP delivery for \$17.94. Offer ends 12/31/2019. Offer not available in NJ, NY, PA, and VA. Offer not available to existing subscribers. Offer not available to subscribers who have previously received this offer. Offer not available to subscribers who have previously received this offer. Offer not available to subscribers who have previously received this offer.

☒ **YES!** Start my subscription to:

LNP
\$6 NEW PRICE

Choose your subscription preference:

☒ 26-weeks of Sunday LNP delivery: **\$17.94**

Send no money now! Just detach and mail back this form. We'll start your paper and bill you later for \$17.94.



GET UNLIMITED ACCESS TO LANCASTERONLINE FOR ONLY \$2.25/MONTH!*

In order to accomplish our objectives for the campaign, we created unique touchpoints through creative partnerships as well as clean, fresh brand collateral.

We put new marketing collateral into the market, including billboards, digital ads and print ads beginning 12/21/2018.



SINCE 1794.

LNP | LancasterOnline
LancasterOnline.com/subscribe



YOUR STORY IS OUR STORY.

LNP | LancasterOnline
AlwaysLancaster.com/subscribe

The series of print ads, which began running on 1/1/2019, highlighted famous people, businesses and events from Lancaster County in the last 225 years.

225
ALWAYS LANCASTER



CELEBRATE.



YOUR STORY IS OUR STORY.

Our company has been reporting the news of Lancaster County since 1794. This year we are celebrating our 225th anniversary. Much has changed since we published our first newspaper, but our mission to be the best source of news and information for the residents of Lancaster County has not. We've been here through events and headlines that have shaped our country, our country and our world.

We were here in 1854 when Ephraim's Evelyn Ay Sempier was crowned Miss America. We were here in 1995 when Brad Rutter, the highest-earning contestant on Jeopardy!, and the highest-earning American game show contestant of all time, graduated from Manheim Township High School. We were here in 2016 when Conestoga Valley alum, Jonathan Groff earned his Tony nomination for his role as King George III in the acclaimed Broadway hit, "Hamilton".

Thank you for your support. We look forward to serving you for another 225 years.

Find out more at
AlwaysLancaster.com
or call 717.291.9811

LNP | LancasterOnline

225
ALWAYS LANCASTER



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We were here in 1857 when Lancaster's own, James Buchanan, was elected President of the United States. **We were here in 1960** when John F. Kennedy addressed a crowd in Penn Square. We were here in 1984 when President Ronald Reagan spoke at Millersville University's Pacific Semestrum.

Thank you for your support. We look forward to serving you for another 225 years.

Find out more at
AlwaysLancaster.com
or call 717.291.9811

LNP | LancasterOnline

225
ALWAYS LANCASTER



CELEBRATE.



YOUR STORY IS OUR STORY.

2019 marks our company's 225th year of operation. A lot has changed since 1794, but one important thing remains the same: our mission to be the best source for news and information for the residents of Lancaster County. We've been here with you through the times and headlines that have shaped our country, our country and our world.

We were here in 2010 when Kutztown Township High School's Jim Furyk was named the PGA Tour Player of the Year. We were here in 2015 when South Korea's In Seon Chun won the US Women's Open golf tournament at the Lancaster Country Club. We'll be here in 2024 when the US Women's Open returns to Lancaster.

Thank to you, we've been here for 225 years and will be here to report all the news that affects life in Lancaster County for many years to come. Thank you for your support, we look forward to serving you in the future.

Find out more at
AlwaysLancaster.com
or call 717.291.9811

LNP | LancasterOnline

To add a little fun to the kickoff, and to make sure we caught the eye of everyone reading on January 1, 2019, we created a spadea that explained our plans to celebrate throughout the year. A note from our Editor was included in the spadea explaining to our readers the importance of our anniversary, our commitment to the community we serve, a thank you for our reader's loyalty and a preview of the events to come in 2019. Since we know our readers love puzzles, we created a special word search themed "A History of Newspapers," which also ran in the spadea on 1/1/2019.

To kick the 225 party, we partnered with a Lancaster County craft brewery, Saint Boniface Craft Brewing, to create a special beer named just for us. We called the beer 225 Lager. We designed the label to be used on the cans. The label was designed to stand out among other beer cans, as well as to speak to our history and the unique partnership with Saint Boniface.



OUR BIG YEAR.

Since 1794, LNP — and those newspapers that preceded it — have been central to Lancaster County life. This year, we mark 225 years.

Tracing its roots to the start of the Lancaster Journal in 1794, LNP celebrates 225 years of newspapering in Lancaster County in 2019. To mark the moment, LNP plans for a series of special events and stories throughout next 12 months.



YOUR STORY IS OUR STORY.

Starting Jan. 6, LNP will feature a unique page from the newspaper's archives for each of the next 52 weeks. Many will be historical front pages. The first will be from 1790s and the rest will follow in chronological order through next December. (You'll want to see these — and even clip and save them for your scrapbooks!) Look for the featured page each week in Sunday LNP on page A4.



LOOKING FORWARD AND BACK.

Throughout 2019, Sunday magazine — a bonus for LNP subscriber in print monthly and online each week — will focus on the people, culture and history of Lancaster County as shown through the lens of local newspapers. We will look at subjects such as life at home, going to school and attending church. Don't miss Sunday magazine in print on the first Sunday of each month or online at LancasterOnline.com/Sunday.



A REFRESHING COLLABORATION.

This spring, LNP and St. Boniface Craft Brewing Co. of Ephrata will team up to release a special brew in celebration of the newspaper's 225th year. It'll be available to the public for purchase in cans as well as on draft at The Pressroom Restaurant + Bar and other locations throughout the area.

 **LancasterHistory.org**

ALSO IN THE WORKS.

We plan mark this year's big occasion with a special historical exhibit with our friends at LancasterHistory.org. And for sports and outdoors enthusiasts, we are working on a 5K run along the Susquehanna River in the fall. Stay tuned for details.

We promoted 225 Lager in our print product, through digital ads and at area beer distributors. The digital ads that were created clicked through to a special page we created on our website which explained in greater detail our partnership with Saint Boniface, a listing of areas bars and beer distributors where it can be found, a video produced by our digital team of the brewing and canning process as well as some related articles about the beer and brewing scene in Lancaster County.



CELEBRATE.

YOUR STORY IS OUR STORY.

Our company has been reporting the news of Lancaster County since 1794. We were here in 1920 when Prohibition started. We were here in 1933 when Prohibition ended. **We're here now to introduce 225 Lager, brewed right here in Lancaster County by our friends at St. Boniface Brewing Company to celebrate our 225th anniversary.**

Find out more at
AlwaysLancaster.com
or call 717.291.8611

LNP | LancasterOnline

View more of the story at:

LancasterOnline.com/lanclife/225/beer/

Username: inma@inma.org

Password: celebrate

The pages started far back in our history, and each week moved further down the timeline to present day. The weekly installment was a way for us to reinforce the length of our company's history in Lancaster County and the depths of our archives.

[CLICK HERE TO VIEW »](#)

LNP | LANCASTER, PA

o celebrate 225 years of Lancaster newspapers, we present this weekly series of 52 front pages from throughout our history. Many feature events that would shape the course of world history. Some feature events of great local importance. Still others simply provide windows into the long-age lives of Lancaster County residents. Make sure to check in every week and enjoy this trip through time with LNP.



JFK SLAIN The last assumption held by... few Democratic forces as well as undertake... throughout Lancaster. The intelligence...

HUMBLE BEGINNINGS

With the aforementioned Hamilton and Willcocks manning the sails, the Lancaster Journal published once a week and was all of four pages. Hamilton's beginnings in the printing industry were about as auspicious as they come: He began as an apprentice in the Philadelphia print shop of Benjamin Franklin's grandson, Benjamin Franklin Baché, before journeying to Lancaster in 1794.

The last conversation held by President John F. Kennedy was short and to the point.

As Kennedy, his wife Jacqueline, and Texas Governor and first lady John and Nellie Connally made their way through Dealey Plaza in the now-infamous 1961 Lincoln Continental on Nov. 22, 1963, Mrs. Connally said:

"Mr. President, you can't say Dallas doesn't love you."

Kennedy's last words were in response — "No, you certainly can't."

Within minutes, Kennedy's life was over and American history had been changed irrevocably. In the half-century since JFK's assassination, the known details of the case have been etched in the country's collective memory. Ronald Reagan, buying 0.0001

In the immediate aftermath of the slaying, though, none of these things were known to Lancastrians: other than what they had just seen on television or heard on the radio or from a friend. Then-Mayor George B. Coe ordered all flags to be flown at half-staff.

journal interviewed numerous citizens to get their immediate thoughts on the tragedy. Of these quotes, another former mayor, Thomas Monaghan, might have had the most poignant:

It is a very, very sorrowful day when you realize what can happen to a nation that prides itself on being a nation of freedom — leader of the free world. A man is gunned down in the prime of his life, just as 100 years ago another man was killed because he stood in the way of things. What does history teach people? I don't know. They may have killed an individual, but they will never kill the spirit which put the man there. They may be able to hire a gunman but they can't harness forever the will of the American people."

On Jun 17th, 2019, we ran a special print section dedicated to the 225th anniversary. The section was inserted into the print edition. The section served as a lesson about how the operations of our newspaper work, a summary of how the newspaper is made each day. It included well wishes from our loyal advertisers, as well as a thank you from us to our hard-working and dedicated news carriers, who were tasked with the enormous responsibility of making sure that all homes in our delivery area, not just subscribers, received a copy of the section. That's 204,000 homes!



THANKS!



7 DAYS A WEEK, 365 DAYS A YEAR.

Every day, hundreds of people deliver the LNP print edition to our valued subscribers. Our carriers wake up before dawn, to make sure the newspaper is delivered on time to thousands of homes and businesses across Lancaster County. To all of our news carriers, past and present, thank you for your hard work, dependability and dedication. We couldn't do this without you.

Subscribe today
AlwaysLancaster.com
or call 717.291.8611

LNP | LancasterOnline

At an anniversary event on June 17, 2019, the exact day of our company's founding 225 years before, our Publisher and CEO announced a partnership between LNP|LancasterOnline and Newspapers.com to provide our subscribers unlimited access to our historical archive. We ran print ads to promote our subscribers' access to the archives, as well as sent targeted emails to both subscribers and non-subscribers to inform them of the partnership.





OUR GIFT TO YOU!

PRINT & DIGITAL SUBSCRIBERS, YOU HAVE COMPLETE ACCESS TO OUR NEW DIGITAL ARCHIVES!

We are proud to have partnered with Newspapers.com to create a searchable, digital archive packed with millions of pages and over two centuries of Lancaster County news.

Go to LancasterOnline.com/archives to start your search.



LNP | LancasterOnline | 225





We are proud to have partnered with Newspapers.com to create a searchable, digital archives packed with millions of pages and over two centuries of Lancaster County news.

READ ARCHIVES

Print and digital subscribers have complete access to our entire digital archive!

LOG IN & READ ARCHIVES

SPECIAL SECTION: CELEBRATING 225 YEARS COVERING LANCASTER COUNTY



225



The newspaper business has evolved considerably since the Lancaster Journal was first published in a tavern on King Street in 1794. The value of a free and robust press to a self-governing democracy such as ours, however, remains just as immeasurable. We thank you for reading our work and sharing your stories as LNP/LancasterOnline celebrates 225 years of adaptation and innovation.

1794 — 2019



A DAY IN THE LIFE OF LNP AND OTHER STORIES • SUNDAY, JUNE 16, 2019

As part of our messaging to the residents of Lancaster County about our commitment and contribution to the community, we partnered with a local museum, LancasterHistory.org, to create an exhibit of our company's story. The exhibit, entitled "Not too Rash, Yet not Fearful: 225 Years of Journalism in Lancaster County" was drawn from the motto of our company's earliest newspaper, The Lancaster Journal. The exhibit was designed by our team and displayed at the Lancaster History campus. From June 19th through September 4, 2019.



We provided postcards for Lancaster History to send to their members, announcing the exhibit and encouraging them to attend. We also ran digital ads on LNP|LancasterOnline to promote the opening, as well as print ads.

NEW EXHIBITION OPENS!

A COLLABORATIVE EXHIBITION BY

To celebrate the opening, we made 50 pairs of tickets available to our subscribers. We invited them to the opening of the exhibit, where we treated them to food and drink, a history lesson about journalism in Lancaster County and a live local brass band, Big Boy Brass Band, who entertained the crowd by playing our company's very own song, The Intelligencer Journal March. The march was written by George W. Luttenberger, a well-known Lancaster County bandleader and composer, and debuted July 31, 1951 in a concert in Buchanan Park by the Lancaster City Band.

[CLICK HERE TO VIEW »](#)



The story *begins...*

**Telling stories:
What's news?**

The story of journalism in Lancaster County reflects the story of journalism throughout the United States. And that story begins even before the birth of our nation, with the wide variety of small newspapers that existed in the colonial days. In the early to mid-18th century, about a dozen newspapers came and went in Lancaster County. Few lasted even a single year, and most were published in German.

The LNP building at 8 W. King St. in Lancaster is a 19th-century building. The original members of The Lancaster Journal, for example, lived there.

LNP|LancasterOnline

June 17, 1794, marked the first publication of The Lancaster Journal, the earliest newspaper in which LNP's early Lancaster daily paper, traces its lineage. The Journal was the first local weekly newspaper to be printed in English and had for more than a few months. It was published by William Hamilton and Henry Willcocks, who worked out of Barclay Street Tavern at the site of the current LNP building on West King Street near Penn Square in Lancaster, across from the old city hall.

Throughout the 1800s, the few remaining German-language papers in the county closed shop until only one remained by the end of the century. English-language papers remained, but with 14 different newspapers being published in 1860.

Most of these papers – including LNP's ancestors the Lancaster Intelligencer (founded in 1804) and the Lancaster News-Free (1877) – were essentially based in terms of politics. There was no expectation of media impartiality in the era, and many residents expected to get their news with a big dose of political opinion. Every political party had at least one paper associated with it, and many newspaper editors were also active in local political groups.

Over time, the idea of a politically independent news media became more appealing. Both the Lancaster Morning Journal (1909) and The Sunday News (1912) were founded as independent papers, and in the 1980s, century went on, the idea of an impartial press became widespread. In recent decades, all of Lancaster's newspapers have tried to report the news without bias, and limit political positions to the opinion pages.

NEW EXHIBITION!

‘NOT TOO RASH, YET NOT FEARFUL’

225 Years of Journalism in Lancaster County

Lancaster New Era newsboys deliver the pages declaring the Allied Forces victory in WWII in 1945.

Exhibit open now through September 7, 2019

230 N. President Ave.

Lancaster, PA 17603

Monday through Saturday 9:30 AM – 5PM

For more information, visit lancasterhistory.org

A COLLABORATIVE EXHIBITION BY

In mid-September, we partnered with the Lancaster Barnstormers, the professional baseball team in Lancaster to promote our 225th anniversary, in an event called Party at the Park. We ran print ads daily to promote the party to which subscribers were offered 2 free tickets, all they had to do was show the ad to the box office staff at the ballpark. Non-subscribers were also included, scoring tickets for just \$2.25/each if they presented the ad at purchase. In addition, we provided 500 branded tumblers for the ball park staff to giveaway to the first 500 visitors through the gate.

The last event we hosted to celebrate our anniversary was The Press Run 5K, held in late October 2019. We named the race in a clever nod to our print roots. We designed a logo that used cyan, yellow, magenta and black, the four tones of ink used on the press in the 4 color process print.



After the run, two of the race sponsors, the Railroad House Inn and McCleary's Pub, opened their doors early to invite race participants back to enjoy a 225 lager on the house. Racers, of legal age, received coupons to both establishments in their race packet to redeem after the race.

FREE
12 oz CAN of
ST. BONIFACE
225 LAGER


Railroad House Inn
 280 W Front St
 Marietta PA

DISCLAIMER: With valid ID. One coupon per customer. Coupon valid 10/19/2019 only.



YOU'RE INVITED!




CELEBRATE OUR 225TH WITH A PARTY AT THE BALLPARK.

Join us at the ballpark to celebrate our 225th Anniversary on Sunday, Sept. 15, 2019 when the Barnstormers take on Atlantic League rival, the York Revolution.

LNP | LancasterOnline subscribers, show this ad at the Barnstormers box office to get **TWO FREE TICKETS.**

Not a subscriber?
As part of our celebration, you can buy tickets for just \$2.25. Go to **LancasterBarnstormers.com** and use promo code LNP, or call **717-509-HITS** to reserve your seats today!



THE FIRST 500 PEOPLE GET A FREE TUMBLER!

LNP | LancasterOnline



2019 PRESS RUN 5K

LNP LancasterOnline

Valid for
ONE FREE 12 oz CAN
 of St. Boniface 225 Lager

THE RESULTS.

... well, they speak for themselves.

Number of digital-only subscribers as of 12/31/2019 —
10,003

June Special 225th anniversary section incremental revenue
— **\$64,301.75**

Saint Boniface tells us that the 225 Lager has become **one of its best-selling brews**, thanks to the excellent promotion provided by LNP|LancasterOnline. **They've decide to continue the production of 225 Lager ongoing into 2020.**

We received numbers commendations and citations. Among them, **The Governor of Pennsylvania**, County of Lancaster, City of Lancaster, State Senator Michael Sturla.

The exhibit we designed in partnership with LancasterHistory.org had significant attendance numbers. It attracted **4,342 visitors**, not including those guests at the exhibit opening reception. This is higher than average number of attendees to exhibits at the campus, according to the team at Lancaster History.

We welcomed **160 runners** to the first annual Press Run 5K. **We were thrilled to have 10 sponsors of the race.**

With more than 225 years as Lancaster County's news source behind us, we turn our focus to our future and our responsibilities as an advocate for accountability, a government watchdog, a source of entertainment and a catalyst to grow and strengthen our community in 2020 and beyond.

Here. For Good.

LNP
LancasterOnline

Thank you for your consideration.



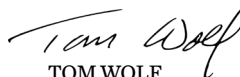
COMMONWEALTH OF PENNSYLVANIA
OFFICE OF THE GOVERNOR
HARRISBURG

Greetings.

It is my pleasure to congratulate all those associated with LNP Media Group (LNP) on the occasion of its 225th anniversary.

For over two centuries, the dedicated management, staff, and journalists at LNP | LancasterOnline have kept their readers informed of national, regional, and local news as well as sought to represent the commonwealth's diverse people, interests, and attractions. I extend my gratitude to everyone involved for their dedicated service to the Lancaster area community. You have excelled beyond all expectations and it is my hope that you reflect with great pride on the work you have done, the lives you have touched, and all you have accomplished. I am confident that LNP | LancasterOnline will continue to serve the commonwealth with great distinction for many years to come.

As Governor, and on behalf of all citizens of the Commonwealth of Pennsylvania, I am pleased to congratulate LNP | LancasterOnline on the occasion of its 225th anniversary. Please accept my best wishes for continued success.


TOM WOLF
Governor
2019

