



## Engle Printing & Publishing Company, Inc.

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Thursday May 14, 2009

Good Morning Chairman Caltagirone, Chairman Marsico and Members of the Committee, my name is John Hemperly and I am the general sales manager for Engle Printing & Publishing Co., Inc. headquarterd in Mount Joy, Lancaster County. Thank you for the opportunity to address the House Judiciary Committee on the subject on Legal Advertisements and the process by which the public at large is informed of the same.

Fifty Five years ago, Alvin Engle the founder of our company, purchased a small sheet fed Multilith press to supplement his income. He installed the press in his basement and operated it in the evenings and on Saturdays. Through numerous expansions and with a spirit of entramanurship, the family-owned business grew and now operates a state-of-the-art web press printing facility employing upwards of 400 people.

More importantly, and of interest to the subject at hand, since 1959 we have been publishing free community papers. Each week our free publications are delivered to over 150 south central Pennsylvania zip codes. These papers reach over ½ million households {in hundreds of Boroughs, Townships and School Districts}. Our papers include advertisements from local businesses, classified advertising from private individuals and on the average- 30% local editorial which includes local news. albeit High School

Sports, local civic club press releases and other items of interest to the neighborhood residents.

While some will question the receivership and readership of our products, Circulation Verification Council of St Louis, MO recently audited both. CVC interviewed 1,711 residents in our primary market area. Respondents reported an astonishing 99.1% receivership with over 75% readership reported. The survey was funded by a third party association so CVC had no interest in making us feel good about our numbers. No, not everyone reads our papers, but with the self-proclaimed decline in circulation from paid newspapers, one not need a calculator to show our papers are welcome periodicals and a viable vehicle for the dissemination of information to the consumers and voters of the Commonwealth – including Legal Advertising.

Earlier this year our company has had direct competitors cease publishing their paid papers. These papers were known as the "hometown paper" Some of these now defunct papers had been in business for well over 100 years. But Due to a lack of readership which led to lack of advertising revenue which led to negative bottom line the owners of these properties shuttered their doors. Yet, these were the publications that current legislation dictates and endorses as the acceptable way to educate the populace on government meetings, bids for equipment and services and upcoming changes in local laws.

In many communities, the paid-paper has a monopoly on placement of legal ads. Competitive rates, customer service and common sense are all thrown out the window when Mayors, City Councilman and township Supervisors need to place these announcements.

If we are concerned with the exposure of Legal Advertising to the populace, we should once and for all allow the local governing bodies a choice and vote affirmative for the passage of House Bill 677.

Thank you.

John Hemperly

Sales Manager

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