

2016 Advertising Rate Card



View this Rate Card Online at www.PoconoRecord.com/media-kit

What's Inside

Retail Display Advertising

Daily ROP Rates, Sunday ROP Rates

Classified Display Advertising

Daily Classified Rates, Sunday Classified Rates

Digital Media Advertising & Marketing

Digital Portfolio, PoconoRecord.com Digital Display

Insert/Pre-Print Advertising

Dollar Volume Insert Rates, Zoned Insert Rates/Quantities
Pre-print Policies & Instructions

Information for Advertisers

Policies & Terms, Deadlines & Ad Specifications



Pocono Record ■ PoconoRecord.com
Sage ■ Eastern Pocono Community News
Propel Marketing ■ LimelightDeals.com
Visit: services.thepoconos.com



Advertising Department

Phone: (570) 421-3000 ext. 378 • (570) 424-2056 • advertising@poconorecord.com

Advertising Leadership

Brad Bailey, Advertising Director, Associate Publisher

(570) 420-4372 • bbailey@poconorecord.com

Kelli McFall, Classifieds Supervisor

(570) 420-4330 • kmcfall@poconorecord.com

Stephanie Fairbanks, Digital Sales Manger

(570) 460-0316 • sfairbanks@poconorecord.com

Jennifer McKay, Regional Digital Sales Manager

(845) 346-3131 • jmckay@th-record.com

Greg Appel, Major and National Accounts Manager

(845) 346-3085 • greg.appel@gatehousemedia.com

Classified Advertising Information

Phone: (570) 421-3030 • Toll Free: (800) 756-4237 • Fax: (570) 424-2625

Place your ad online at www.recordclassifieds.com

Legal Advertising

Phone: (570) 420-4466 • pdawdy@poconorecord.com

Paid Obituary Information

Phone: (570) 420-4350 • obit@poconorecord.com

Celebrations Announcements

Place your ad online at www.recordclassifieds.com



Professional Affiliations & Awards

The Pocono Record/Pocono Mountains Media Group is a member of the following professional and trade organizations:

- Audit Bureau of Circulation (ABC)
- Newspaper Association of America
- Pennsylvania Newspaper Association

Excellence in Advertising

Pocono Mountains Media Group has been recognized for the following:

Pennsylvania Newspaper Association Foundation Newspaper of the Year Contest

First Place—2011, 2004, 2003, 2001

Second Place—2006, 2005, 2002

IAMA and PNA Advertising Awards 2009 - 2015

22 First Place Awards, 19 Second Place Awards, 8 Third Place Awards