



Published every Friday, Pike & Monroe Life is distributed for free at key locations throughout Smithfield, Middle Smithfield, Price, Lehman Townships and Delaware Water Gap Borough.

## Classified Advertising Information

Refer to Pocono Record Classified Advertising rates for pricing. All in-column ads placed by 4:00 PM Wednesday for Friday's Pocono Record will also run in EPCN.

## Pre-Printed Inserts

Refer to the Dollar Volume Inserts page of the Pocono Mountains Media Group Rate kit for more information on pre-print advertising in our various products.

Annual No. of Insertions	4-12	13-24	25-52
Annual Dollar Investment	0 - \$6,299	\$6,300 - \$16,299	\$16,300+
Earned Level	1-6	7-11	12-26

  

Broadsheet	Tab	CPM - Cost Per Thousand (based on Annual insertion rate)			
No. of Pages		OPEN	4 - 12	13 - 24	25 - 52
Single	Single	\$56.00	\$52.00	\$50.00	\$45.00
2-8 B	4-16 T	\$62.00	\$60.00	\$58.00	\$50.00
10-14 B	18-28 T	\$67.00	\$65.00	\$63.00	\$54.00
16-24 B	30-48 T	\$76.00	\$72.00	\$70.00	\$61.00
28+	50+	\$82.00	\$78.00	\$75.50	\$66.00

## ROP Advertising Information

### Rates

Open .....	\$9.10 PCI
13 week contract .....	\$8.60 PCI
26 week contract .....	\$7.75 PCI
52 week contract .....	\$6.95 PCI

Pocono Record Pickup Rate .....	\$5.95 PCI
Introductory Rate .....	\$7.75 PCI
New advertisers get introductory rate for first 4 weeks.	

### Add Color:

Spot Color .....	Add \$130
Full Process Color (CMYK).....	Add \$275

**Deadline:** Tuesdays at 4:00 PM

## Mechanical Measurements

### 6 Column Format

1 col .....	1.583"
2 col .....	3.333"
3 col .....	5.083"
4 col .....	6.833"
5 col .....	8.583"
6 col .....	10.333"

