

**Retail Ad Specifications**

**6-Column Display Broadsheet Measurements**

| Column | Width         |
|--------|---------------|
| 1 Col. | 1.819 Inches  |
| 2 Col. | 3.764 Inches  |
| 3 Col. | 5.708 Inches  |
| 4 Col. | 7.653 Inches  |
| 5 Col. | 9.597 Inches  |
| 6 Col. | 11.542 Inches |

**5-Column Display Broadsheet Measurements:**

*Widths are the same as 6-Column Broadsheet.*

*Page Depth is 11 Inches.*

*Effective 12/1/2012 modular ad sizes will be required. Ask your Sales Representative for a Modular Ad-Size Grid.*

**Classified Ad Specifications**

**8-Column Display Classified Measurements**

| Column | Width        |
|--------|--------------|
| 1 Col. | 1.36 Inches  |
| 2 Col. | 2.80 Inches  |
| 3 Col. | 4.25 Inches  |
| 4 Col. | 5.70 Inches  |
| 5 Col. | 7.15 Inches  |
| 6 Col. | 8.58 Inches  |
| 7 Col. | 10.04 Inches |
| 8 Col. | 11.5 Inches  |

**Ad Copy Deadlines**

Display Advertising Deadlines – Retail and Classified

| Publication Day | Deadline           |
|-----------------|--------------------|
| Monday          | Thursday, 5:00 PM  |
| Tuesday         | Friday, 12:00 PM   |
| Wednesday       | Friday, 5:00 PM    |
| Thursday        | Monday, 5:00 PM    |
| Friday          | Tuesday, 5:00 PM   |
| Saturday        | Wednesday, 5:00 PM |
| Sunday          | *Thursday, 4:00 PM |

1. If you need to see a proof of your ad, please allow us at least one additional day.
2. Except for extreme emergency, cancellations may not be accepted after deadline.
3. When a holiday intervenes, deadlines are advanced one additional day.

Legal Advertising Deadline

Legal deadline is 2 business days prior to publication.

Classified In-Column Ad Deadline

Deadline is 3pm the day before publication. Sunday and Monday deadline is Friday 3pm. Auction in column advertising deadline is two days before day of publication.

Deadlines and Closing Times

We have a strong commitment to producing your advertisements accurately and promptly. For us to meet that commitment, we need to receive your advertising copy early enough to give it the care it deserves. Therefore, it is important that the documented deadlines be observed.

**Camera Ready Art Specifications**

When submitting camera ready advertisements via email, disc or other electronic method; please use these guideline to ensure proper reproduction and quality.

1. Please build your documents the correct size for printing in our publication.
  2. Submit your ad to us on a CD disc, DVD disc or e-mail to [advertising@poconorecord.com](mailto:advertising@poconorecord.com)
  3. No Mac files accepted
  4. Changes on electronic ads must be made by the sender, then submitted according to our deadline for the publication in which it is to run.
- NOTE:** Camera ready art provided as hard copy will be scanned and may compromise reproduction.

**How to Supply Materials**

|                        |          |
|------------------------|----------|
| Completed ad .....     | PDF File |
| Photographs.....       | JPG File |
| Line Screen .....      | 85-90    |
| Any photo/artwork..... | 200+ DPI |
| Line Art.....          | 600 DPI  |
| Full Color.....        | CMYK     |



**DID YOU  
KNOW?**

**7 in 10** adults take action after seeing a newspaper ad.

Source: NAA, How America Shops and Spends; 2011