

Pike & Monroe Life

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-\$74,899

Broadsheet		Tab		CPM - Cost Per Thousand (based on Annual insertion rate)			
No. of Pages		OPEN	4 - 12	13 - 24	25 - 52		
Single	Single	\$58.00	\$54.00	\$52.00	\$47.00		
2-8 B	4-16 T	\$64.00	\$62.00	\$60.00	\$52.00		
10-14 B	18-28 T	\$69.00	\$67.00	\$65.00	\$56.00		
16-24 B	30-48 T	\$78.00	\$74.00	\$72.00	\$63.00		
28+	50+	\$84.00	\$80.00	\$77.50	\$68.00		

ROP Advertising Information

Rates

Open	\$9.46 PCI
13 week contract	\$8.94 PCI
26 week contract	\$8.06 PCI
52 week contract	\$7.23 PCI

Pocono Record Pickup Rate	\$6.125 PCI
Introductory Rate	\$8.06 PCI

New advertisers get introductory rate for first 4 weeks.



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"