

Target a specific audience or the entire Pocono Mountains region! Insert your ad materials right into the Pocono Record and add Pocono Record Plus for maximum market coverage.

Pre-Printed Inserts

Annual No. of Insertions	4-12	13-24	25-51	52-72	72 & Up
Annual Dollar Investment	0 - \$6,299	\$6,300 - \$16,299	\$16,300-\$74,899	\$74,900-\$132,499	\$133,500 - up

Pocono Record Preprints

Broadsheet		Tab	CPM - Cost Per Thousand (based on Annual insertion rate)					
No. of Pages			OPEN	4 - 12	13 - 24	25 - 51	52-72	72 & Up
Single	Single		\$56.00	\$52.00	\$50.00	\$49.00	\$47.00	\$41.00
2-8 B	4-16 T		\$61.00	\$59.00	\$56.00	\$53.00	\$48.00	\$42.00
10-14 B	18-28 T		\$66.00	\$64.00	\$61.00	\$57.00	\$51.00	\$43.00
16-24 B	30-48 T		\$74.00	\$70.00	\$66.00	\$63.00	\$56.00	\$44.00
28+	50+		\$80.00	\$75.00	\$71.00	\$68.00	\$60.00	\$45.00

Pocono Record PLUS (TMC)

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

Eastern Pocono Community News

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



The Pocono Record's Total Market Coverage (TMC) publication, Pocono Record Plus, is delivered to non-subscribers every Saturday. Our Database is continually updated using changes which are supplied directly to us by local postmasters, and is cross-referenced with our Pocono Record circulation database.

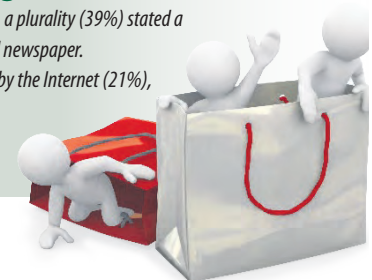
Reach your best prospects for just pennies per household with our Right on Target zoned insert program. Flexible options to fit your needs and budget. Our turnkey PID (Print, Insert, Deliver) program includes artwork, printing and distribution. Contact your Pocono Mountains Media Group ad representative today for more details or a custom quote.

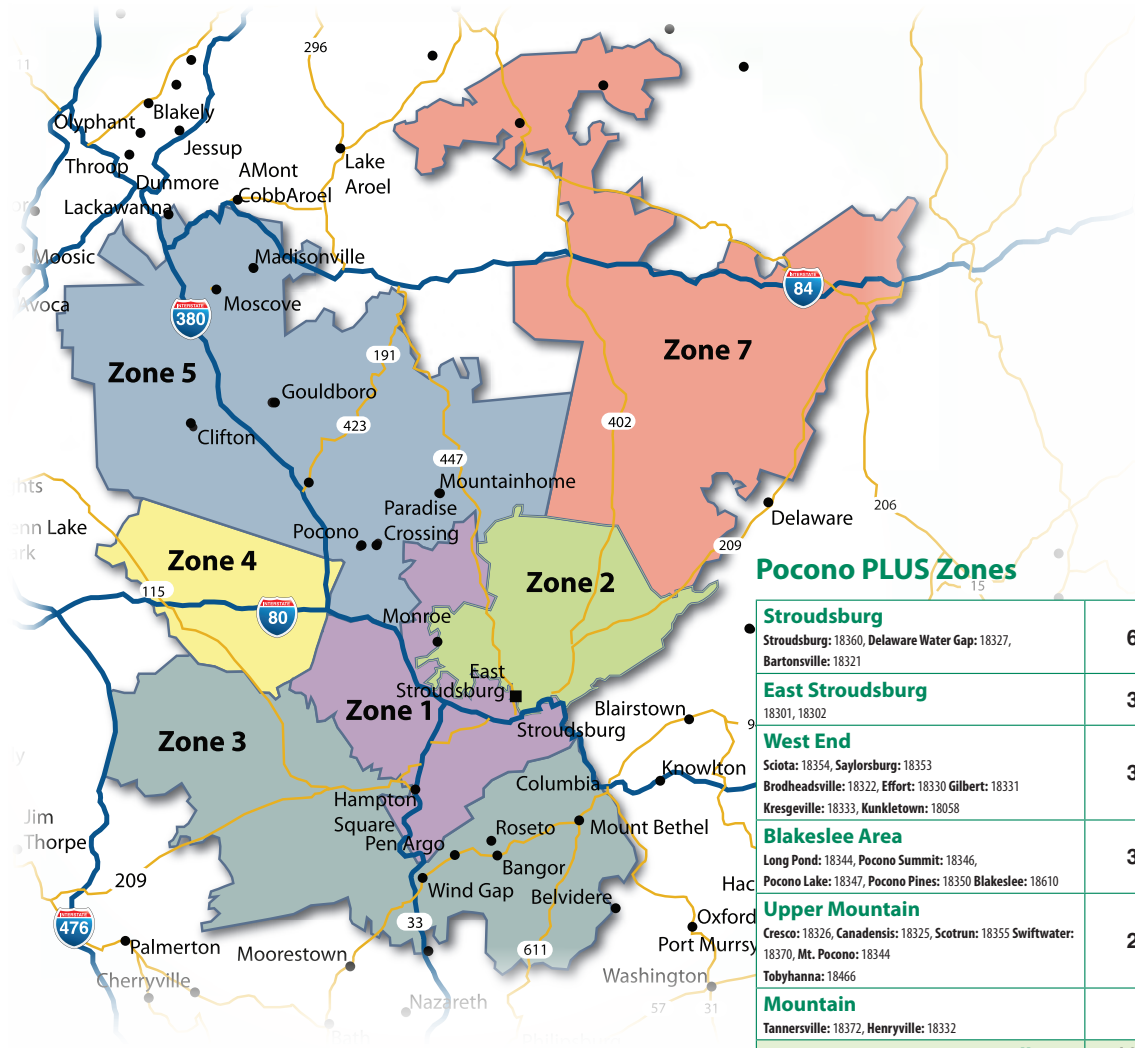
DID YOU KNOW?

Preferred Method of Receiving Ad Inserts

Among the 84% of the adult population who are online, a plurality (39%) stated a preference for receiving ad inserts or fliers in the printed newspaper. Mail was the second preferred method (27%), followed by the Internet (21%), and 13% had no preference.

2014_NAA_HowAmericaShops&Spends





Pocono PLUS Zones

Stroudsburg Stroudsburg: 18360, Delaware Water Gap: 18327, Bartonsville: 18321	6,015
East Stroudsburg 18301, 18302	3,016
West End Sciota: 18354, Saylorburg: 18353 Brookheadsville: 18322, Effort: 18330 Gilbert: 18331 Kresgeville: 18333, Kunkletown: 18058	3,242
Blakeslee Area Long Pond: 18344, Pocono Summit: 18346, Pocono Lake: 18347, Pocono Pines: 18350 Blakeslee: 18610	3,944
Upper Mountain Cresco: 18326, Canadensis: 18325, Scotrun: 18355 Swiftwater: 18370, Mt. Pocono: 18344 Tobyhanna: 18466	2,146
Mountain Tannersville: 18372, Henryville: 18332	824
All TMC	19,187
EPCN Eastern Pocono Community News	7,000

Pre-Print Delivery Zones

18,000+ pieces	No Add'l Cost
10,000-17,999 pieces	Add \$3 per thousand
Less than 9,999 pieces	Add \$5 per thousand

Please see Preprint Policies and Instructions page for information on deadlines and deliveries.

Pocono Record Zones

Zone 1 18321, 18327, 18360, 18332, 18372	HD	M-Th	FRI	SAT	SUN
		2,944	3,160	3,136	3,136
	SC	1,167	1,482	1,082	2,470
	Total	4,111	4,642	4,218	5,606

Zone 2 18301, 18302, 18320 18335, 18341, 18356	HD	M-Th	FRI	SAT	SUN
		1,951	2,225	2,216	2,244
	SC	796	1,113	824	1,998
	Total	2,747	3,338	3,040	4,242

Zone 3 18058, 18210, 18322, 18330, 18331, 18333, 18352, 18353, 18354, 18013, 18072, 18091, 18343, 18351	HD	M-Th	FRI	SAT	SUN
		1,458	1,674	1,667	1,702
	SC	1,036	1,327	1,059	3,220
	Total	2,494	3,001	2,726	4,922

Zone 4 18334, 18346, 18347, 18349, 18350, 18610	HD	M-Th	FRI	SAT	SUN
		603	726	721	718
	SC	180	330	271	603
	Total	783	1,056	992	1,321

Zone 5 18325, 18326, 18342, 18344, 18355, 18357, 18424, 18444, 18466	HD	M-Th	FRI	SAT	SUN
		1,060	1,215	1,210	1,195
	SC	638	930	668	2,081
	Total	1,698	2,145	1,878	3,276

Zone 7 18324, 18328, 18337, 18428	HD	M-Th	FRI	SAT	SUN
		309	377	378	379
	SC	266	386	272	727
	Total	575	763	650	1,106

HD Total	8,325	9,377	9,328	9,374
SC Total	4,083	5,568	4,176	11,099
Total	12,408	14,945	13,504	20,473

The following policies are in place to enhance our ability to deliver superior service. We expect and greatly appreciate your compliance.

Transportation: Please read carefully

It is of utmost importance that our advertisers stress to their transportation companies that all products are delivered to us in good condition. It is also important that our advertisers review pallet specifications with their printer and transportation company. We cannot accept damaged inserts, boxes or skids. A majority of problems are directly related to mishaps that arise during transportation to our facility.

Our Receiving Manager must sign for all inserts. We will not be responsible for inserts left on the loading dock or in the lot. Preprints requiring special handling may incur additional charges, with prior approval of advertiser. We do not recommend using UPS/UPS Freight, Fed Ex/Fed Ex Freight for shipping inserts to us. This is due to their labeling and delivery methods. We will not be responsible for shipments coming in broken up over separate deliveries, with insufficient information on paperwork or packages, unsigned for deliveries or deliveries left on our docks.

Insertion Order

Order must be received & confirmed by your account representative according to the established insertion order deadlines, prior to delivery of inserts.

Pre-Print Specifications

Maximum Size: 10" x 11" with the fold on the 11" side. Minimum Size: 5½" x 8" Other formats may be accepted upon submission of a sample. *We do not accept quarter folded inserts. Paper stock: Inserts less than 4 pages must be printed on minimum of 60 lb. stock.

Pallet Specifications

Maximum Stack Height: 5'6" high, maximum weight of 2,500 lbs. per skid. Standard Pallet Size: 40" x 48" with 3 stable runners and 4" pallet truck clearance.

Label Each Pallet With:

- Name of newspaper.
- Name of insert/advertiser.
- Date of insert.
- Skid number and total skids.
- Quantity of inserts on the skid.

When sending inserts for multiple run dates, each date must be packaged separately. Preparation: Inserts should be well jogged and neatly stacked on skids. Each stack should be layered in hand-held size turns. Preprints should be securely wrapped in cardboard or shrink-wrap. Skids should be banded with a protective top of cardboard or wood. Wrap each skid with a minimum of four (4) steel or plastic straps.

Bill of Lading must include:

- Name of Customer.
- Number of pallets or cartons.
- Total number of preprints.

Inserts should be delivered no earlier than 14 days prior to publication date. We cannot store inserts for more than 30 days. All inserts left over after publication will be destroyed after 24 hours unless otherwise instructed. Late delivery may result in rescheduling the preprint. We cannot guarantee preprints will run if they are received outside our delivery deadlines.

Holiday Delivery Hours

If your insert is due to be delivered on one of the holidays listed below, it is imperative that you contact our Preprint Coordinator in advance for receiving instructions. The Receiving Department is closed on the following holidays:

When a holiday falls on Monday, inserts must be delivered the prior Friday.

Publication Day	Delivery Deadline
Monday-Friday	2 business days prior to publication
Saturday	3 business days prior to publication
Sunday & TMC	6 business days prior to publication

Delivery Address

Pocono Record
c/o Times Herald-Record Production Facility
20 Smith Road,
Middletown, NY 10941

**Pre-Prints must be prepaid.
No C.O.D accepted**

Contact Information

Main Number: (800) 295-2181
Directions: (800) 295-2121 ext. 2297
Pre-Print Coordinator: (845) 346-3028
Production Facility: (845) 346-3051
Receiving Manager: (845) 346-3053

Print-Insert-Deliver

We can print your glossy marketing message! Ask your Advertising Representative for more details.