

Advertising Specifications:

ROP & CLASSIFIED ROP*

STANDARD PAGE SIZE

Columns	Inches Wide	
1	1.687"	
2	3.5"	
3	5.312"	Double Truck Sizes
4	7.125"	22.375" x 21.25"
5	8.937"	Column Depth: 21"
6	10.75"	

TABLOID PAGE SIZE

Columns	Inches Wide	
1	1.687"	
2	3.5"	
3	5.312"	Double Truck Sizes
4	7.125"	21" x 10.75"
5	8.937"	Column Depth: 10.75"

Line Screen: 85 lines per inch.

*Minimum depth should be 1.5 inches per column width

Ad Size	Tab Ad Size		Broadsheet Ad Size	
	Width	Depth	Width	Depth
Full Pg	8.937"	10.75"	10.75"	21"
1/2 Pg Horiz	8.937"	5.25"	10.75"	10.5"
1/2 Pg Vert			5.312"	21"
1/4 Pg Horiz	5.312"	5.25"	10.75"	5.25"
1/4 Pg Vert			5.312"	10.5"
1/8 Pg Horiz	3.5"	3.5"	5.312"	5.25"
1/8 Pg Vert			3.5"	8"
1/16 Pg Horiz			5.312"	2.5"
1/16 Pg Vert	1.687"	3.5"	3.5"	3.75"

In order to ensure consistent quality on our high-speed equipment, the height and width of advertisements as printed will be adjusted slightly from these measurements. Notwithstanding, ads will continue to be billed at these measurements.

ROP MODULAR AD SIZES

ROP Full-Run Modular Ad Sizes

Unit Name	Columns(Inches)	Depth in Inches
Full Page	6 (10.75)	21.00
1/2 Page Horiz	6 (10.75)	10.5
Banner Ad	6 (10.75)	2.5
3/4 Page	5 (8.937)	18.0
3/5 Page	5 (8.937)	14.0
1/2 Page Rec	4 (7.125)	15.75
2/5 Page	4 (7.125)	14.0
1/3 Page	4 (7.125)	10.5
1/2 Page Vert	3 (5.312)	21.0
1/4 Page	3 (5.312)	10.5
1/6 Page Horiz	3 (5.312)	7.0
1/8 Page	3 (5.312)	5.25
1/10 Page	3 (5.312)	4.0

CONTACTS

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Advertising Deadlines:

ROP DEADLINES

Monday

5PM Thurs. Space Reservations
Noon Fri. Camera Ready
3PM Fri. Proof Deadline

Tuesday

5PM Fri. Space Reservations
Noon Mon. Camera Ready
3PM Mon. Proof Deadline

Wednesday

5PM Mon. Space Reservations
Noon Tues. Camera Ready
3PM Tues. Proof Deadline

Thursday

5PM Tues. Space Reservations
Noon Wed. Camera Ready
3PM Wed. Proof Deadline

Friday

5PM Wed. Space Reservations
Noon Thurs. Camera Ready
3PM Thurs. Proof Deadline

Saturday

5PM Thurs. Space Reservations
5PM Thurs. Camera Ready
3PM Fri. Proof Deadline

Sunday

5PM Thurs. Space Reservations
5PM Thurs. Camera Ready
3PM Fri. Proof Deadline

US

3PM Fri. Space Reservations
Noon Mon. Camera Ready
5PM Mon. Proof Deadline

Mainstreet Marketplace

5PM Tues. (10 days prior) Space Reservations
Noon Wed. (9 days prior) Camera Ready
Noon Thurs. (8 days prior) Proof Deadline

Real Estate Sunday

5PM Wed. Space Reservations
Noon Fri. Camera Ready
3PM Fri. Proof Deadline

Exposed

Noon Wed. Space Reservations
Noon Thurs. Camera Ready
3PM Thurs. Proof Deadline

Sunday Morning

5PM Tues. Space Reservations
Noon Thurs. Camera Ready
Noon Thurs. Proof Deadline

New Jersey Zones Publish on: • Wednesday • Thursday • Friday